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The Hong Kong Polytechnic University
School of Hotel and Tourism Management

**Leveraging the Mega Event:
The Event-Destination Image Transfer Model and
the Moderating Effect of Image Congruity**

DENG QIAN, Claire

**A thesis submitted in partial fulfilment of the
requirements for the degree of Master of Philosophy**

July, 2011

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ABSTRACT

The overall objective of the current study is to understand the psychological mechanism and responses of tourists involved in a mega-event hosted in a tourism destination. Specifically, informed by the image transfer theory, the current study investigated how and why the event image changes the destination image. The study also intended to understand the psychological responses of tourists to the event-destination image transfer. Lastly, the perceived image congruity between the destination and the event was tested to identify the optimal situation for evoking positive responses from the tourists. This was done to help destination practitioners use the events better. Based on these objectives, a conceptual model was developed around the perceived destination image of the tourists, the event image as an antecedent, the overall attitude and behavioral intention of the tourists as the two consequences, and the event-destination image congruity as a moderator. This study was conducted in the context of the 2010 Shanghai World Expo.

The major findings of this study are as follows. First, the event image of the 2010 Shanghai World Expo consisted of five key dimensions: Benefit, Facility, Service, Theme, and Event Content. Second, the destination image of Shanghai was composed of five underlying factors: Cultural Environment, Infrastructure, Tourism Infrastructure, Political and Economic Environment, and Benefit. Third, the event image directly and positively affected the destination image, which empirically supported the image transfer theory. Fourth, as outcomes of the event-destination image transfer process, the psychological responses of the tourists, containing their overall attitude and behavioral intentions toward the destination, are significantly and positively affected by the destination image. Fifth, the effect of the event image on the overall attitude of the tourists toward the destination is statistically insignificant due to the mediation effect of the destination image. Sixth, the image congruity between the event and the destination significantly moderated the event-destination image transfer model. Specifically, the effects of the destination image on the overall attitude of the tourists and their behavioral intentions toward the destination, and the effect of the overall attitude of the tourists on their behavioral intentions were significantly stronger for the moderate level of image

congruity group than for the high level of image congruity group.

This study contributes to the literature by extending the body of knowledge on destination image in the context of event tourism. The discussion and investigations around event image provide a useful reference in this construct's psychological formation mechanism, conceptualization ground, and dimensionality framework. In addition, the established event-destination image transfer model greatly enriches the understanding of the phenomenon of events held by tourism destinations from the psychological perspective of the tourists. Moreover, the findings about image congruity offer valuable insights for tourism destinations on how to better utilize events in destination branding strategy. Furthermore, the present study also gives rich practical implications for event organizers, tourism destinations, and other relevant stakeholders.

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Chapter 1 Introduction

This chapter presents the research background and context of the present study. Several research gaps are identified and specific research objectives are put forward. The potential theoretical and practical contributions are discussed thereafter. The chapter ends with a presentation of the definition of major terms and the organization of this dissertation.

1.1 Research Background

It is well recognized that because of changes in the tourism sector, competition among tourism products, and changes in tourists' expectations and habits, tourism destinations must be conceived as brands. Brand image is an essential component of the success of tourist destinations for two reasons. First, due to the nature of the tourism industry, tourism products are typically intangible. Tourists rely on the "subject feel" of a destination rather than on "the fact" to make travel decisions. Second, brand image can help tourism destinations differentiate themselves in the competitive marketplace. A destination with a strong, positive, discriminatory, and recognizable image has a greater likelihood of being chosen by tourists.

The number of studies on destination image has been fairly considerable since the 1970s. Acknowledging the significance of destination image in conditioning tourists' behavior, numerous scholars have made an effort to cover a wide range of themes related to this topic, including conceptualization and dimension of destination image (e.g. S. Baloglu & McCleary, 1999; Cai, 2002; Crompton, 1979; Echtner & Ritchie, 1991; Gartner, 1989; Gunn, 1972; J. Hunt, 1975; Stepchenkova & Morrison, 2008), assessment and measurement of destination image (e.g. C. F. Chen & Tsai, 2007; Fakeye & Crompton, 1991; Gartner, 1989; Reilly, 1990), destination image changing over time (e.g. Ahmed, 1991; Fakeye & Crompton, 1991; Gartner & Hunt, 1987; S. S. Kim & Morrison, 2005), destination image management (e.g. S. Baloglu, 1997; Gartner, 1989; Goodrich, 1978; Konecnik & Gartner, 2007; Pike, 2009), effect of destination image on tourists' behavior (e.g. Chaudhary, 2000; G. Lee & Lee, 2009; Tasci & Gartner, 2007), as

well as destination image formation (e.g. Beerli & Martin, 2004a; Chon, 1990; Echtner & Ritchie, 1991; Gartner, 1989; Royo-Vela, 2009). Among the themes discussed, the formation of destination image is probably the most critical because it is fundamental to all issues of interest (Gallarza, Saura, & Garcia, 2002; Gartner, 1996).

The formation of destination image is a dynamic process and it is influenced by a variety of external and internal factors. Different kinds of information sources, such as advertisement, news, celebrity endorsement, word of mouth, and so on (S. Baloglu & McCleary, 1999; Gartner, 1993; S. S. Kim & Morrision, 2005), can affect the image perceived by tourists. On the other hand, the image of a place as reflected in the mind of a tourist is relative to his or her own characteristics, which include socio-demographic background (Beerli & Martin, 2004a; Fakeye & Crompton, 1991), actual visitation (Chaudhary, 2000; Gartner, 1993) and travel motivations (Beerli & Martin, 2004a; Royo-Vela, 2009; San Martin & Rodriguez del Bosque, I. A., 2008).

The current study will focus on one situational factor, the planned events, particularly the mega event. The planned event is regarded as a key element in destination branding strategy (Getz, 2005; Getz, 2008; Hall, 1987). It has been empirically validated that the planned event causes change in tourists' perceived destination images (S. S. Kim & Morrision, 2005; C. K. Lee, Lee, & Lee, 2005; Xing & Chalip, 2006). The phenomenon of hosting events for tourism destinations has been widely discussed in both tourism and event fields. Given the importance of destination image in the context of destination branding, tourism literature concentrates on whether events can change or even improve the images of the hosting destination. In the field of event, related studies have focused on the economic, socio-cultural, and environmental impacts of these events to the host city or country (Getz, 2008). Event market demand and consumer research of event participants have also been investigated (Getz, 1991). Scholars of both tourism and event fields regard the effect of events on the change of destination image perceived by tourists as one of the popular topics. Consequently, this effect has been discussed and supported by empirical studies (S. S. Kim & Morrision, 2005; C. K. Lee et al., 2005; Xing & Chalip, 2006). According to the comprehensive image formation framework of Gartner (1993), when a tourism destination hosts an event, the destination image will change due to various agents brought about by the

event such as media exposure, word of mouth, and so forth. However, there is a paucity of research on the underlying mechanism of events which modify the destination image. This is partially due to the atheoretic and inconsistent understanding of the formation mechanism of destination image (S. Baloglu & McCleary, 1999; Gallarza et al., 2002). The Associative Network Memory Model, which is the theoretical foundation of brand image studies, suggests that the human memory is made up of information node and links. Every subject stored in the human memory can be regarded as an information node. Information nodes are connected to each other by information links. Information related to a subject stored in the human memory is retrieved by “associations.” On this basis, the image of brand is defined as “perceptions about an event as reflected by the associations held in consumer memory” (Keller, 1993, p. 3). In the consumers’ mind, the event is an independent information node and it owns unique images. When the event and the destination are linked in the form of host-ship, the event image could exert influence on the consumers’ perceived brand image mainly through “secondary associations” (Keller, 1993). This mechanism has been theorized in event sponsorship literature as the “image transfer theory” (G. Smith, 2004). Due to context similarity between event sponsorship and the current study, the image transfer theory is adopted to explore how and why events change the destination image and the psychological responses of tourists.

