International Journal of Tourism Sciences

ISSN: 1598-0634 (Print) 2377-0058 (Online) Journal homepage: http://www.tandfonline.com/loi/rijt20

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To cite this article: Dai Bilei & Chulwon Kim (2009) Identifying Impact of Olympic Host City's Image on Intention to Visit, International Journal of Tourism Sciences, 9:3, 1-24, DOI: 10.1080/15980634.2009.11434615

To link to this article: http://dx.doi.org/10.1080/15980634.2009.11434615

Published online: 03 Jun 2015.

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International Journal of Tourism Sciences, **Volume 9, Number 3, pp. 1-24, 2009**
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Identifying Impact of Olympic Host City's Image on Intention to Visit
- Perspective of Beijing's image by Korean Tourists-

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ABSTRACT : Hosting Olympic Games has been applied as a marketing tool to enhance image of host cities where both domestic and international tourism are popular. According to recent literature review on image, both components of cognitive and affective image are believed to better explain the overall image of a tourism destination. However, there have been few studies dealing with these two components of destination image related to Olympic Games. Furthermore, they have not been applied to evaluate an Olympic host city's image. In appreciation of the importance of tourism destination image and Olympic Games, this study identified the impact of Beijing's image provided by the 29th Beijing Olympics. Structural equation model was used to fulfill the objective of the study. Results indicated that overall image significantly influences the intention to visit the Beijing 2008 Olympic Games, whereas cognitive and affective components do not influence intentions. Drawing on the empirical findings, implications and recommendations for future research are offered.

Keywords : Beijng's image, Destination image, Olympic games host city, Visit intention

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Introduction

Tourism destination image has been the subject of considerable research during the last three decades. Since the 1970's, tourism researchers have been working on the concept and components of tourism destination image and have developed a substantial body of literature. The importance of tourism destination image is proven beyond doubt, since it affects the individual perception, consumer behavior and decision making. Investigation of destination image has been commonly based on either effective destination positioning (Crompton, Fakeye and Lue, 1992) or on the destination selection process (Oppermann, 1996). Consequently, it is necessary to develop a positive image of the tourism destination in target markets to achieve a real competitive advantage (Baloglu and McCleary, 1999b)

Recognizing the images that tourists have of a destination is necessary to identify its strengths and weaknesses, to promote it efficiently in marketing strategy and to enhance it competitiveness. The image concept has generally been considered as an attitudinal construct consisting of an individual mental representation of knowledge (belief), feelings, and global impression about an object or destination (Baloglu and McCleary, 1999). In some research, destination images have been described as consisting of both cognitive and affective components. The former relates to the evaluation of the known attributes of the object, whereas the latter refers to subjective feelings about the object (Baloglu and Brinberg 1997). And the combination of both cognitive and affective evaluations gives rise to formation of an overall image.

In order to enhance the image of a region, a lot of approaches are being used such as urban revitalization programs, hosting mega-events, etc. Nowadays, one mega-event, the Olympic Games, has become the largest and most famous, and a means of revitalizing local and national economies, creating infrastructure and enhancing city's image. Especially in tourism sector, the Olympic Games may enhance awareness of the region as a domestic and/or international tourism destination and also offer/create new opportunities for potential investors, which result in an increase of commercial activity within the host community.

Despite of the importance of the Olympic Games' image influencing individuals' perception and consumer behavior, there are few studies relevant to it. And there are not any existing scales of measuring it, especially from both cognitive and affective image perspectives. Similarly, it is showed that most studies have failed to establish the validity and reliability of the scales.

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Furthermore, Wang (2008) concluded that "tourism research has been dominantly characterized by macro level normative analysis of the industry, empirical investigation of the hospitality industry from both consumer and organizational perspectives is rare".

With this in mind, this research attempts to contribute to destination image literature in several ways. First, based on the cognitive-affective nature of destination image, Olympic host city's image is explored in this research. In particular, the impact of this image perceived by Korean on visit intention to Beijing 2008 Olympic Games is to be identified. Secondly, the strengths and weaknesses of Beijing's image as an Olympic host city are to be checked. This is useful for tourism development and market strategies of Beijing toward Korea.

