REAL-WORLD DESTINATIONS IN VIDEO GAMES: A CONTENT ANALYSIS OF REDDIT COMMENTS

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Abstract
Video games frequently implement real-world destinations for their virtual environments. This practice not only introduces these destinations to players, but also enhances their recognition, popularity and overall image. In this regard, the aim of this study is to identify video games that depict real-world destinations, as well as the destinations most frequently featured in video games. By utilizing a qualitative content analysis of user-generated comments on the online platform Reddit, the research identifies key video game series and individual titles that incorporate real-world settings, and also highlights the most commonly portrayed destinations. The findings open up the possibility for further research of the presented video games and destinations in order to better understand their relationship and the connection between digital media and tourism. It is anticipated that the results of the research will be useful to the members of the academic community interested in exploring the relationship between video games and tourism, as well as to the tourism policymakers from both renowned and lesser-known destinations worldwide.
Keywords: video games, destinations, promotion, presentation, tourism

DESTINACIJE STVARNOG SVETA U VIDEO IGRAMA: ANALIZA SADRŽAJA REDIT KOMENTARA

Apstrakt
Video igre često implementiraju destinacije iz realnog sveta za svoja virtuelna okruženja. Ova praksa ne samo da upoznaje igrače sa ovim destinacijama, već i poboljšava njihovu prepoznatljivost, popularnost i imidž. S tim u vezi, cilj istraživanja je identifikovati video igre koje prikazuju destinacije iz realnog sveta, kao i destinacije oslikane u video igrama. Korišćenjem kvalitativne analize sadržaja komentara korisnika internet platforme Redit, identifikovani su ključni serijali video igara kao i pojedinačna izdanja, a takođe istaknute su i najčešće prikazane destinacije. Rezultati otvaraju mogućnost za dalja istraživanja predstavljenih video igara i destinacija kako bi se bolje razumeo njihov odnos, kao i veza između digitalnih medija i turizma. Očekuje se da rezultati istraživanja budu od koristi predstavnicima akademske

zajednice koji su pokazali interesovanje za izučavanje odnosa video igara i turizma, kao i kreatorima turističke politike renomiranih, ali i manje poznatih destinacija širom sveta.

Ključne reči: video igre, destinacije, promocija, predstavljanje, turizam

INTRODUCTION

The video game industry is growing rapidly year after year. This relatively young industry is estimated to be worth over $180 billion, more than the music and film industries combined. This makes it the largest entertainment industry in the world (Arora, 2023; Buijsman, 2024; Sherriff, 2024). Approximately, over 3 billion people worldwide are considered active video game players, and the number of players is expected to continue to grow in the coming years (Gill, 2025; Duarte, 2025). Such a wide spread and popularity of video games as a means of entertainment and a way to spend free time leads to the need to understand their other functions and impacts on the society. Their basic role has been overcome and in the last two decades, video games have also been observed and studied through their psychological impact on players (King et al., 2009; McLean & Griffiths, 2013), influence on culture (Cerezo-Pizarro et al., 2023) as well as their impact on education and information processing (Anetta et al., 2009). Today, video games also influence fashion, music, and communication, inspire creativity and innovation, and enable new technological discoveries (Maggioli, 2023). The various impacts of video games on society have been studied for decades, but in recent years the attention of the academic community has also been drawn to the impact of video games on tourism, namely their role in initiating tourist activities and motivating tourist travel, as well as promoting tourist destinations (Dubois & Gibbs, 2018; Esteves & Brito, 2020).

Modern video games, due to technological advances, are able to offer players immersive, realistic experiences (Dyer, 2022). Although the emphasis is often on the quality of graphics, realism, and attention to detail, the immersion of players into the world of a video game is also influenced by sound, narrative, interactivity, and the design of the video game world (Steele, 2023). The world of a video game is considered to be the virtual environment where the plot of a video game takes place. It contains geography, characters, objects, rules, and story. While many video games are set in a fantasy world or abstract environment, video games often implement real-world locations and create their own virtual world based on them (Filimowicz, 2023). Given that these locations are most often renowned or growing tourist destinations, the goal of the paper is to determine which video games base their worlds on real-world destinations, as well as which destinations have been implemented through the world of video games or have served as a motive and inspiration for the creation of the video game world. Since the impact of video games on tourism and tourist destinations has been the subject of research in the academic literature in recent years, and the number of papers studying this connection and impact is increasing, there is a need to properly identify most popular video games that are set in real-world destinations, as well as the destinations most frequently featured in video games. By observing the previous literature, it can be noted that a relatively small number of