In addition, discussions on the direction and strength of the impact of the event on destination image are rare. Thus, a deliberate scrutiny is necessary with regard to better utilization of events to influence destination image perceived by tourists as well as their subsequent behavior. In earlier literature on event sponsorship, the image congruity between event and brand images is regarded as a key factor which facilitates the process of brand image transfer and the generation of consumers’ positive responses (e.g., memory recall, attitude, and purchase intentions) (Gwinner & Eaton, 1999; Johar & Pham, 1999; Rifon, Choi, Trimble, & Li, 2004; Roy & Cornwell, 2003; Weeks, Cornwell, & Drennan, 2008). In order to help destination practitioners further better utilize events, the current study aims to discuss and examine in the context of event tourism whether the tourists’ perceived image congruity between the event and the destination could moderate the event-destination image transfer model.

1.2 Research Objectives

The main purpose of the current study is to understand the psychological mechanism and responses of tourists who participated in a mega event hosted in a tourism destination. The specific objectives are the following:

- To investigate the fundamental mechanism by which the image of a mega event can modify the image of the hosting tourism destination, and empirically detect the relationship between event image and destination image;
- To investigate the influence of the destination associations inferred from a mega event (the event-destination image transfer) on tourists' psychological responses (containing tourists' overall attitude toward the destination and their behavioral intentions);
- To explore the image congruity between the destination and the mega event as an important psychological factor that influences the event-destination image transfer and the responses of the tourists.

1.3 World Expo and Tourism

This study decided to adopt the “2010 Shanghai World Expo” as a case. According to the typology of planned events based on their purpose by [Getz \(2005\)](#), the World Expo, which is often called the world fair, falls under the event category of business and trade. The World Expo has a very specific meaning, derived from an international agreement in 1928 and regulated by the International Exhibitions Bureau (BIE) in Paris. The nominal purpose of the World Expo has always been educational. It has paid particular attention to technological progress. Several authors described the World Expo as a glorified trade fair ([Benedict, 1983](#)), and a political tool ([Hall, 1992](#)). In terms of scale, the World Expo is classified as a mega event, which is similar to other mega events such as the Olympic Games, the World Cup, and so on.

The World Expo is a unique place of encounter where education takes place through experimentation, cooperation through participation, and development through innovation. It is officially organized by a nation every five years. The first universal and international exhibition took place in 1851 in London, the capital of England which at

that time was the world's leading industrial power. London's vast empire had profited handsomely from free trade and the prosperity of the Victorian era.

The World Expo in 2010 was held in Shanghai, one of the largest cities in China. Its urban tourism has been undergoing rapid and stable development. The Shanghai government has taken various actions to increase the city's competitiveness and attractiveness to tourists such as the Disneyland project, F1 contest, and the World Expo.

Held from May 1 to October 31, 2010, the Shanghai World Expo is a significant event which explored the full potential of China's urban life in the 21st century. Being the first World Expo organized under a city setting, the 2010 Shanghai World Expo attracted governments and people from various fields. It focused on the theme "Better City, Better Life." A total of 73,084,400 visitors came to the World Expo. There were 246 participants, which included 189 countries and regions and 57 international organizations ([Expo 2010 Shanghai China, 2010a](#)). The Chinese government paid considerable attention to this world-class mega event to improve the images of both China and Shanghai. The World Expo offered China an excellent opportunity to introduce and show China to the world. A good image of a city is critical to the success of the World Expo. Shanghai created and adhered to historic opportunities to reshape its image and to show its best before, during, and after the World Expo.

1.4 Significance of This Study

Despite the volume of academic inquiries on destination image, only a small number of research have attempted to establish a comprehensive theoretical model to understand tourists' psychological process under the circumstance of an event held in a tourism destination. This study is designed to develop and empirically examine tourists' post-visit behavior by investigating the basic mechanism reflected in their minds.

Although numerous studies have been conducted on tourism destination image ([e.g., Beerli & Martin, 2004a; Beerli & Martin, 2004b; Echtner & Ritchie, 1991; Fisk, 1961; H. Kim & Richardson, 2003](#)), pressing questions remain, foremost of which is "how" and "why" the destination image forms in the minds of tourists. This study endeavors to answer these questions by referring to some fundamental psychological theories. The Associative Memory Network Model is adopted in the present study to

explore the mechanism of image formation. This school of thinking is also applied to the discussion of the event image and the relationship between destination and event images.

The present study is a pioneering effort in the discussion of the event image. In event tourism research, a very limited number of studies used the term “event image.” In sport tourism literature, event image was mentioned. However, similar to tourism destination image studies, event image in sport tourism lacks theoretical framework. Based on the Associative Memory Network Model, the proposed conceptual meaning and the developed measurement scale of event image could serve as a critical reference for future studies.

Another contribution of this study is the introduction of event image as a newly proposed psychological factor into the traditional cognitive-affective-conative consumer behavior model based on the image transfer theory. The introduction of this construct and the application of the image transfer theory could significantly enrich understanding of the phenomenon of events held in tourism destinations.

Furthermore, the contributions of this study are not limited to these. Even if the effect of event image on destination image is validated, knowledge on how to control and manipulate this kind of relationship is still minimal. Numerous factors can influence the image transfer model because of the complexity of the cognitive process involved. The current study initiates the examination of one noteworthy factor, which is the image congruity between the event and the destination images.

Moreover, this study chose the 2010 Shanghai World Expo as case study. The research implementation in the context of an Asian culture can render an important and useful cross-cultural validation of the image transfer framework. It should be noted that despite the rapid development of the Chinese mega event market, understanding of the participants, particularly of their psychological activities, is still insufficient. Therefore, the exploration and investigation performed by the current research can provide valuable insights into the Chinese mega event market.

Relevant implications for both tourism destination marketing organizations and event organizers could also be drawn from this study. For tourism destination marketers, the importance of events in its branding or marketing strategy will be accentuated and

reemphasized by solid theoretical and empirical evidence. Their understanding of their customers will be enhanced based on their choice as to which among the more effective strategies can be designed. Furthermore, the image congruity investigation can offer important implications for destination marketers on how to select appropriate events which can be incorporated in the destination branding scheme.

Although this study focuses more on the tourism destination perspective, it can provide help and inspiration to event organizers or marketers. As previously mentioned, hosting events for tourism destinations is a complex phenomenon with multiple stakeholders. The participants have to work with each other in order to maximize mutual benefits. Therefore, this study puts forward an alternative perspective which can support event managers in the analysis of the process in order to gain more advantages. In doing so, better collaboration or cooperation may result.

1.5 Definition of Terms

Tourism Destinations:

The locations visited by a tourist and may be interpreted as a city (Oppermann, 1996), region (Fakeye & Crompton, 1991), or country (Echtner & Ritchie, 1993). The underlying dimension of destination image is proposed to consist of attribute and benefit dimensions.

Event:

A onetime or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the consumer, an event is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience (Getz, 1991, p. 44).

Destination Image:

Perceptions about a place as reflected by the associations held in consumers' memory (Cai, 2002, p. 721).

Event Image:

Perceptions about an event as reflected by the associations held in consumer

memory (Keller, 1993, p. 3).

Attitude:

A learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (L. G. Schiffman & Kanuk, 2010, p. 246). In current study, the overall attitude toward a destination is defined as a lasting, general evaluation of the tourism destination (Solomon, 2007, p. 234).

Behavioral Intentions:

The visitor's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others (C. F. Chen & Tsai, 2007, p. 1116).

Image Congruity:

The degree to which the tourism destination's image and the event image are matched (Xing & Chalip, 2006, p. 53).

1.6 Summary and Organization of Chapters

This dissertation comprises the following six chapters:

Chapter 1: Introduction: present chapter.

Chapter 2: Literature Review. In this chapter, literature relevant to the topic is reviewed. The theoretical framework of the present study, the major hypothesized relationships among key constructs, and the proposed conceptual model are discussed and presented.

Chapter 3: Methodology. In this chapter, methodological approaches employed in the current study as well as scale development steps for measuring destination image and event image are explained in detail.

Chapter 4: Scale Development. The scale development processes of the event image and the destination image, including in-depth interviews, expert opinions, and the pilot study, are illustrated in this chapter.

Chapter 5: Research Findings. This chapter details the major findings of the current study based on the examination of the proposed research model and

corresponding research hypotheses.