Literature Review

The theoretical bases for the nature of destination image, and China/Korea's market are examined in this section

1. The concept of destination image

The concept of "image" that has been studies for several decades in many disciplines as social and environmental psychology, marketing, and consumer behavior, was introduced into tourism studies in the early 1970s by Hunt (1971), and has since become one of the most researched topics in the field. There are many contributions in literature to the destination image concept (see Table 1). Terms such as "mental impressions", "emotions", "knowledge", "beliefs" and "feeling" of a tourism destination are generally used in order to conceptualize destination image in tourism research. And others described it as the combination of the two components of cognitive and affective forms giving rise to an overall image.

Table 1. Definitions of Destination Image

Researcher and the year of study	Concept of Image
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside

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Researcher and the year of study	Concept of Image
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination
Assael (1984)	A total perception of a product that is formed by processing information from various sources over time
Oxenfeldt (1974-75)	Image comprises not only cognitive and affective image, but also the formation of overall image from evaluation of an object
Dichter (1985)	The concept of image can be applied to a political candidate, a product, and a country. It describes not individual traits or qualities but the total impression and entity makes on the minds of others
Mazursky and Jacoby (1986)	A set of cognitions and affects that represent an entity to an individual
Fridgen (1987)	A mental representation of an object or place, which is not physically present before the observer
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings
Embacher and Buttle (1989)	Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Fakeye and Crompton (1991)	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place
Kotler et al (1993)	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it
Milman and Pizam (1995)	The mental and the observable impression formed of the place experienced
Parenteau (1995)	Image is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination
Lee (1997)	Image is the discriminative perception, which arises as the chain of stimulations when a person experiences things in reality, which he has only intangibly expected
MacKay and Fesenmaier (1997)	A composite of various products(attractions) and attributes woven into a total impression of a specific place
Baloglu and McCleary (1999a)	An individual's mental representation of knowledge, feelings, and global impressions about a destination

Researcher and the year of study	Concept of Image
Coshall (2000)	The individual's perceptions of the characteristics of destinations
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Bigne, Sanchez and Sanchez (2001)	The subjective interpretation of reality made by the tourist
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time

2. Components of destination image

There are various studies conducted on the components of tourism destination image. Gunn (1972) first described how the tourist's destination image is distinguished by two dimensions: organic image, which deals with tourist's impression of a destination without physically having visited the place, and induced image, which is forged through promotional materials or actual visitation. Fakeye and Crompton (1991), applying Gunn's theory, augmented the categorization by listing three factors: organic, induced, and complex, which is achieved after the actual travel to a destination. Stabler (1988) divided the factors influencing the formation of a tourist's destination image into demand and supply factors. The demand factors roughly correspond with Gunn's organic image formation, whereas the supply factors correspond to induced image formation. Phelps (1986) divided the image in two forms as primary image, which is formed by actually visiting the place and secondary image that is formed through the external resources and information.

Echtner and Ritchie (1993) described image as three forms including attribute-holistic, functional-psychological and common-unique. They stated that destination image should be composed of people's perceptions of individual attributes as well as more holistic impressions. The image should be distinct on the basis of observable (functional) and less tangible or difficult to observe (psychological) attributes. Thirdly, the perceptions should be based on common traits to unique traits. Common functional attributes include traits by which most destinations can be compared (e.g. price, climate, types of

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accommodation). Unique functional attributes consist of the icons and special events that form part of a destination image. Common psychological or abstract attributes consist of the friendliness of the locals, notoriety or beauty of the landscape, whereas unique psychological attributes include feelings associated with place of religious pilgrimage or places associated with some historic event.

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Table 2. The components of Image by various researchers

Researchers and the year of research	Components of Image
Gunn (1972)	Organic image (person determined) and induced image (destination determined)
Phelps (1986)	Primary image and Secondary image
Stabler (1988)	Demand factor=person and supply factor=destination on the basis of economics theory
Fakeye and Crompton (1991)	Organic image, induced image and complex image
Echtner and Richie (1993)	Attribute-holistic, functional-psychological and common-unique
Gartner (1993)	Overt induced 1, overt induced 2, covert induced 1, covert induced 2, autonomous, unsolicited organic, solicited organic and organic
Walmsey and Young (1998)	Perceptive/cognitive and affective
Stern and Krakover (1993), Baloglu and Brinberg (1997) and Baloglu and Mc Cleary (1999)	Perceptive/cognitive, affective and an overall image

referring to traditional forms of advertising); overt induced II agent (information received from tour operators); covert induced I agent (second-party endorsement of products through traditional forms of advertising); covert induced II agent (second-party endorsement through unbiased reports such as newspaper articles); autonomous agent (news and popular culture); unsolicited organic agent (unsolicited information received from friends and relatives); solicited organic agent (solicited information received from friends and relatives); and organic agent (actual visitation).