video games that are set in real-world destinations are being researched, while there is a significantly larger number of such video games on the market that have not been the subject of research in the academic literature for various reasons, one of which might be that they haven't been recognized by academic community, especially amongst the non-gamer researchers. In this regard, the need to identify video games and destinations that can be covered by further research on this topic arose. Therefore, the motive for creating this paper is to establish which video games players recognize as representative of real-world destinations, and which destinations are recognized as adequately depicted in the world of video games, and the paper's main purpose is to assist researchers with this crucial information which can lead to an increase of interest towards studying this relatively new field of study.

LITERATURE REVIEW

Although in recent years the study of video games in the function of tourism development, encouragement of tourist travel and promotion of tourist destinations has become increasingly prominent, the study of film from this aspect is far more popular (O'Connor et al., 2008; Cardoso et al., 2017; Liu et al., 2020). Destinations that represent the locations where films and tv shows are taking place are becoming increasingly popular for tourist travel. Tourists who are encouraged by films increase the number of visits to destinations, and at the same time improve their popularity and image. Film-induced tourism, as a segment of media-related tourism, or media-induced tourism, has become a lucrative and growing sector of the tourism industry (Busby & Klug, 2001). Thus, the famous film series The Lord of the Rings and The Hobbit influenced the increase in tourist arrivals and tourism revenue in New Zealand, the country where these series were filmed (Li et al., 2017), while one of the most popular television series, Game of Thrones, influenced the improvement of the image and popularity as well as the increase in the number of tourists in Dubrovnik, one of the most important tourist destinations in Croatia (Tkalec et al., 2017). Reflecting on the importance of film for tourism and its role in stimulating tourist travel, authors Dubois and Gibbs (2018) suggested that video games have similar opportunities to film and that their potential should not be overlooked. They were among the first to examine this issue and introduced the term video game-induced tourism as a segment of media-driven tourism.

The rise in popularity of video games has also led to a greater interest of the academic community in examining their significance for tourism and tourist destinations. By playing video games that are set in real-life destinations, players become more aware of these destinations and have the opportunity to get to know them better through the video game. Players' experiences within video games have a positive effect on the perception of the destination presented in the game. This consequently leads to an improvement in the image and popularity of these destinations, as well as an increased desire to visit the destinations in person (Sharma et al., 2023; Shuhua et al., 2024). A number of factors contribute to this effect. Immersion in the world and plot of a video game stands out. This is often the case with video games that have attractive landscapes, recognizable culture and historical heritage, as well as with the

interpretation of specific historical periods and events (Tobing, 2024; Jang, 2024). A significant element is also the narrative of the video game that shapes the gaming experience (Junko et al., 2022). Further research has identified other factors such as a sense of presence in the world of the video game (Dong et al., 2021), nostalgia (Brinkman, 2020), adventure, a sense of heroism (Sajid et al., 2018), player freedom within the video game, and emotional connection (Yahiaoui et al., 2024).

Studies in the field of tourism that have used video games or their players as subjects of research have mainly analyzed games with historical contexts. The popular video game series Assassin's Creed, which presents numerous destinations in specific historical periods through its 14 main releases, has often been the subject of research (Carvalho et al., 2019; Xu, 2021; Rainoldi, 2022; Champion, 2022; Shuhua et al., 2024). The video game Ghost of Tsushima, which depicts the medieval Mongol invasion of the Japanese island of Tsushima (Jang, 2024), has also been the subject of research, as has Kingdom Come Deliverance and the influence of this video game on the presentation of medieval Bohemia, located in the territory of the present-day Czech Republic (Neumann, 2019). It is not only video games with historical themes that have attracted the attention of the academic community. The subject of research was also Grand Theft Auto V (Sharma et al., 2023), which is one of the most recognizable and popular video games today, as well as Shenmue (Ramirez-Moreno & Leorke, 2021), alongside the latest release of the renowned horror series, Resident Evil: Village (Vintilă & Merciu, 2024). Although the previous literature has analyzed various video games from different aspects of their impact on tourism and the promotion of tourist destinations, there is a far greater number of video games that depict real tourist destinations. Also, there is a large number of destinations on the basis of which the world of video games was created that have not been covered by previous research. Therefore, the following research questions are proposed:

- Which video games represent real-world destinations or base their virtual world on them?
- What destinations are most often depicted in video games?