Chapter 6: Conclusion and Discussion. This chapter provides further discussion of the research findings. Related academic and practical implications are also drawn. Finally, limitations and future research directions are pointed out.

Chapter 2 Literature review

In this chapter, the literature review of the current study is organized in the following three thematic areas: 1) Tourism destination image. In the context of branding, relevant topics around destination image are reviewed and discussed. 2) Event Tourism. The definition and typology of planned events and events' impacts on tourism destinations are reviewed. 3) Conceptual framework. Six research hypotheses around destination image are developed with theoretical and empirical support. Then, the proposed conceptual model is presented.

2.1 Tourism Destination Image

2.1.1 General Review of Destination Image Studies

The research of image began in the early 1960s in the field of retailing, based on theory derived from the Wharton Studies (Fisk, 1961). In 1961, Fisk outlined a conceptual model to measure the influence of image on basis of its six dimensions concerning consumer patronage. In tourism research field, studies on destination image can be traced back to the early 1970s, when J. Hunt (1975) believed image is a critical development factor in destination's tourism success. Since then, destination image has emerged as a crucial marketing concept and research area in the tourism industry (e.g. Echtner & Ritchie, 1991; H. Kim & Richardson, 2003), and there is a large and expanding body of studies on this topic.

Two comprehensive review papers were published in 2002. One is Pike's (2002) paper, which reviewed 142 destination image papers from 1973 to 2000. Pike summarized those studies in terms of their research context, research location, type of interests, measurement techniques, data analysis techniques, research targets and main topics. From his work, several trends can be identified. Firstly, relatively few studies measured the destination image in any specific context. Secondly, as for the research location, single location, especially the country, was preferred, and North American was

the most popular region. Thirdly, as for the data collection, research target was mainly tourists, and structured and multi-attributes measurement was dominant. Fourthly, concerning the data analysis methods, quantitative methods were predominant, and the factor analysis was most popular. Finally, a wide range of topic has been covered, mainly including the effect of visitation, segmentation, image differences between different groups, affect, the effect of distance from the destination, intermediaries, induced images, top of mind awareness/decision sets, culture, temporal image change, negative images, the effect of familiarity with the destination, less developed destinations, length of stay (LOS), event impact, scale validity, value, image formation, and so forth.

Compared with [Pike's \(2002\)](#) review, the other one, [Gallarza et al.'s \(2002\)](#) review, is more systematic and theoretic. [Gallarza et al. \(2002\)](#) categorized 65 works between 1971 and 1999 into seven themes, including conceptualization and dimensions, destination image formation process, assessment and measurement issue, influence of distance on destination image, destination image change over time, active and passive role of residents in image study, and destination image management policies. Their focuses of discussion were on the concept and measurement of destination image. As to the measurement of this construct, they reviewed these papers according to their object, subjects and attributes. Firstly, for the attributes used to measure destination image, residents' receptiveness and landscape and surroundings are the most-used ones. Secondly, as for the research subject, the image of countries was most-often investigated, and interests in urban tourism were rising. Thirdly, the type of respondents was quite heterogeneous. Fourthly, the data analysis methods show great diversity and the combination of multivariate and bivariate techniques were most common. On the other hand, with the conceptualization of destination image, they identified four features of this construct: complex (unequivocal delimitation of this construct), multiple (multi-dimension and multi-stage formation process), relativistic (subjective and generally comparative) and dynamic (vary due to time and space).

From these two comprehensive reviews, it can be seen that although destination image has been extensively discussed and examined, there are still many left to probe into. Particularly, more theoretical analysis and knowledge of conceptualization and

measurement of destination image are in great need to help in accurately measuring this construct (Gallarza et al., 2002).

Since the millennium, research on the destination image has still been growing. However, there is barely any paper comprehensively reviewing the literature of this topic in this decade. In order to have a better understanding of the research status of this topic and further identify future research direction, this study reviewed 59 destination image studies published in three top tourism journals, containing *Tourism Management*, *Journal of Travel Research*, and *Annals of Tourism Research*. These 59 studies were categorized into six groups, primarily following Gallarza et al.'s (2002) review work (see Table 2.1).

Table 2.1 Literature Review on Destination Image (2000-2011)

Author	Year	Journal	Theme	Other focus
MacKay & Fesenmaier	2000	JTR	Image formation; Measurement	Cross-cultural study
Chaudhary	2000	TM	Image formation; Measurement; Effect on tourists	
J. S. Chen	2001	TM	Measurement	Multiple destination comparison
Litvin & Ng	2001	TM	Image formation; Measurement	
S. Baloglu	2001	TM	Dimension; Destination image management	Multiple destination comparison
Bigne Alcañiz, Sánchez García, & Sanz Blas	2001	TM	Measurement; Effect on tourists	
Sönmez & Sirakaya	2002	JTR	Dimension; Measurement; Effect on tourist	
Cai	2002	ATR	Dimension; Destination image management	
J. S. Chen & Uysal	2002	ATR	Measurement; Destination image management	Multiple destination comparison
H. Kim & Richardson	2003	ATR	Dimension; Measurement	
Pike & Ryan	2004	JTR	Dimension; Measurement	
Beerli & Martin	2004a	ATR	Dimension; Image formation; Measurement	
Hsu, Wolfe, & Kang	2004	TM	Image formation; Measurement	
Beerli & Martin	2004b	TM	Dimension; Image formation; Measurement	
S. Baloglu & Love	2005	TM	Dimension; Measurement; Effect on tourist	Multiple destination comparison

Author	Year	Journal	Theme	Other focus
S. S. Kim & Morrision	2005	TM	Image formation; Measurement; Destination image management	Event
Trauer & Ryan	2005	TM	Dimension	
Bonn, Joseph, & Dai	2005	JTR	Dimension; Image formation; Measurement; Change over time	
C. K. Lee, Lee, & Lee	2005	ATR	Dimension; Image formation; Measurement; Effect on tourist	Event
Mercille	2005	ATR	Image formation	
Smith	2005	ATR	Image formation	Event; Multiple destination comparison
Ryan & Cave	2005	JTR	Dimension; Image formation; Measurement	
Espelt & Benito	2005	TM	Measurement	
Grosspietsch	2006	TM	Dimension; Measurement	
Stepchenkova & Morrison	2006	TM	Dimension; Measurement	
Hong, Kim, Jang, & Lee	2006	TM	Measurement; Effect on tourists	
Konecnik & Gartner	2007	ATR	Destination image management	Branding
Tasci & Gartner	2007	JTR	Image formation; Effect on tourists	
S. Choi, Lehto, & Morrison	2007	TM	Dimension; Measurement	
Lin, Morais, Kerstetter, & Hou	2007	JTR	Dimension; Measurement; Effect on tourist	
Prebensen	2007	TM	Image formation; Measurement	
C. F. Chen & Tsai	2007	TM	Measurement; Effect on tourists	
Tasci, Gartner, & Cavusgil	2007	TM	Image formation; Measurement	
Hunter & Suh	2007	TM	Measurement	
Govers, Go, & Kumar	2007a	JTR	Image formation; Measurement; Destination image management	
Beerli, Meneses, & Gil	2007	ATR	Measurement; Effect on tourists	
Castro, Armario, & Ruiz	2007	TM	Image formation; Measurement; Effect on tourists	
Govers, Go, & Kumar	2007b	Annals	Measurement	Multiple destination comparison
McCartney, Butler, & Bennett	2008	JTR	Image formation; Destination image management	