The most recent studies by Baloglu and Brinberg (1997), Baloglu and Mc Cleary (1999), Walmsey and Young (1998) consider image as a concept formed by the consumer's reasoned and emotional interpretation as the consequences of the two closely interrelated components: perceptive/cognitive evaluations referring to the individuals own knowledge and beliefs about the object (an evaluation of the perceived attributes of the object) and the affective

evaluations relating to an individual's feeling towards the object. Both perceptual/cognitive and affective evaluations form the overall image of the place. According to recent studies, the coexistence of both components may explain in a better way the image a tourist has of a place that is not entirely determined by its physical prosperities.

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3. Cognitive and affective image components

An exploration of the nature of destination image allows us to know that cognitive and affective dimensions are jointly captured in recent studies (Baloglu and Brinberg, 1997; Baloglu and Mc Cleary, 1999; Burgess, 1978; Gartner, 1993). The cognitive component refers to the beliefs or knowledge a person has of the characteristics or attributes of a tourist destination (Pike and Ryan, 2004), while the affective component is represented by the individual's feelings toward the tourist destination (Kim and Richardson, 2003).

This notion is supported by many findings in environmental psychology. Hanyu (1993) suggested that affective meaning relevant to the appraisal of the affective quality of environment, whereas cognitive quality refers to the appraisal of physical features of environment.

From a theoretical point of view, there is general agreement that the cognitive component is antecedent of the affective component and that the evaluative responses of consumers stem from their knowledge of the objects (Anand, Holbrook and Stephens 1988; Holbrook 1978; Russel and Pratt 1980; Stern and Krakover 1993). This suggests that although a distinction is made between the two dimensions, they are also interrelated. The distinction and direction of relationship between cognitive and affective components has been emphasized in various consumer and tourism decision-making models (Crompton and Ankomah 1993; Mayo and Jarvis 1981).

Despite the affective component's obvious importance, affect has generally been overlooked by destination image researchers: only six out of 142 studies surveyed by Pike (2002) studied affective images. In the study of affective image, Park and Ko (2002) developed two kinds of scales, pure-affective image and semi-affective image, which measure the affective image that the tourists might have on a destination. The two types of affective images for a destination were suggested in different level from the both of cognitive image and overall image based on the theory of psychological response. This means the affective component is rather abstract and vague and provides far less applicable information.

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4. Overall image components

Both cognitive and affective components form the overall image of a place. A 'complex' concept is one which allows for more than one interpretation or whose comprehension lacks a unique meaning. The conceptual delimitation of destination's image is not unequivocal. Definitions are as many as the authors interested in conceptualizing it. Generally, most authors agree that the concept usually corresponds to an overall impression. The view on destination image as an overall impression is rooted in psychological tradition and consumer behavior theory and was supported by Hunt (1971) and Reilly (1990).

Gartner (1993) stated that people's perceptions of various attributes within a destination will interact to form a composite or overall image. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that designative (cognitive image) and appraisive (affective images) together form a composite or overall image of a city. Their results provided support for the intervening role of affect between perceptual/cognitive evaluation and overall image as well as the interactive effects of the two components in forming overall image. Keown, Jacobs and Worthley (1984) suggested that overall impression is dependent upon individual attributes. Then, the beliefs and feelings dimensions together influence overall attitude or image. The causal linkages indicate that beliefs influence overall or composite attitude directly as well as indirectly through affect.

5. Intention to Visit

Intention to visit is an indication of whether a visitor will go to a destination; and has been viewed as an important research topic both in academia and tourism industry. In addition it is important to observe tourists' visit intentions from a time perspective because the intention often changes over time.

Behavior can be predicated from intentions that correspond directly to that behavior (Ajzen and Fishbein 1980). Fishbein and Manfredo concluded that when properly measured, correspondent intentions are very accurate predictors of most social behaviors. Warshaw and Davis (1985, pp.214) defined behavioral intentions as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior." That is, intention to perform a behavior is the proximal cause of such a behavior. Van den Putte (1991) conducted a extensive meta-analysis based on 113 research papers and provide a mean correlation of 0.62 between intention

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and behavior, which also indicated that behavior could be reasonably predicted form intention.

Tourist's visit intention to a destination is majorly decided by image of the destination in his/her mind which is different from each other according to information sources, motivations, vacation experience and socio-demographic characteristics (Beerli and Martin, 2004).