To the best of the authors' knowledge, there is no scientific paper that identifies video games featuring real word destinations and specifies which destinations are included. Since this is an emerging topic with a growing body of literature, the identification of these games and destinations will provide valuable insights for researchers interested in studying the video games and their connection with tourism and tourist destinations.

METHODOLOGY

In order to achieve the goal of the research, the qualitative content analysis method was applied using user comments from the online platform Reddit. This popular online platform that allows users to post comments, questions, problems and communicate with other users has previously been used to collect data in the form of comments for the purpose of researching the connection between video games and tourism (Dubois & Gibbs, 2018; Jang, 2024). A total of 333 relevant comments were collected from several posts, using the search term *Video games with real life destinations*. The search was conducted on 14th and 15th February 2025. After data

collection, processing was performed using MAXQDA software, which has also been used in other research that required the processing of qualitative data in the form of online comments (Koçan & Yildiz, 2024; Davidović & Pantović, 2024). Since the comments varied in length and content, it was necessary to extract the mentions of video games and destinations by using the software. By coding the data, mentions of video games were extracted, both of entire series and individual games, as well as destinations. Video games were classified by series and then by individual releases, while destinations were classified by countries and then by locations within countries.

RESEARCH RESULTS AND DISCUSSION

Based on the analysis of 333 relevant comments from the Reddit online platform regarding video games with descriptions of real-world destinations, 518 mentions of video games, both series and individual games, as well as 327 mentions of destinations were identified. The research results are presented in four segments. Mentions of video games are presented first by video game series, and then by individual editions of the series. Mentions of destinations are presented by countries and then by individual destinations within the countries.

Video game series

Based on the comments, a total of 86 video game series were identified. The comments contained the names of entire series, indicating all of the releases, as well as individual video games as representatives of their series. If the comment mentioned the name of the series and then all releases of the series, then the mentioned series name was not taken into account. If the name of the series was mentioned and then specific releases of the series were further highlighted, the series name was taken into account because it also represents other titles of the series. Video game series and number of mentions in the analyzed sample:

1. Assassin's Creed – 90
2. Watch Dogs – 36
3. The Division – 35
4. Grand Theft Auto – 33
5. Yakuza – 30
6. Microsoft Flight Simulator - 25
7. Marvel's Spider-Man – 21
8. Fallout – 20
9. Kingdom Come Deliverance – 16
10. L.A. Noire – 13
11. Sleeping Dogs – 12
12. The Getaway – 10
13. American Truck Simulator – 8
14. Forza Horizon – 8
15. Persona – 7
16. True Crime – 7
17. Euro Truck Simulator – 6
18. Far Cry – 6
19. Red Dead Redemption – 6
20. Shenmue – 6
21. Test Drive – 6
22. Infamous – 5
23. The Crew – 5
24. Ghost of Tsushima – 4
25. Horizon – 4
26. Hunter – 4
27. Project Zomboid – 4
28. S.T.A.L.K.E.R. – 4
29. The Last of Us – 4
30. Call of Duty – 3
31. DayZ – 3
32. Dead Island – 3
33. Firewatch – 3
34. GhostWire – 3
35. Hell Let Loose – 3
36. Mafia – 3
37. Project Gotham Racing – 3
38. Cyberpunk 2077 – 2

39. Days Gone – 2
40. Death Stranding – 2
41. Driver – 2
42. Everybody's Gone to the Rapture – 2
43. Hitman – 2
44. Journey – 2
45. Lego Marvel's Avengers – 2
46. Subway – 2
47. Metropolis Street Racer – 2
48. Prototype – 2
49. The Vanishing of Ethan Carter – 2

The other series are each mentioned only once.