Author	Year	Journal	Theme	Other focus
Nadeau, Heslop, O'Reilly, & Luk	2008	ATR	Measurement; Effect on tourists	Country Image
Chi & Qu	2008	TM	Measurement; Effect on tourists	
San Martin & Rodriguez del Bosque, I. A.	2008	TM	Dimension; Image formation; Measurement	
Frías, Rodríguez, & Castañeda	2008	TM	Image formation; Measurement	Internet
Stepchenkova & Morrison	2008	TM	Dimension; Measurement; Destination image management	
Bigne Alcañiz et al.	2009	TM	Dimension; Measurement; Effect on tourist	
Royo-Vela	2009	TM	Dimension; Image formation; Measurement; Effect on tourists; Destination image management	
Pike	2009	TM	Destination image management	Branding
G. Lee & Lee	2009	TM	Image formation; Measurement; Effect on tourists	Cross-cultural study
Castelltort & Mäder	2009	TM	Destination image management	
S. S. Kim, McKercher, & Lee	2009	ATR	Dimension; Image formation; Measurement; Change over time	
Stepchenkova & Eales	2011	JTR	Image formation	
J. G. Choi, Tkachenko, & Sil	2011	TM	Image formation; Measurement; Effect on tourists	
Kneesel, Baloglu, & Millar	2010	JTR	Measurement; Dimension	Cross-destination comparison
Qu, Kim, & Im	2011	TM	Dimension; Measurement; Effect on tourists	
Stepchenkova & Eales	2011	JTR	Effect on tourists	Projected image
Assaker, Vinzi, & O'Connor	2011	TM	Effect on tourists	
Lepp, Gibson, & Lane	2011	TM	Image formation; Dimension; Measurement	Risk
B. Pan & Li	2011	ATR	Measurement; Destination image management	
S. Pan	2011	JTR	Image formation	

Note. TM: Tourism Management; ATR: Annals of Tourism Research; JTR: Journal of Travel Research

As shown by the table 2.1, majority of studies (45 out of 59) are related to measuring or assessing destination image. Almost half of these studies (27) cover and

discuss the formation of the destination image. Relatively more studies (24) are concerned with conceptualization or underlying dimensions of this construct. In addition, a growing body of literature (20) is devoted to the investigation of how destination image affects tourists' decision-making or behavior. Besides those theoretic papers, some other researchers (11) also pay attention to the destination image management and marketing issue. However, only two studies measure destination image changing over time.

In the following part, the definition, the image formation, the conceptualization, the measurement of destination image and effect of destination image on tourists will be reviewed in more details.

2.1.2 Definition of Destination Image

The term “destination” refers to the location visited by a tourist and may be interpreted as a city (Oppermann, 1996), region (Fakeye & Crompton, 1991), or country (Echtner & Ritchie, 1993). Up to now, no consensus has been reached about the definition of destination image, and various definitions have been offered by different researchers (Bignon, Hammitt, & Norman, 1998; Gallarza et al., 2002), as are shown in Table 2.2. Most of these definitions regard destination image as some kind of impression, perception, mental construct or personal idea/understanding. For example, according to J. Hunt (1975), image is the impression that a person or persons hold about a state in which they do not reside in. Crompton (1979) defined destination image as the aggregate sum of beliefs, ideas, impressions and expectations that a tourist has about a tourist destination area. W. H. Reynolds's (1985) definition was that destination image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of the total impression.

Major differences among these definitions mainly exist in the following three aspects. The first disagreement is manifested in terms of the holistic or attribute-based nature of the destination image concept. Some authors focus on the holistic nature of the image, considering it to be an overall impression that is greater than the sum of its parts, while others point out that the image of a destination is formed from perceptions of its attributes. For instance, Echtner and Ritchie (1991, p. 4) argued that destination image

was “not individual traits...but the total impression an entity makes”, while Santos Arrebola (1994) defined it as a mental representation of attributes and benefits.

The second aspect concerns the subjective nature of destination image. Majority of researchers consider destination image as a representation of the destination in the tourist’s mind (Alhemoud & Armstrong, 1996; Crompton, 1979; Fakeye & Crompton, 1991; Millman & Pizam, 1995; A. V. Seaton & Bennett, 1996). Nevertheless, Crompton (1979) posited that the image is not only an individual and subjective perception but can also correspond to a group perspective. He therefore considered that the image also includes a social part, reflected in the perception held by a segment of tourists (Obenour, Lengfelder, & Groves, 2005).

The third and the key difference is the attitudinal or perceptual nature of the destination image. S. Baloglu and McCleary defined it as “an attitudinal construct consisting of an individual’s mental representation of knowledge (beliefs), feelings, and global impression about an object or destination” (1999, p. 870). However, Assael (1984) argued that destination image is the total perception of the destination that is formed by processing information from various sources over time. According to Echtner and Ritchie (1991), destination image is defined as “not only the perceptions of individual destination attributes but also the holistic impression made by the destination” (p. 8).

Given all these controversies, nowadays what can be generally agreed about this concept is the subjective nature of the image, considering it as a representation of the destination in the tourist’s mind (Crompton, 1979; Fakeye & Crompton, 1991; Millman & Pizam, 1995). Therefore, till now, it can be concluded that destination image is a mental construct formed and existing in tourists’ minds. In order to further investigate this construct, the formation mechanism and the formation process of destination image need to be clearly understood. Therefore, the formation of destination image will be reviewed in following sections.

Table 2.2 Selected Definitions of Destination Image

Authors	Definitions
J. D. Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside.
Markin (1974)	Our own personalized, internalized and conceptualizing understanding of what we know.
Lawson & Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place.
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has of a destination.
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time.
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.
Reynolds (1985)	The mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered.
Phelps (1986)	Perceptions or impressions of a place.
Gartner & Hunt (1987)	Impressions that persons hold about a state in which they do not reside.
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings.
Calantone, Di Benetton, Hakam, & Bojanic (1989)	Perceptions of potential tourist destinations.
Embacher & Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation.
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination.
Echtner & Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination.
Fakeye & Crompton (1991)	The mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions.
Dadgostar & Isotalo (1995)	Overall impression or attitude that an individual acquires of a place.
Gartner, (1993; 1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative.

Authors	Definitions
Kotler, Chandler, Brown, & Adam (1994)	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it.
Santos Arrebola (1994)	Image is a mental representation of attributes and benefits sought of a product.
Parenteau (1995)	Is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination?
Millman & Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public.
MacKay & Fesenmaier (1997)	A composite of various products (attractions) and attributes woven into a total impression.
Pritchard & Morgan (1998)	A visual or mental impression of a specific place.
Baloglu & McCleary (1999)	An individual's mental representation of knowledge, feelings, and global impressions about a destination.
Coshall (2000)	The individual's perceptions of the characteristics of destinations.
Murphy, Pritchard, & 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 & Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values.
Bigne Alcañiz, Sánchez García, & Sanz Blas (2009)	The subjective interpretation of reality made by the tourist.
Cai (2002)	Perceptions about a place as reflected by the associations held in consumers' memory.
Kim & Richardson (2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time.
Beerli & Martín (2004)	A mental picture formed by a set of attributes that define the destination in its various dimensions.

Note. Source: Gallarza et al., 2002; San Martín & Rodríguez del Bosque, I. A., 2008

2.1.3 Destination Image in the Context of Branding

In destination image studies published in the 21 century, we identified a rising trend which's that destination image is more and more discussed in the context of branding (Cai, 2002; Keller, 2003).

Papers about branding did not appear in the marketing literature until the 1940s (e.g. Guest, 1942). The interests in this topic were soaring during the second half of the 20th century, when an estimated 766 major publications by 789 authors were published (Papadopoulos & Heslop, 2002). However, application and adaption of branding theory to tourism destination marketing have only been reported since the late 1990s.

In tourism literature, destination image is a topic closely related to destination branding. However, the concept of image has thus far not been comprehensively examined in relation to destination branding. While certain brand elements such as logos and slogans have been discussed in tourism research, limited research has been examined how to unify all the elements to construct an image that contributes to a consistent and strong destination brand. The image of tourism destination is well acknowledged as crucial in the destination branding strategy due to the following four aspects.

Firstly, destination image is the key component in formation of a successful destination brand. A brand represents an identity for the producer and an image for the consumer, with brand positioning the interface between the two (Keller, 1993; Keller, 2003; Pike, 2004). Brand identity of tourism destination is how a place wants to be perceived and is a unique set of brand characteristics that destination marketers want to create or maintain and that differentiate it from other places (Rainisto, 2003). Image, however, is the sum of beliefs, ideas and impressions that people have of a place and must be valid, believable, distinctive and appealing (Kotler, Asplund, Rein, & Haider, 1999). Therefore, in the interaction between marketers and consumers, brand image is a key component in the formation of a clear and recognizable brand identity in the market (Williams & Palmer, 1999). Brand image is related to “how the brand is currently perceived by consumers” (Aaker, 1996, p. 71). In other words, it is the reputation of the brand in the marketplace (Upshaw, 1995) that is of great importance for any destination.