Based on the theoretical foundations set out above, the following hypotheses about the impacts of Beijing's image perceived by Korean are as follows:

H1: The cognitive image of Beijing perceived by Korean tourists significantly influences the affective image.
H2: The cognitive image of Beijing perceived by Korean tourists significantly influences the visit intention to Beijing 2008 Olympic Games.
H3: The affective image of Beijing perceived by Korean tourists significantly influences the visit intention to Beijing 2008 Olympic Games.
H4: The overall image of Beijing perceived by Korean tourists significantly influences visit intention to Beijing 2008 Olympic Games.

The Study and Methodology

1. Research design

To carry out this research, a pilot survey which aimed at validating measurement scale and checking the important attributes, and study survey for verifying the hypotheses was conducted. The pilot survey was taken in Seoul collecting 222useable questionnaires, and the study survey was distributed at random at Incheon International Airport collecting 292 useable questionnaires.

2. Measurement Scales

1) Cognitive image: The cognitive image attributes were selected on the basis of the previous researches made by Echtner and Ritchie (1991), Beerli and Martin (2004), Maria Joao Ferreira Custódio1 and Pedro M.D.C.B.Gouveia

(2007) and Candidature Acceptance Procedure Games of the XXIX Olympiad 2008 (2000). There were 32 cognitive image questions formed and were asked to be answered on the 7-point Likert scale where 1 = very unimportant and 7 = very important in pilot survey.

In the study survey, the extracted 29-attribute items were used to ask respondents' level of agreement on each cognitive image attribute of Beijing with 5-point scale where 1=strongly disagree and 5=strongly agree.

2) Affective image: The affective image attributes were selected on the previous researches made by Beerli, Martin (2004), Park and Ko (2002). A 7-point Likert scale from very unimportant to very important was constructed of the seven items.

All the affective image attributes were conducted in the study survey, which were asked to indicate respondents' levels of agreement on each affective attribute of Beijing on a 5-point Likert scale with 1=strongly disagree and 5=strongly agree was used.

3) Overall image: The overall image was only measured in study survey with a 5-point, single-item Likert type scale whose extreme values were very positive/very negative.

4) Visit intention: The visit intention was only measured in study survey with a 5-point, single-item Likert type scale whose extreme values were strongly like to go/strongly dislike to go.

4) Visit intention: The visit intention was only measured in study survey with a 5-point, single-item Likert type scale whose extreme values were strongly like to go/strongly dislike to go.

3. Methodology

Research mainly used two analyses involving a combination of factor analysis and structural equation model. Gallarza, Gil and Calderon (2002) indicates that from all the multivariate methods, the most commonly used for measuring destination image are information reduction techniques: multidimensional scaling, and factor analysis methods. The structural equation model was used to verify the hypotheses. In this study, the purpose of using SEM was to examine each image's contribution to the visit intention, rather than test a research model

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RESULTS

1. Results of pilot study

Reliability test was conducted for perceived image items to check the reliability and to remove the items. Based on the results of reliability analysis, the scale of Olympic image had a good internal consistency; with an overall Cronbach alpha coefficient reported 0.92. This value is much greater than 0.7, so the scale can be considered reliable with our sample.

The figures of Corrected Item-Total Correlation which is an indication of the degree to which each item correlates with the total score are all above 0.3 except 'various plant'.

In the column headed Alpha If Item Deleted, the impact of removing each item from the scale is given. All these values were higher than final alpha except 'various plant'. Because all the alpha values are above 0.7, we would consider not remove the attribute of 'various plant'.

The average of importance of each attribute was calculated as follows. 'Cleanliness' (6.13), 'convenient transport network' (6.27) and 'security' (6.50) were ranked highly in terms of the importance of image attributes. 'Convenient accessibility' (5.99), 'convenient airport facilities' (5.96), 'various accommodation' (5.95), and 'various tourism infrastructure' (5.95) were other important ones.

In the affective image attributes, 'interesting' (5.36) and 'pleasant' (5.86) were the most highly ranked ones.

Based on reliability test, all the attributes were considered to put into the exploratory factor analysis. The 32 cognitive image attributes and 7 affective image attributes were subjected to exploratory factor analysis respectively. Principal component and varimax rotation procedures were used to identify orthogonal factor dimensions.

Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix of both cognitive image scale and affective image scale revealed the presence of many coefficients of 0.3 and above.