With the highest number of mentions in the analyzed comments from the Reddit platform, the Assassin's Creed series was presented by users as the most successful in depicting real-world destinations through the world of video games. The last edition of the series, which has been running since 2007, was released in March 2025 under the name Assassin's Creed Shadows and became one of the best-selling releases of the series, and one of the best-selling video games of that month (Valentine, 2025). The renowned action-adventure series, which shows an interpretation of destinations in their significant historical periods, is one of the most popular in its genre and represents the largest and best-selling series from Ubisoft, one of the most recognizable companies in the video game industry (Mazanko, 2024; Clement, 2024).

It is noticeable that the second and third most mentioned series in the sample are also Ubisoft releases. The Watch Dogs series, which presents urban destinations in modern times, and The Division series, which depicts urban destinations in a post-apocalyptic environment, together with the most mentioned series Assassin's Creed, indicate that users place the most trust in Ubisoft when it comes to designing video game worlds based on real destinations. Other series from this company were also included in the sample, like Far Cry and The Crew, but with a much smaller number of mentions.

The research found that action-adventure series and open-world series predominate. Open-world video games allow players the freedom to explore the entire map, or the entire world of the video game, at any time and are not conditioned to follow a linear path intended by the developers (Manocha, 2025). Series whose releases have a linear world, such as The Last of Us and Call of Duty, were also mentioned, but it is clearly observed that open-world video games more adequately represent destinations than those that do not provide that level of freedom and encouragement for exploration.

In addition to action-adventure series, simulation series such as American and Euro Truck Simulator, where players take on the role of truck drivers in the American and European transport industries, were also mentioned, as well as the flight simulation game Microsoft Flight Simulator. Racing games such as the Forza Horizon series or Test Drive are also a significant part of the sample. However, the dominant share is in action-adventure series, both those set in historical periods and those depicting destinations in the present or future. The results of the analysis of comments show a great diversity of series, where 49 series were mentioned two or more times. This indicates the widespread representation of real destinations through the world of video games.

Video games as individual titles

Video games as individual releases of their series, as well as video games that are standalone releases, were also separated in order to see which video games users single out as successful representatives of real-world destinations. Video games and number of mentions in the analyzed sample:

1. Grand Theft Auto V – 22
2. Watch Dogs 2 – 18
3. The Division – 17
4. Kingdom Come Deliverance – 16
5. Assassin's Creed Unity – 15
6. The Division 2 – 15
7. L.A. Noire – 13
8. Assassin's Creed Odyssey – 12
9. Sleeping Dogs – 12
10. Marvel's Spider-Man – 11
11. American Truck Simulator – 8
12. Assassin's Creed Origins – 8
13. The Getaway – 8
14. Assassin's Creed II – 7
15. Fallout 4 – 7
16. Persona 5 – 7
17. Euro Truck Simulator – 6
18. Watch Dogs – 6
19. Grand Theft Auto IV – 5
20. Infamous Second Son – 5
21. Assassin's Creed Syndicate – 4
22. Fallout: New Vegas – 4
23. Ghost of Tsushima – 4
24. Marvel's Spider-Man 2 – 4
25. Microsoft Flight Simulator 2020 - 4
26. Project Zomboid – 4
27. Red Dead Redemption II – 4
28. Shenmue – 4
29. Watch Dogs: Legion – 4
30. Yakuza: Like a Dragon – 4
31. Assassin's Creed Valhalla – 3
32. DayZ – 3
33. Dead Island 2 – 3
34. Fallout 3 – 3
35. Fallout 76 – 3
36. Firewatch – 3
37. GhostWire: Tokyo - 3
38. Hell Let Loose – 3
39. Hunter: Call of the Wild – 3
40. Mafia III – 3
41. Test Drive Unlimited – 2
42. The Last of Us part 2 – 3
43. True Crime: Streets of LA – 3
44. Assassin's Creed Black Flag – 2
45. Assassin's Creed Brotherhood – 2
46. Cyberpunk 2077 – 2
47. Days Gone – 2
48. Death Stranding – 2
49. Everybody's Gone to the Rapture – 2
50. Far Cry 5 – 2
51. Forza Horizon 3 – 2
52. Forza Horizon 4 – 2
53. Forza Horizon 5 – 2
54. Horizon Zero Dawn – 2
55. Journey – 2
56. Marvel's Spider-Man – Miles Morales – 2
57. Metropolis Street Racer – 2
58. Prototype – 2
59. Red Dead Redemption – 2
60. Shenmue 2 – 2
61. Test Drive Unlimited – 2
62. The Crew – 2
63. The Crew 2 – 2
64. The Getaway: Black Monday – 2
65. True Crime: New York – 2
66. The Vanishing of Ethan Carter – 2

Other video games are mentioned once each.