Secondly, among the key elements of a destination marketing strategy, a brand image of tourism destination is a pivotal one, which is a strong consensus among researchers (Williams & Palmer, 1999). A destination brand should have unique elements, because of their critical role to differentiate the destination from its competitors. The key and first step in the branding process is to establish an image, which amounts to identifying the most relevant associations and strengthening their linkages to the brand, in the mind of the consumer (Cai, 2002). Only after establishing an image in tourists' minds, branding can further build upon other destination brand elements (Kaplandidou & Vogt, 2003). Besides, one function in branding a destination is to shape public perceptions of the place (McCleary & Whitney, 1994; B. Richards, 1992). Explicitly, a branding campaign is part of the "image modification process" (Andersen, Prentice, & Guerin, 1997, p. 463). Likewise, in marketing, a brand is also generally recognized as an extension of its image (Keller, 2003).

Thirdly, destination image is also a chief method to measure and assess the effectiveness of destination branding activities. In terms of destination brand management, various means to communicate the brand message effectively have been suggested (Jago, Chalip, Brown, Mules, & Ali, 2003; Morgan, Pritchard, & Piggott, 2002; Ooi, 2004). However, specific effects on destination brand management, such as the assessment of brand impact, have not been investigated. Measuring the effectiveness of brands is a crucial aspect of successful long-term destination management (Blain, Levy, & Ritchie, 2005). It has been suggested that the effectiveness of destination brands can be measured from a customer perspective. Specifically, empirical research that focuses on experienced travelers and their perception of the destination brand should be employed to measure the effects of brands on the customer (Blain et al., 2005; Kaplandidou & Vogt, 2003; Ritchie & Ritchie, 1998). Therefore, the measurement of the effectiveness of destination brands should mainly rely on images of the destination. However, some (Hankinson, 2004; Konecnik & Gartner, 2007) suggest that other brand assessment dimensions should be considered in brand evaluations as well. Most recently, by applying customer-based brand equity to tourist destinations, Konecnik and Gartner (2007) proposed and tested four dimensions of a destination's brand (i.e., awareness, image, quality, and loyalty) and found a positive relationship among the variables. They

finally suggest that when assessing brand performance, various dimensions should be considered, but destination image is central to the brand evaluation.

Fourthly, brand image has also been identified as an important source of brand equity and brand value (Keller, 2003). In tourism and hospitality areas, brand image has been considered a main dimension of brand equity (Konecnik & Gartner, 2007). For tourism destinations, Cai (2002) considered brand image as an important component in the formation of a destination branding framework.

After realizing the important position of destination image in destination branding strategy, some scholars also proposed some fundamental guidelines for building the destination brand image. According to Gargner and Levy (1955), the brand image must be based on a clear understanding of the “feelings, ideas and attitudes” of the target consumer and “the effort to differentiate the brand is psychologically rather than physically based” (Frazer, 1983, p. 40). The strength of a brand comes from the cohesiveness among the brand elements; i.e. they must consistently support a clear and distinctive theme (Keller, 2003). Fundamentally, as Keller (2003) concluded, a successful branding strategy should organize all the branding elements in a unique way to give the tourist a cohesive and positive image of the destination.

To sum up, destination image, as a key in the formation of a successful destination brand and destination branding strategy, as an importance method to evaluate the branding strategy, and as a source of brand equity, is extremely crucial in destination branding. Therefore, destination image discussed in the branding context could provide the destination marketing organizations more useful implications. Besides, since the classic branding research is more mature than destination branding studies, introducing some classic branding theories into tourism area to discuss destination image can also advance its development.

2.1.4 Formation of Destination Image

Many scholars have also discussed the nature of destination image. One aspect worth of attention is the dynamic nature of destination image. Although the tourism destination image formation has led to a substantial body of literature, “most studies have largely focused on its static structure, ... but not in its dynamic nature” (S. Baloglu

& McCleary, 1999, p. 869). Similarly, the destination image formation process has been mostly investigated with main purposed of explaining tourist behavioral constructs, often neglecting the need to understand the complex image formation process itself.

According to [W. H. Reynolds \(1965\)](#), the image formation process is defined as “the development of a mental construct on the basis of a few selected impressions among the flood of total impressions” (p. 69). These impressions are elaborated, embellished and ordered in the individual’s mind. [Gartner \(1996\)](#) suggested that images are formed throughout a continuum of eight stages that proceed from various agents. He classified the different agents as “(a) overt induced, found in conventional advertising in the mass media, from information delivered by the relevant institutions in the destination or by tour operators and wholesalers; (b) covert induced, using celebrities in the destination’s promotion activities or destination reports or articles; (c) autonomous, including mass-media broadcasting news, documentaries, films, television programs, etc., about the place; (d) organic, involving such people as friends and relatives, giving information about places, based on their own knowledge or experience, whether the information was requested or volunteered; and (e) a visit to the destination, the end point of the continuum of the forming process” (p. 197 - 205). Fundamentally, this study discusses influential factors which act independently or in some combination to form a destination image.

[S. Baloglu and McCleary \(1999\)](#) concluded two types of factors in the image formation process: stimulus factors and personal factors. Stimulus factors refer to a physical object or previous experience, while personal factors are represented by the individual’s social and psychological characteristics. In relation to stimulus factors, many studies have found that “variety and type of information sources” ([S. Baloglu, 1999](#); [S. Baloglu & McCleary, 1999](#)) and “previous experience” ([S. Baloglu & McCleary, 1999](#); [S. Baloglu, 1999](#); [Fakeye & Crompton, 1991](#); [Hsu et al., 2004](#); [Vogt & Andereck, 2003](#)) have a significant effect on destination image. Besides, the influence of individual social-demographic characteristics (sex, age, education and others) on destination image has been found in tourism literature ([S. Baloglu & McCleary, 1999](#); [Beerli & Martin, 2004a](#); [Hui & Wan, 2003](#); [MacKay & Fesenmaier, 1997](#); [Rittichainuwat, Beck, & Lalopa, 2001](#)).

As mentioned before, in the literature review of destination image studies from 2000 to 2011, a relatively large number of research focus on the image formation process. One research noting our attention is [Beerli and Martin's](#) work in 2004. They systematically summarized almost all the factors influencing the formation of destination image and categorized these factors into two categories: information sources and personal factors. Following, the 27 paper related to image formation in current decade are summarized and categorized, following [Beerli and Martin's \(2004a\)](#) framework (see Table 2.3).

Table 2.3 Factors Influencing the Formation of Destination Image

Type of factors	Author
Information Sources	
<i>Secondary</i>	
Induced	Beerli & Martin, 2004a; Frías, Rodríguez, & Castañeda, 2008; Govers, Go, & Kumar, 2007; Kim & Morrision, 2005; C. K. Lee, Lee, & Lee, 2005; McCartney, Butler, & Bennett, 2008; Mercille, 2005; Pan, 2011; Royo-Vela, 2009; Smith, 2005; Stepchenkova & Eales, 2011; Tasci & Gartner, 2007; Tasci, Gartner, & Cavusgil, 2007
Organic	Beerli & Martin, 2004a; Beerli & Martin, 2004b; Govers et al., 2007; McCartney et al., 2008; Royo-Vela, 2009
Autonomous	Beerli & Martin, 2004a; Frías et al., 2008; Govers et al., 2007; Kim & Morrision, 2005; C. K. Lee et al., 2005; Lepp, Gibson, & Lane, 2011; McCartney et al., 2008; Mercille, 2005; Prebensen, 2007; Royo-Vela, 2009; Smith, 2005; Stepchenkova & Eales, 2011; Tasci & Gartner, 2007
<i>Primary</i>	
Experience	Beerli & Martin, 2004a; Chaudhary, 2000; Choi, Tkachenko, & Sil, 2011; Hsu et al., 2004; Kim, McKercher, & Lee, 2009; Litvin & Ng, 2001; Prebensen, 2007; Tasci & Gartner, 2007
Intensity of visit	Beerli & Martin, 2004a; Litvin & Ng, 2001; Ryan & Cave, 2005
Personal Factors	
<i>Psychological factors</i>	
Motivation	Beerli & Martin, 2004a; Beerli & Martin, 2004b; Castro, Armario, & Ruiz, 2007; McCartney et al., 2008; Royo-Vela, 2009; San Martin & Rodriguez del Bosque, I. A., 2008
<i>Previous experience</i>	
Previous of leisure trip	Beerli & Martin, 2004a; Beerli & Martin, 2004b
<i>Socio-demographic factors</i>	
Nationality	Beerli & Martin, 2004a; Kim & Morrision, 2005; G. Lee & Lee, 2009; MacKay & Fesenmaier, 2000; Prebensen, 2007; Tasci & Gartner, 2007
Gender	Beerli & Martin, 2004a; Tasci & Gartner, 2007
Age	Beerli & Martin, 2004a; Kim & Morrision, 2005; Tasci & Gartner, 2007
Education level	Beerli & Martin, 2004a; Kim & Morrision, 2005; Tasci & Gartner, 2007
Social class	Beerli & Martin, 2004a; Tasci & Gartner, 2007
Travel distance	Bonn, Joseph, & Dai, 2005; Hsu et al., 2004; Tasci & Gartner, 2007
Occupation	Kim & Morrision, 2005; Tasci & Gartner, 2007
Income	Tasci & Gartner, 2007
Religion	Tasci & Gartner, 2007