The Kaiser-Meyer-Oklin (KMO) value of cognitive image and affective image scale were 0.86 and 0.78 respectively, exceeding the recommended value of 0.6(Kaiser, 1970, 1974) and Both of their the Barlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, supporting the factorability of the correlation matrix.

The factor analysis of the 32 cognitive image attributes revealed the

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presence of seven components with seven values exceeding 1, explaining 12.17%, 10.05%, 9.51%, 9.37%, 9.34%, 8.92%, and 6.22% of the variance respectively and 65.57% in sum. All factors had high reliability coefficients ranging from 0.62 to 0.84, which were all greater than 0.6. A coefficient of at least 0.6 is usually considered reliable. Moreover, with all communalities being greater than 0.54, this indicated a reasonably high level of correlation with the factors and their individual items.

As shown in Table 6, the factor analysis of the 32 cognitive image attributes identified seven underlying dimensions which excluded 'beauty of the scenery', 'various parks', and 'stable politics' of which factor loadings values were less than 0.4. These dimensions were labeled as (1) general environment; (2) social attractiveness; (3) natural environment; (4) ability as a host city; (5) social environment; (6) leisure and recreation; (7) natural resources.

The 7 affective image attributes from the factor analysis resulted in two dimensions explaining 40.03% and 28.87% respectively and 68.90% in all. The reliability coefficients of the two dimensions were 0.83 and 0.79. All communalities were greater than 0.59. These factors were labeled as (1) exciting; (2) comfortable (see Table 5).

2. Results of the study

Through the results of the average of image attributes, it can be found that there were not any attributes' value greater than 4.0 relating to 'agree' and the total average of attributes was 2.92 lower than 'neutral' of 3 point . Out of 36 attributes, 20 were lower than 3.0 point.

The attribute with maximum value was 'various foods' (3.83). The second was 'historical' (3.80) followed by 'developing economy' (3.33), 'place with reputation' (3.33), 'wealth of countryside' (3.31), 'various tourism infrastructure' (3.30), 'interesting' (3.26) and 'pleasant night life' (3.24). On the other hand, 'little noise pollution and fresh air' was ranked lowest score of 2.08. Three attributes as 'cleanliness' (2.24), 'Pleasant' (2.34), and 'security' (2.47) were not greater than 2.50 indicating they were perceived as significantly negative image attributes by Korean tourists.

In the perspective of image factors, we found that 'Leisure and Recreation' (3.27) was scored highest, whereas 'Natural environment' (2.40) was the lowest followed by 'Ability as a host city' (2.72), 'Comfortable' (2.80), 'Social environment' (2.82), 'Natural resources' (3.02), 'General environment' (3.05) and 'Exciting' (3.24).

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The total average of affective image attributes was 3.04, a little greater than the cognitive (2.89).

AMOS 5.0 was used in verifying cause and effect relationships among factors. Study results showed that the Chi-square value (132.715 with 40 degrees of freedom) has a statistical significance level of 0.000. This statistic failed to support that the differences of the predicted and actual models were non-significant (see Table 4).

However, it is generally agreed that the Chi-square value should be used as a guide rather than an absolute index of fit due to its sensitivity to sample size and model complexity (Anderson and Gerbing, 1982). In this study, the CMIN/DF value was 3.32.

Table 3. Factor analysis of affective image

Attributes	Factor loadings		Communalities
	1	2	
Exciting			
Mystic	0.81		0.69
Exotic	0.80		0.72
Family-oriented	0.76		0.59
Historical	0.74		0.61
Relaxing	0.58		0.61
Comfortable			
Pleasant		0.89	0.79
Interesting		0.87	0.82
Egienvalue	2.80	2.02	
% of Varian explained	40.03	28.87	68.90
Reliability coefficient	0.83	0.79	

Table 4. Factor analysis of cognitive image

Attributes	Factor loadings							Communalities
	1	2	3	4	5	6	7	
General Environment								
Convenient airport facilities	0.79							0.72
Convenient transport network	0.74							0.74
Convenient telecommunication	0.71							0.62
Various tourism infrastructure	0.66							0.60
Various accommodation	0.64							0.59
Convenient accessibility	0.51							0.55