The video game that was mentioned most often in the observed comments is one of the most popular and best-selling video games of all time, Grand Theft Auto V. This video game depicts Los Angeles through the fictional city of Los Santos, modeled after the American metropolis. The game broke the record for the most copies sold in the first 24 hours, as well as the game that generated revenue of a billion dollars in the

shortest period of time, and today represents one of the most significant titles in the video game industry (Nikolić & Leković, 2025). It is noted that although the Grand Theft Auto is the fourth most mentioned series in the observed sample, the largest contribution was made by the latest release. This is also the case with the video game Watch Dogs 2, which is in second place, as well as the first release of the series The Division, in third place, but to a lesser extent than the Grand Theft Auto series, which has more releases and a longer history. This indicates that in some series only one release, or to a greater extent one release, is recognized for its interpretation of real-world destinations. There are also video games mentioned that are currently the only release of their series, such as L.A. Noire, Sleeping Dogs, Ghost of Tsushima, Cyberpunk 2077, Death Stranding, and others.

A different picture is presented by the individual editions of the Assassin's Creed series. Although the series itself is mentioned the most, more than twice as often as the series ranked second, the mentions of individual editions are more evenly distributed. The most frequently mentioned video game is Assassin's Creed Unity, which depicts Paris during the French Revolution. When analyzing the comments, it was also noted that the way in which the Notre Dame Cathedral is presented and modeled in the video game was emphasized. The role of this building, as well as the way in which it is modeled and presented, have been the subject of previous academic research (Szrajber et al., 2016; Mochocki, 2021). Other releases of the series were also mentioned, such as Assassin's Creed Odyssey, which depicts ancient Greece, Assassin's Creed Origins, which is set in Ptolemaic Egypt, Assassin's Creed II, which interprets the cities of Italy during the Renaissance, Assassin's Creed Syndicate, which is set in London during the reign of Queen Victoria, as well as other releases of the series. This indicates that the entire series is recognized from the aspect of recreating real destinations, with almost all of its releases.

Countries as destinations

When processing the results, it was noticed that users listed destinations in accordance with their perception of destinations, but also in accordance with what was presented in video games. Thus, countries, regions, cities, etc. were listed as destinations. In order to understand which destinations were mentioned, they were first categorized into the countries to which they belonged. Thus, the mentioned countries and the destinations within them formed the category of those countries. Countries and the number of mentions in the analyzed sample:

1. United States of America – 159
2. Japan – 39
3. United Kingdom – 24
4. Italy – 18
5. Czech Republic (Bohemia) – 16
6. France – 12
7. China – 9
8. Greece – 7
9. Ukraine – 7
10. Egypt – 5
11. Australia – 2
12. Spain – 2
13. Iceland – 2
14. Turkey – 2
15. Mexico – 2
16. Canada – 2
17. Poland – 2

Other countries are mentioned once each. Europe is also mentioned twice, as is the region of Eastern Europe.

The United States was mentioned by far the most, which is not surprising given the number of games located in destinations within this country, as well as the importance of the American market for the video game industry. On the second place is Japan, with more than three times fewer mentions than USA, but significantly more than the United Kingdom, which is in third place. The USA and Japan, in addition to representing two of the three largest video game markets together with China (Buchholz, 2021; Palma-Ruiz et al., 2022), are also the two countries with the longest tradition in the video game industry, as well as the location from which the largest number of important video game development companies come. It is therefore not surprising that their destinations are often represented through the world of video games.

It is noted that in addition to countries with high tourist arrivals such as the United Kingdom, Italy, France and Greece, the Czech Republic is in fifth place in the observed sample. This is due to the recognition of the video game Kingdom Come Deliverance, which was developed by a Czech team, and depicts the medieval kingdom of Bohemia. This video game is mentioned 16 times, the same as the Czech Republic as a destination, or Bohemia itself. The case is similar with Ukraine, which is in eighth place. The S.T.A.L.K.E.R. series, developed in Ukraine, which represents Chernobyl and Pripyat with a fictional, post-apocalyptic setting, contributed to this destination being recognized in the comments. This confirms that video games contribute to increasing the recognition and image of destinations that are not renowned tourist destinations.