The first category of influencing factors is information sources, also known as stimulus factors (S. Baloglu & McCleary, 1999) or image forming agents (Gartner, 1993). The information source refers to the amount and diverse nature of information sources to which individuals are exposed, including destination information acquired as a result of having visited the place. As tourism services are intangible, images become more important than reality, and the destination information will greatly influence how tourists perceive and form the destination image in their minds. The information about the tourism destination could come from all kinds of sources, including promotion, opinions of others, media reports, popular culture. Since actual visiting this destination will affect and modify the destination image as well, the information sources are further divided into secondary information sources and primary information sources.

According to Phelps (1986) and Gartner (1993), the secondary image is formed by organic, induced, and autonomous sources of information, and is basically one perceived before experiencing a destination. The organic information stands for information from people, such as friends and relatives, based on their own visiting experience. From Table 2.3, only three papers mentioned this organic information, but none of them tested its effect empirically. The induced information mainly means all kinds of information or promotion projected by the destination, including advertisement, guidebook, brochures, reports, articles and celebrity endorsement. The autonomous information sources include mass-media broadcasting news, documentaries, films, television programs, etc., about the place.

On the other hand, primary image is formed by actually visiting the place in question. After travelling to a place, tourists will form or modify the image based on their personal experience, and the changed image tends to be more realistic, complex, and different from the one formed through secondary sources of information (Beerli & Martin, 2004a). In recent years, a number of studies also tested this effect and found significant difference of destination image perceived by tourists at pre-visit and post-visit stages.

Apart from the pre-visit and post-visit difference, some previous studies (S. Baloglu & Mangalolu, 2001; Chon, 1991; Echtner & Ritchie, 1993; Fakeye &

Crompton, 1991; Hu & Ritchie, 1993; Millman & Pizam, 1995; Phelps, 1986) and some studies in this decades (see Table 2.3) proposed and demonstrated that the familiarity of this place the number of visit and length of stay will also cause variation of the perceived destination image. Additionally, Beerli and Martin (2004a) suggested the extent of an individual' interaction with this place is also one of factors. Tourists may be exposed to different dimensions of the destination by developing contacts and relationships; when the place is visited, they adopt different behavioral patterns related to the intensity of interaction with the destination; for example, some may devote time to exploring the various attractions on offer in depth, while others may prefer to spend their time relaxing and participating to a lesser extent in the leisure activities available. This group factors are called the intensity of visit.

The other category of influential factors is called personal factors, which refer to individual's internal determinants. The personal factors can be generally grouped in to three kinds: the socio-demographic characteristics of the individuals (gender, age, level of education, family lifecycle, social class, place of residence, etc.), psychological factors (motivations, values, personality, lifestyle, etc.) and the experience of previous trips.

Firstly, a number of previous empirical works have attempted to identify differences in the perceived image depending on socio-demographic characteristics, and some (S. Baloglu, 1997; S. Baloglu & McCleary, 1999; Calantone et al., 1989; P. Chen & Kerstetter, 1999; Stern & Krakover, 1993; Walmsley & Jenkins, 1993) have successfully validated the difference caused by individual's personal background. In this decade (shown by Table 2.3), factors, including nationality, gender, age, education level, social class, travel distance, occupation, income and religion, has been investigated.

Secondly, experience of previous trips may also influence the post-visit perceived image of the destination (Beerli & Martin, 2004a), since, as Schreyer, Lime, and Williams (1984) suggested, present situations are interpreted in comparison with past experiences, due to the connection between information coming from past experiences and the subjective interpretation of a leisure trip. In the tourism context, past experience may be more important than information obtained from external sources

(Mazursky, 1989), since individuals tend to place more weight on the former. This is because, when there is past experience, the criteria for decisions are strengthened, while the need to receive information becomes weaker. However, even within these ten years, almost no empirical evidence was found to directly show how tourists' levels of past experience influence their perceived image.

Thirdly, psychological factors are equally critical in the formation of destination image. According to previous theoretical work, perception is generally integrated by activities of exposure, attention and interpretation of external stimuli. These activities depend on the stimulus characteristics and the individual's internal factors (Hawkins, Best, & Coney, 2003). In tourism, the representation of a tourist destination in the individual's mind (destination perception) is generally carried out on the basis of stimuli processing, which may be significantly influenced by psychological factors of the individual. The motivation is the most frequently investigated factor (see Table 2.3). Motivations can exert a direct impact on destination image, because people with different motives may perceive a tourist destination in distinct ways, a place can not provide everyone with the sought after benefits.

However, research in tourism field on this topic is only limited to exploring external and internal factors influencing the destination image formation process. The rudimentary question of how destination image forms in tourists' mind still remains unexplained. Some classic branding theory can to some extent help us address this question.

In branding research, a psychological theory, which is called the Associative Network Memory Model, underlies the brand image studies. This theory is a very influential model of memory developed by psychologist. According to associative memory, human's memorizing process involves three important stages: registration, retention, and retrieval. The main means to retrieve information from memory is the "associations". In this model, memory is viewed consisting of a network of nodes and connecting links, in which nodes represents stored information or concepts and links represent the strength of association between this information and concepts. Information is recalled from memory when a node is stimulated from rest by a process known as

activation (de Groot, A. M. B., 1989). The process whereby one set of nodes prompts thinking about other ‘linked’ nodes is known as “spreading activation”, in simple words, thinking of the one concept activates thinking of the other (Anderson, 1983). A node becomes a potential source of activation for other nodes neither when external information is being encoded or when internal information is retrieved from long-term memory. Activation can spread from this node to other linked nodes in memory. When the activation of another node exceeds some threshold level, the information contained in that node is recalled. Thus, the strength of association between the activated node and all linked nodes determines the extent of this “spreading activation” and the particular information that can be retrieved from memory. This theory explains the fundamental psychological mechanism by which the image forms in people’s minds and also explains how and why external and internal factors affect image formation process. The current study attempts to adopt this theory to investigate and define the destination image.

In branding literature, on basis of the Associative Network Memory Model, brand image can be defined as “perceptions about a brand as reflected by the brand associations held in consumers’ memory” (Keller, 1993, p. 3). Similarly, in destination branding research, some research (e.g. Cai, 2002) defines destination brand image as “perceptions about a place as reflected by the brand associations held in consumers’ memory” (p. 721). Likewise, Ristano (2006) regards destination image as a mental construct developed by the tourist on the basis of selected associations among the flood of total associations. These definitions define the destination image from the perspective of the image formation mechanism, which is more theoretic and fundamental. Therefore, this study adopts the definition of destination image proposed by Cai (2002): the destination image refers to “perceptions about a place as reflected by the associations held in consumers’ memory” (p. 721).