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Social Attractiveness								
Fashionable place	0.84							0.76
Luxurious place	0.82							0.74
Place with reputation	0.74							0.62
Natural Environment								
Little traffic congestion place		0.78						0.73
Little Overcrowding place		0.73						0.66
Little noise pollution and fresh air		0.68						0.55
Cleanliness		0.67						0.64
Ability as a host city								
Good Olympic concept			0.78					0.68
Good sports facilities			0.76					0.64
Smooth organization of the Olympic Games			0.70					0.69
Security			0.44					0.61
Social Environment								
Low language barriers				0.77				0.71
Acceptable general price level				0.73				0.66
Developed economy				0.65				0.60
Friendliness of the local residents				0.55				0.56
High quality of life				0.54				0.63
Leisure and Recreation								
Pleasant night life					0.83			0.74
Convenient Shopping facilities					0.80			0.76
Various foods					0.74			0.62
Various events					0.41			0.54
Natural Resources								
Wealth of countryside							0.79	0.71
Various plant							0.74	0.71
Good weather							0.62	0.64
Egienvalue	3.53	2.91	2.76	2.72	2.71	2.59	1.80	
% of Variance explained	12.17	10.05	9.51	9.37	9.34	8.92	6.22	65.57
Reliability coefficient	0.84	0.83	0.77	0.77	0.79	0.80	0.62	

Other indices should also be assessed. Incremental Fit Measures assess the incremental fit of the model compared to a null model that usually specifies no relation among the constructs and variables. These were the Comparative Fit Index (CFI), the Tucker–Lewis Index (TLI), and the Normed Fit Index (NFI), which were 0.907, 0.872, and 0.873, respectively. These measures were very close to the recommended level of 0.90. Another measures to assess the model

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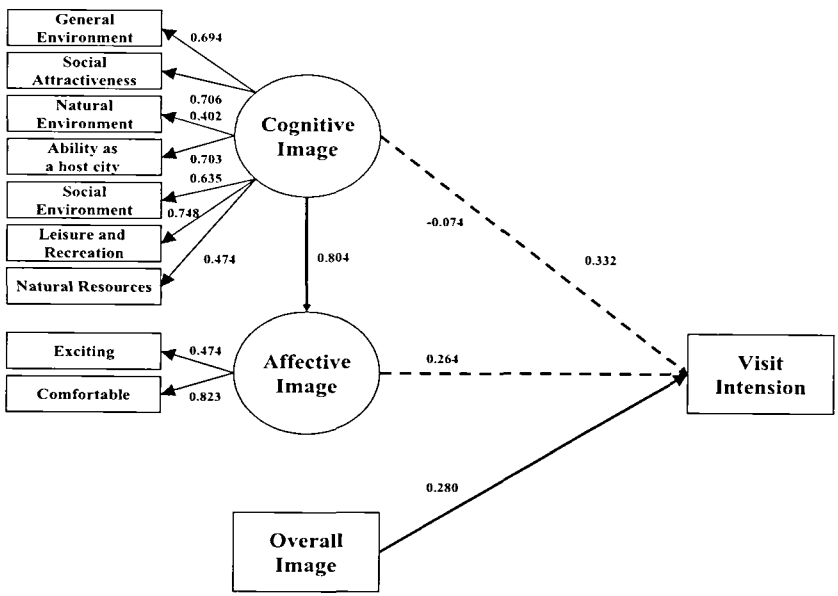
fit are Goodness of Fit Index (GFI), Adjusted GFI(AGFI) and root mean square residual (RMR), which were 0.928, 0.882 and 0.053 indicating support for the proposed model. Hence, we argued that the model fit was acceptable and the hypothesized model fits the data.

To view the relationship among respective factor dimensions and effects in the model structure of this study, all path influence values have adopted standardized coefficients. β and P-values have been computed using the maximum likelihood (ML) method. The relationship between variables and latent factors of measurement model is shown in Table 7. Our findings include: (1) the cognitive image of Beijing perceived by Korean tourists significantly influences the affective image; (2) the cognitive image of Beijing perceived by Korean tourists does not significantly influence the visit intention to Beijing 2008 Olympic Games; (3) The affective image of Beijing perceived by Korean tourists does not significantly influences the visit intention to Beijing 2008 Olympic Games; (4) The overall image of Beijing perceived by Korean tourists significantly influence visit intention to Beijing 2008 Olympic Games.