Individual destinations
The sample mainly mentioned urban destinations, but there were also regions, districts, rural areas, as well as US states as separate mentions. Mentioned destinations and number of mentions in the analyzed sample:

1. New York, USA – 41
2. Los Angeles, USA – 29
3. London, UK – 20
4. San Francisco, USA – 17
5. Tokyo, Japan – 13
6. Paris, France – 10
7. Washington DC, USA – 10
8. Florence, Italy – 7
9. Boston, USA – 6
10. Chicago, USA – 6
11. Hong Kong, China – 6
12. Seattle, USA – 6
13. Chernobyl, Ukraine – 5
14. Kabukicho, Japan – 5
15. New Orleans, USA – 5
16. Rome, Italy – 4
17. Venice, Italy – 4
18. Athens, Greece – 3
19. Rataj nad Sázava, Czech Republic – 3
20. Colorado, USA – 2
21. Detroit, USA – 2
22. Ibiza, Spain – 2
23. Istanbul, Turkey – 2
24. Kowloon, China – 2
25. Las Vegas, USA – 2
26. Pripyat, Ukraine – 2
27. Shibuya, Japan – 2
28. Western US – 2
29. West Virginia, USA – 2
30. Wyoming, USA – 2
31. Yokohama, Japan – 2
32. Yokosuka, Japan – 2

Other destinations are mentioned only once.

Among the individual destinations, cities were the most frequently mentioned and they present highly popular tourist destinations, even though rural destinations are also becoming increasingly more popular amongst tourists (Lazović et al., 2024). New York, the largest and most famous city in the United States, was the most frequently mentioned. Video games such as Prototype, Grand Theft Auto IV, The Division, the Marvel's Spider-Man series, contributed to this, as well as many others whose worlds are based on this American metropolis. Manhattan was particularly mentioned, as a part of New York that is often a significant element of the attractiveness of video games set in New York. Los Angeles is in second place, primarily due to the video games of Rockstar Games, Grand Theft Auto V and L.A. Noire, but also others that have taken this famous American tourist destination as their world.

Outside the United States, London, Tokyo, Paris, Florence, Hong Kong, and Chernobyl feature prominently. Destinations such as Florence, Rome, Venice, and Athens are recognized due to the influence of the Assassin's Creed series, while the lesser-known place of Rataj nad Sázava in the Czech Republic is mentioned three times, due to the influence of the video game Kingdom Come Deliverance.

Based on the above, it can be seen that players focused more on mentioning video games than destinations themselves, but also that video games and their series are far more diverse in the observed sample than the destinations. Certainly, the large participation of the United States of America leads to this result. However, the question arises whether destinations from other parts of the world can be adequately represented in video games, as is the case with the previously mentioned Czech Republic, because in this way, players' awareness of other, less known destinations around the world would be raised.

CONCLUSION

Based on research conducted that included an analysis of 333 comments on the online platform Reddit, video games and video game series that players recognize for their representation and depiction of real-world destinations were identified, as well as destinations that were represented through the world of video games. The largest number of video games falls into the open-world action-adventure genre, while simulation video games and racing video games also make up a significant part of the sample, but to a much lesser extent. A total of 49 series and 66 individual releases were identified that were mentioned more than twice in the observed sample, while 17 countries and 32 individual destinations were identified that were mentioned more than twice.

The results of the research indicate the existence of a large number of video games that represent and promote destinations through their virtual world. This opens up the possibility for the academic community to expand the previously quite narrow sample of games and destination and incorporate them in future research in order to determine the ways in which these destinations are depicted in video games and presented to

players. Although some video games have already been the subject of research in certain works like Assassin's Creed series, Grand Theft Auto V or Kingdom Come Deliverance, as noted in the literature review, this research also identifies numerous others that may be of importance and can be studied in future research. This can be identified as the most significant contribution of this paper, as it is primarily intended for those researchers who would like to further examine this topic and expand existing knowledge. In addition, the contribution of the paper lies in the understanding that video games provide lesser-known destinations such as the Czech Republic, Ukraine and Poland greater recognition and popularity, which could be very important for counties that are developing tourism since this is one of the most influential sectors in global economy (Stamenković & Milanović, 2023). This may be of particular importance to the creators of tourism policies in these destinations, but also to other destinations that could be promoted through video games. From a theoretical perspective, the research results showed which video game genres were most widely recognized. The results also showed that cities predominate among the comments as tourist destinations that are most adequately depicted through the world of video games. This opens up opportunities for further research into the identified video games, as well as destinations, in order to better understand their relationship.

