Digital Games as a Means of Cultural Communication and Heritage Tourism: A Study on Black Myth-Wukong

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Abstract : On August 20, 2024, the global launch of the Wukong game generated significant enthusiasm within the gaming community. This game provides gamers with an immersive experience and some digital twins (the location) that effectively bridge cultural heritage and contemporary gaming, thereby facilitating heritage tourism to some extent. Travel websites highlight locations featured in the Wukong game, encouraging visitors to explore these sites. However, this area remains underexplored in cultural and communication studies, both locally and internationally. This pilot study aims to explore the potential of in-game cultural communication in Wukong for promoting Chinese culture and heritage tourism. An exploratory research methodology was employed, utilizing a focus group of non-Chinese active gamers on an online discussion platform. The findings suggest that the use of digital twins as a means to facilitate cultural communication and heritage tourism for non-Chinese gamers shows promise. While this pilot study cannot generalize its findings due to the limited number of participants, the insights gained could inform further discussions on the influential factors of cultural communication through gaming.