In branding literature, based on the Associative Network Memory Model, some researchers as well discussed the brand image formation process. The most comprehensive and influential one is summarized by Keller. In 1993, he discussed in depth how brand belief associations arise and form and summarized three ways associations are created (see Figure 2.1).

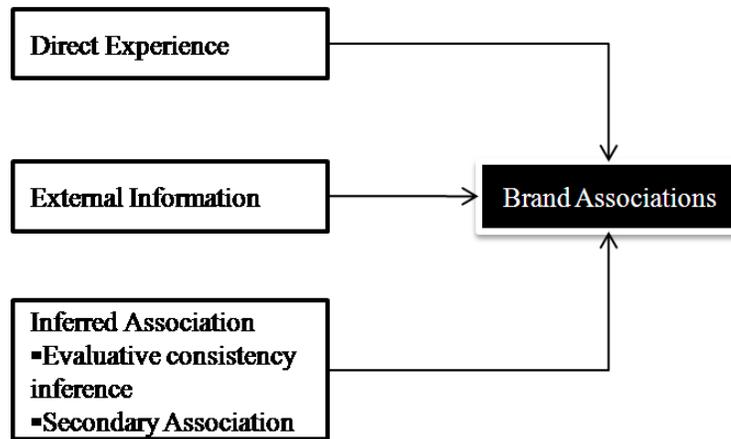


Figure 2.1 Brand Image Formation Model (Source: Keller, 1993)

The first way brand associations are created is through direct experience with the product or service, which is similar to primary information in the destination image formation framework (see Table 2.3). Tourists, through actual visiting a place, may generate new associations or modify previous associations of this destination. Furthermore, direct experience can create stronger associations in memory given its inherent self-relevance (Hertel, 1982).

The second way is by information about the product or service communicated by company, other commercial sources or word of mouth. This formation way is much the same as the secondary information source in destination image formation (see Table 2.3). By exposed to various kinds of information about a place, tourists may continuously add new associations to or change the existing association of this destination in their memory.

The third way is called as inferred associations, which are created on basis of inferences from some existing brand associations. The first type of inferred associations is named as evaluative consistency inference, which occurs when consumers infer the favorability of a brand attribute or benefits on the basis of their overall attitude or their evaluation of some other perceived attribute or benefit. Another type of inferred associations, secondary associations, arises when the brand association itself is linked to other information in memory that is not directly related to the product or service. These secondary associations may arise from primary attribute associations related to the

company, the country of origin, the distribution channels, a celebrity spokesperson or endorser of the product or service, and event. Although the secondary associations are not controllable, they can be borrowed, leveraged, and managed to supplement the intended image building to the extent that they benefit spreading activation and consequently enhance the brand identity of the destination.

The brand image formation model (Figure 2.1) is in greater depth and with more theoretic foundation, compared with destination image formation framework (Table 2.3), because it not only explains the underlying psychological mechanism of image formation, but also investigates how different factors influence the image through its fundamental mechanism. Therefore, this study decided to generalize the brand image formation framework into destination image studies. Next, the conceptualization of the destination image will be reviewed and further discussed on basis of the brand image formation framework.

2.1.5 Conceptualization and Dimensionality of Destination Image

In spite of the importance of this research topic, several authors recognize a lack of conceptual framework of destination image. In the early 90s, one could read “although such studies have become a staple of the tourism research agenda, invariably they have been atheoretical and lacking in any conceptual framework” (Fakeye & Crompton, 1991, p. 10) or “researchers have not been successful in completely conceptualizing and operationalizing destination image” (Echtner & Ritchie, 1991, p. 10). Later on, in 1993, Gartner suggests that “most tourism image research has been piecemeal without a theoretical basis for support” (1993, p. 209). This is might due to the tourism product’s characteristics such as its complexity (S. L. J. Smith, 1994) and multidimensionality (Gartner, 1989). Another is that destination marketing involves the consumer physically moving to the behavior scenario (A. Seaton, 1994; Sessa, 1989). There is also great subjectivity in providing a tourism service: images are mixed with impressions about residents, retailers, other tourists, and/or employees (Calderín, Gil, & Gallarza, 1998). However, most of all, the intangibility of tourism service impedes image assessment, because it depends on invisible elements of pre-visit selection and a pre-taste of the destination (Fakeye & Crompton, 1991).

However, even if destination image research faced those difficulties, there are many notable studies contributing to exploring the conceptualization of this concept. The first one is [Gunn \(1972\)](#), who presented a stage theory of destination image that is dependent on the information source. Gunn named the phases or stages: (1) organic image, (2) induced image and (3) modified-induced image, focusing on the effect of different information sources on destination image formation. These phases include and distinguish between organic or naive non-tourist information about a destination (e.g. from television documentaries, books, school lessons and stories of friends' experiences), induced or promoted information (e.g. travel brochures, publicity and advertisements), and modified induced images, which are the result of personal experience of the destination. His categorization tries to demonstrate that there is a difference in image perception according to the type of information sources.

Another influential work is [Chon and Olsen's](#) study in 1991. They classify image into functional and symbolic images. The functional image refers to physiological activities and characteristics of the destination, while symbolic image refers to an abstract picture, atmosphere, impression, mood and psychological or personality traits of the destination. More specifically, the image of the destination that represents the overall perception of physical activities or characteristics of the destination is called functional image ([Chon & Olsen, 1991](#); [Sirgy, 1982](#)). The functional image of the destination means image associated with physical evidence and tangible component of destinations. On the other hand, symbolic image of a destination refers to the intangible aspects of destinations such as atmosphere, mood of the place, and stereotypic personality of destinations ([Chon & Olsen, 1991](#); [Sirgy, 1982](#)).

One of the most influential studies on destination image was published by [Echtner and Ritchie \(1993; 2003\)](#), making several points. The first is that place image should be envisioned as having two main components: attribute-based and holistic. The second is that each of these components contains functional (or more tangible) and psychological (or more abstract) characteristics. The third and final point is that images of destinations can include "common" functional and psychological traits (components) or more distinctive or even unique features, events, feelings, and auras. This would suggest that there are many aspects involved in formulating the total image in the mind

of the tourist. The three-dimensional model envisaged by [Echtner and Ritchie \(2003, p. 43\)](#) is depicted in Figure 2.2, together with some examples for four of the six components.

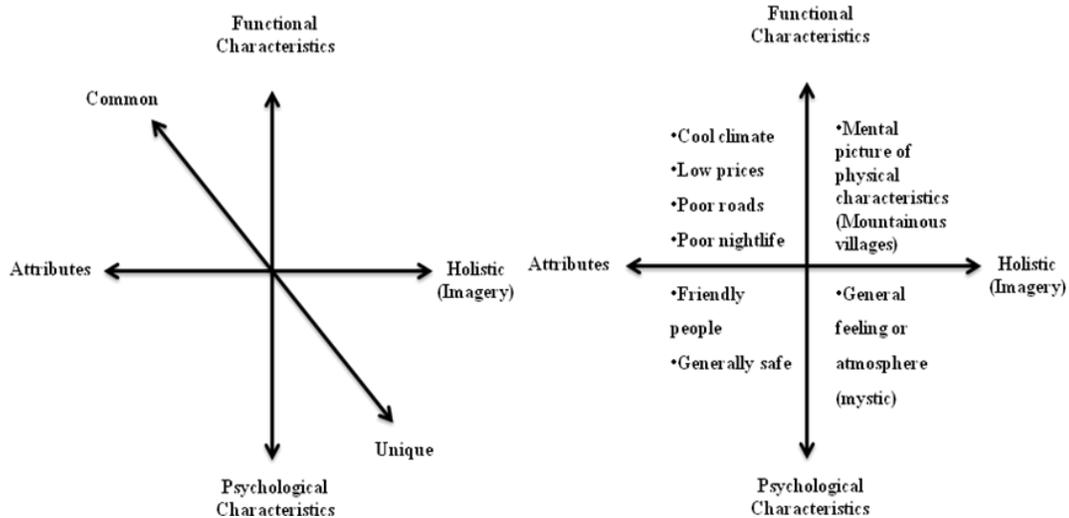


Figure 2.2 Components of Destination image (Source: [Echtner & Ritchie, 1993](#); [Echtner & Ritchie, 2003](#))

Another marked study is [Gartner's](#) study in 1993. According to [Gartner \(1993\)](#), destination images are formed by three distinctly different but hierarchically interrelated components: cognitive, affective and conative. The cognitive image component is defined by [Scott \(1965\)](#) as an evaluation of the known attributes of the product or the understanding of the product in an intellectual way. [K. E. Boulding \(1956\)](#) describes the cognitive component as image derived from facts. The cognitive component may take form of beliefs or knowledge of an object leading to some internally accepted picture of its attributes. The amount of external stimuli received about an object is instrumental in forming a cognitive image. The affective component of image is related to the motives one has for destination selection. Besides these two components, Gartner introduce another components called conative image. The conative image component is analogous to behavior because it is the action component. It depends on the images developed during the cognitive stage and evaluated during the affective stage.