Chi-square=132.715; Degree of freedom=40;
P-value=0.000; CMIN/DF=3.32; RMSEA=0.089; RMR=0.053; GFI=0.928; AGFI=0.882; CFI=0.907; NFI=0.873; TLI=0.872

Figure 1. Structural Model

Table 5. Variables relation of measure model

Measuring indicators and the dimensional relation	β	Standardized β	C.R.	P
Affective Image ← Cognitive Image	0.925	0.804	9.311	****
Visit intention ← Cognitive Image	-0.189	-0.074	-0.549	0.583
General environment ← Cognitive Image	1.000	0.694		
Social attractiveness ← Cognitive Image	1.238	0.706	10.725	****
Natural environment ← Cognitive Image	0.600	0.402	6.218	****
Ability as a host city ← Cognitive Image	1.107	0.703	10.761	****
Social environment ← Cognitive Image	0.815	0.635	9.802	****
Leisure and Recreation ← Cognitive Image	1.239	0.748	11.300	****
Natural resources ← Cognitive Image	0.752	0.474	7.327	****
Exciting ← Affective Image	1.000	0.749		
Comfortable ← Affective Image	1.308	0.823	11.440	****
Visit intention ← Affective Image	0.588	0.264	1.898	0.058
Visit Intention ← Overall Image	0.471	0.280	5.071	****

Conclusion and Implication

In this study, based on the theoretical framework developed from the existing literature, the impact of Beijing's image on visit intention of Beijing 2008 Olympic Games was analyzed. This study argued that the Olympic Games host city's image comprises components of tourism destination image and image of Olympic Games, which can be categorized into cognitive and affective image. Echtner and Richie (1991) proposed common/unique dimension of destination image. Common functional attributes include traits by which most destinations can be compared such as price, climate, and types of accommodation. Unique functional attributes consist of the icons and special events that form part of a destination image, such as the Sydney Harbor Bridge or the Glastonbury music festival.

Hence, by reviewing the existing literature, this study used 39 image attributes including 32 cognitive image and 7 affective image attributes. Then, all the 32 cognitive image attributes were reduced to 7 factors and 7 affective image attributes were reduced to 2 factors by using exploratory factor analysis. All these factors were tested by the reliability analysis which produced a high

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level of reliability coefficient.

The study analyzed each attribute and extracted factors in the scale by using frequency analysis. For the promotion and positioning of destination, one of the most important challenges is to recognize strengths and weaknesses of certain tourism destination in potential visitors' mind. The structured technique (multi-attribute approach that was used to examine the nature of destination image in this research) is a very useful instrument to obtain information of both aspects.

In the cognitive image attributes, 'security', 'convenient transport network' and 'cleanliness' were considered as the most important three image attributes by Korean tourists. The possible explanation for security perceived most importantly would be that Tibet riot incident in March, violence during Beijing Olympic torch relay of Seoul in April, and severe earthquake in Sichuan influenced the respondents' perception toward an Olympic host city. It is recommended by Pizam (2002) that tourism industry should undertake several activities in order to make safe environment and minimize the occurrence of terrorist acts, such as employee training in security prevention and emergency operations, making contingency crisis plans, establishment of national or regional security accreditation commissions and improvement of the security and safety of all public modes of transportation and their associated terminals. It is recommended by Pizam (2002) that tourism industry should undertake several activities in order to make safe environment and minimize the occurrence of terrorist acts, such as employee training in security prevention and emergency operations, making contingency crisis plans, establishment of national or regional security accreditation commissions and improvement of the security and safety of all public modes of transportation and their associated terminals.

On the other hand, 'fashionable place', 'luxurious place' and 'various plants' were considered as the least important ones. In terms of affective image, 'pleasant' and 'interesting' were perceived most importantly, on the opposite of which, 'family-oriented' and 'mystic' were unimportant image attributes. These results suggest that the environments of the city and tangible aspects are perceived importantly in terms of Olympic Games host city's image. Moreover, because the Olympic Games city becomes more famous across the world, it seems that Korean tourists prefer a 'comfortable environment and atmosphere' to 'new' attractions or activities.

For the evaluation of Beijing' image, the average value of all attributes was 2.92 and no any attribute was ranked upper than 4.0 point, whereas overall image's value was 3.25 indicating a little positive perception toward Beijing's

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image. 'Various foods' and 'historical' were rated high scoring more than 3.80, while 'little traffic noise pollution and fresh air' was the lowest one with 2.08. The total average of affective image attributes was 3.04, which was greater than cognitive image attributes (2.89) indicating the perceived intangible aspects are little better than tangible ones.

