

**ABSTRACT:**

**Gaming – an innovative product for the survival of smaller organizations**

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The gaming industry is often perceived in a negative light by many people. This is mainly due to the well publicized effects and knowledge that gambling can cause in society. Nevertheless, this industry has grown and new gaming opportunities linked to technology have emerged over time.

This paper analyses the concept of gaming and discusses the contributions of this form of activity to the tourism, hospitality and leisure industries. As a form of entertainment and leisure activity, this can be a lucrative visitor attraction to any tourist destination. Case examples are used to illustrate this contribution to regions and individual businesses. This paper concludes that as a product it can contribute significantly to the long-term financial viability of a small hotel or club operations which may otherwise be struggling to survive.

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