Limitations of the study and directions for further research

A limitation of the study is that the sample is highly variable over the collection period. Given that the latest releases of some of the series mentioned in significant numbers have been released in the past few months, such as the Assassin's Creed, Kingdom Come Deliverance, and S.T.A.L.K.E.R. series (IGN, 2025), their influence could not have shaped the sample. Therefore, with the emergence of new comments, and the release of new video games, the existing data would also be revised. A repeated study after a certain period of time would certainly present new video games that have been released in the meantime and depict tourist destinations. The sample included comments on the online platform Reddit. There are other platforms where similar data can be collected, as well as video game reviews that may have the same information. Also comments on YouTube clips can contribute to the results. Including comments from multiple platforms and YouTube could be a potential direction for further research. Identifying video games and destinations opens up the possibility of further research into these video games as well as destinations and their connections. Future research could analyze individual video games or video game series to determine the ways in which tourist destinations, their attractions, and cultural heritage are presented. Destinations and their implementation in video games could also be analyzed. Previous works that have studied the topic of tourism and video game connections as well as the promotion of tourist destinations through the world of video games have mainly analyzed the attitudes and behaviors of players, while case studies of the video games themselves have been neglected (Nikolić & Leković, 2025). The results of this research provide insight into which video games could be the subject of case studies in future research.

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REZIME

Video igre postaju sve zastupljenije u današnjem svetu. Sa razvojem tehnologije, razvijale su se i video igre, kako bi danas predstavljale ne samo sredstvo zabave, već takođe mogućnost za učenje i informisanje. Moderne video igre uspevaju da detaljno i realistično prikažu svoj svet i omoguće igračima visok nivo imerzivnosti i kreiranja iskustva. Samim tim, javlja se neophodnost istraživanja video igara sa različitih aspekata njihovog uticaja na društvo. S obzirom na to da veliki broj video igara svoj svet temelji na destinacijama realnog sveta, cilj rada je identifikacija video igara koje kroz svoj svet predstavljaju realne destinacije, kao i identifikacija destinacija koje su najčešće oslikane u video igrama. Primenom kvalitativne metode analize sadržaja, prikupljeni su komentari sa popularne internet platforme Redit, a analizom rezultata koristeći program MAXQDA utvrđeno je koje video igre igrači prepoznaju sa aspekta oslikavanja destinacija realnog sveta, kao i koje destinacije igrači smatraju da su adekvatno oslikane u video igrama. Rezultati ukazuju da su najčešće pomenuti serijali Assassin's Creed, Watch Dogs, The Division, Grand Theft Auto i Yakuza, dok su najčešće pomenute individualne video igre, kao pojedinačna izdanja serijala, Grand Theft Auto V, Watch Dogs 2, The Division, Kingdom Come Deliverance i Assassin's Creed Unity. Takođe, rezultati pokazuju da su od destinacija u vidu država najviše puta pomenute Sjedinjene Američke Države, Japan, Ujedinjeno Kraljevstvo, Italija i Češka Republika, dok kao individualne destinacije, najviše puta su pomenute Njujork, Los Anđeles, London, San Francisko i Tokio. Rezultati su ukazali na veliki broj igara koje radnju smeštaju u realnim destinacijama, kao i veliki broj destinacija koje se pojavljuju u video igrama. Takođe, ukazuje se na žanrove video igara koji su najčešće prepoznati, kao i tipove destinacija. Rad otvara mogućnost daljih istraživanja identifikovanih igara i destinacija kako bi se bolje razumeo njihov odnos, a očekuje se da rezultati budu od koristi predstavnicima akademske zajednice koji su zainteresovani za dublju analizu posmatrane problematike, kao i kreatorima turističke politike destinacija širom sveta.