The study implies that marketing practitioners and policymakers should develop different strategies to maintain the strengths of Beijing as a tourism destination and improve the attributes where main weaknesses were found. Thus, the communication in mass media (TV, press, radio) or improvement strategies of the natural, cultural and tourist resources may be included in these strategies. In addition, the structured methodology allows us to recognize if the perceived image toward Beijing coincides or not with its projected or promoted image. There is an inadequate positioning of it if both types of image are very different. In this case, it would be necessary to redefine the destination's communication message in order to improve image in the target market.

In this study, the path diagram for structural equation models was displayed in the part of hypothesis verification. The study revealed that cognitive image and affective image have positive relation. Cognitive image influences affective image significantly. This result is consistent with that of Stern and Krakover (1993) and suggests that cognitive component is an antecedent of the affective component and that the evaluative responses of consumers stem from their knowledge of the objects. Despite the importance of both, it is important to emphasize the cognitive component by focusing on the tangible qualities of places first.

Further, this study found that overall image of Beijing perceived by Korean tourists significantly influenced the visit intention to Beijing 2008 Olympic Games. However, cognitive image of Beijing did not significantly influence the visit intention. So did affective image. These suggest that overall image comprising physical attributes of Beijing, emotional responses to Beijing and environment features significantly influences the visit intention. As Gartner's (1993) proposition, the interrelationship of cognitive and affective image components eventually determines the predisposition for visiting a destination. Even though cognitive and affective component compose overall image, each of them does not significantly influence the visit intention to Beijing 2008 Olympic Games. These suggest that since tourists use cognitive and affective dimensions to form their images for a destination, marketers should emphasize both physical properties and the amalgam of emotions or feelings to enhance the overall image. If promotion strategies or tactics are carried out properly, the

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Beijing as an Olympic host city and international tourism destination might have a privileged position among the places considered by the individual during the decision-making process.

Gallarza et al. (2002) proposed that tourism destination image has four characteristics: complex, multiple, relativistic and dynamic. Consequently, it is not possible to control all the elements contributing to the shaping of the image of a destination, but it is possible to manipulate some of them such as advertising and promoting tourist attractions, organizing cultural events that appeal to tourists, administering service quality provided by tourism infrastructure such as hotels, restaurants, tourist centers, retail establishments, etc.

In conclusion, this study showed that overall image is the most important factor in terms of the Olympic host city's image. Moreover, it is found that image of Beijing as a host city does not reach a satisfactory level perceived by Korean tourists.

Although there are a lot of weaknesses perceived by Korean tourists, it also indicates that Beijing will have more possibility and better opportunities to sharp and change its image toward Korean tourists by organizing a successful Olympic Games.

Because of the neighborhood relationship of China and Korea, and the great number of outbound Korean tourist to China, it is argued that Korea will be influenced more than most other countries during the Olympic Games. Organizer of Olympic Games and China's tourism administrators must take special care of the image that they attempt to convey and the quality of the services and products that they offer, as these will affect visitor's satisfaction and their intentions for future behavior. Also, destination themes and their interpretation become more important for the future.

Furthermore word-of-mouth from friends and relatives is the most important source in forming touristic images. Therefore, Beijing should keep in mind that providing a pleasant experience for their tourists during Olympic Games has a major effect on a long term tourism development and the development of positive images for non-visitors.

This study has several limitations despite proving new insight into future image study. First, the sample's quality of pilot survey was not good enough. Too many students were collected. The study may have a sampling bias. Second, there are not any scales developed to evaluate the image of Olympic Games host city. The study should have tested the scale through more surveys before verifying the hypotheses. Third, at the time of taking a survey, violence

during Beijing Olympic torch relay in Seoul, Tibet riot incident and earthquake in Sichuan, China had a negative influence on the Korean respondent, which could bring bias in their responses. Fourth, the proposed relationships are solely those of statistical relationship and a specific model of causality has not been constructed. The attributes were not tested by any process of qualitative research with Korean tourists. Hence, the attributes derived from literature may, or may not be applicable to other location. Equally, any generalization of the results is not proven, since the area of research only permits the results to be generalized to the population of our sample and to the Beijing as an Olympic Games host city.

This study makes two recommendations for further research. First, it is necessary to develop a measurement scale evaluating factors of image of the Olympic Game host city. Secondly, the image of Beijing should be investigated after the Olympic Games. The further study will explore a dynamic process of image toward Beijing as a tourism destination after the 29th Beijing Olympic Games.

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Recieved September 15, 2009
Revised December 6, 2009
Accepted December 20, 2009

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