In summary, nowadays two schools of opinions exist in the destination image studies. One school, which supports destination image as an attitudinal construct, is

following Gartner's cognitive-affective-conative theory. According to this theory, destination image, as an attitudinal construct, consists of three major components: a cognitive, an affective and a conative component. On the other hand, the other side believes the destination image only refers to the perceptions held by tourists concerning the destination's attributes.

From the literature from 2000 to 2011, in each school, there is still some inconsistency. In the former stream, the disagreement is related to the conative dimension of the destination image, since most of studies only accept the cognitive and affective dimensions, and only a limited number of studies (Pike & Ryan, 2004) integrate the conative dimension. As for the other school, the inconsistency concerns the attribute-based or holistic nature of the destination image. Although they regard the destination image as tourists' perception of this place, some studies (see Table 2.3) only focus on the overall image of the destination, and majority of studies adopted the attribute-based perspective.

The discrepancy between these two schools or within each school mainly results from unclear understanding of the formation mechanism of the destination image. In last part, the current study analyzed the Associative Network Memory Model from branding literature to clarify the psychological mechanism of image formation, and further reviewed the brand image formation model. The destination image in the current study is defined as perceptions about a place as reflected by the associations held in consumers' memory. Therefore, it can be easily inferred that destination image is a conceptual construct formed associations of attributes of a place. As for the dimension of various destination associations, it is necessary to review some brand image literature.

As for the underlying dimensions of brand image, in the classical branding theory, the most comprehensive framework was proposed by Keller (1993). Brand images are made up of three categories of associations: attributes, benefits and attitude. Attributes are the descriptive features that characterize a product or service. Benefits are the personal value consumers attach to the product or service attributes, that is, what consumer think the product can do for them. Attitudes are consumers' overall evaluation of a brand.

However, in brand image studies, most of studies focus on examining the benefit dimension of brand image. Most models group the benefit associations into two categories: functional attributes – the tangible features of a product or service; and emotional or symbolic attributes – the intangible features which meet consumer needs for social approval, personal expression or self-esteem (de Chernatony & McWilliam, 1989; Hankinson & Cowking, 1993; Keller, 1993). Other authors add a third category. In particular, Keller (1993) and C. W. Park, Jaworski, and MacInnis (1986) add experiential attributes, which is relate to what it feels like to use the product or service and satisfy internally generated needs for stimulation and variety (C. W. Park et al., 1986). Keller (1993) adds yet another category of attributes, brand attitudes, which was defined as a consumer’s overall evaluation of a brand. The major dimensions of brand image are depicted in Table 2.4.

Table 2.4 Dimensions of Brand Image

Author(s)	Functional associations	Symbolic associations	Experiential associations	Brand attitudes
Hankinson & Cowking (1993)	Functional attributes	Symbolic values	–	–
de Chernatony & McWilliam (1989)	Functional dimensions	Representational dimensions	–	–
Park et al. (1986)	Functional needs satisfaction	Symbolic needs satisfaction	Experiential needs satisfaction	–
Keller (1993)	Functional benefits	Symbolic benefits	Experiential benefits	Brand attitudes: overall brand evaluation

Note. Source: Hankinson, 2005

By comparison, the similarity between the destination image and brand image studies is that in essence images are perceptions held in people’s mind, but the dimensions of these two concepts are slightly different. The brand image conceptualization and dimensionality is more comprehensive, because destination image studies only examine the cognitive attributes of the place, which is similar to the attribute dimension of brand image. The gap can be identified that the destination image studies did not consider the benefit dimension.

Therefore, this study, trying to fill part of this gap, aims not only to examine the

cognitive attributes of the destination, but also to examine the benefit dimension of destination image. Specifically, the current study proposes that destination image consists of two dimensions: attributes and benefits. The attributes refer to the descriptive features that characterize a tourism destination, while the benefit stands for the personal value consumers attach to the destination. For benefit dimension, it further may consist of functional, symbolic and experiential aspects. The functional benefit of destination image refers to the tangible features of this tourism destination, and symbolic benefit stands for the intangible features of this tourism destination which meet consumer needs for social approval, personal expression or self-esteem. The third aspect, experiential benefit, is related to what it feels like to travel to this destination and satisfy internally generated needs for stimulation and variety.

2.1.6 Measurement of Destination Image

As mentioned before, one disagreement about the definition of destination image is that destination image is an attitudinal or perceptual construct. This difference will directly influence how researchers measure this construct. The current study regards the destination image as a perceptual construct, which is formed of multiple attributes perceived by tourists. Therefore, in this section, common-used destination image attributes are reviewed.

As [T. J. Reynolds and Guttman \(1984\)](#) mentioned, any product's or service's image can be interpreted as a multi-attribute construct. If the product is a destination, the composite image is obviously made up of the multiple attributes of this destination ([Ahmed, 1991](#); [Ahmed, 1996](#)). Consequently, a major focus is on the assessment of multi-attribute based images ([S. Baloglu, 1997](#); [Schroeder, 1996](#)), and the measurement method is dominant nowadays. Two important studies comprehensively review and summarize the attributes used to measure destination image.

[Gallarza et al. \(2002\)](#) comprehensively reviewed various kinds of attributes used in destination image research. They selected 25 empirical studies of destination image and organized them into a functional/psychological axis following [Echtner and Ritchie's \(1991\)](#) procedure of reviewing attributes used by previous researchers (see Table 2.5.). The themes were categorized as pertaining to beliefs about the natural environment,

including natural attractions, scenery, climate, and beliefs about the built environment (Echtner & Ritchie, 1993); culture (S. Baloglu & McCleary, 1999); modern society (Tapachai & Waryszak, 2000); friendliness (Trauer & Ryan, 2005); as well as evaluations of the destination, including arousing, exciting, relaxing (S. Baloglu & McCleary, 1999); satisfaction (Chon, 1990); quality of service (Echtner & Ritchie, 1993); and overall assessment (Reilly, 1990).

Table 2.5 Most Commonly Used Attributes in Destination Studies

Authors	Attributes Studied																				
	Various activities	Landscape, surroundings	Nature	Cultural attractions	Nightlife and entertainment	Shopping facilities	Information available	Sport facilities	Transportation	Accommodation	Gastronomy	Price, value, cost	Climate	Relaxation vs Massific	Accessibility	Safety	Social interaction	Resident's receptiveness	Originality	Service Quality	
	Functional										Psychological										
1. Crompton (1979)									x		x	x	x		x					x	
2. Goodrich (1982)		x		x						x	x			x						x	
3. Sternquist (1985)		x		x	x					x	x									x	
4. Haahti (1986)		x	x	x	x							x		x	x					x	
5. Gartner and Hunt (1987)		x	x							x			x							x	
6. Calantone and al. (1989)		x	x		x	x				x	x			x			x			x	
7. Gartner (1989)		x	x	x	x					x										x	
8. Embacher and Buttle (1989)		x	x								x	x	x			x				x	
9. Guthrie and Gale (1991)		x								x	x	x		x	x		x	x		x	
10. Ahmed (1991)		x	x	x	x	x							x							x	
11. Chon (1991)		x	x	x						x	x	x				x	x			x	
12. Fakeye and Crompton (1991)		x	x	x	x	x	x			x	x	x	x	x	x					x	
13. Crompton et al. (1992)		x			x							x	x			x				x	
14. Carmichael (1992)		x										x				x				x	
15. Chon (1992)		x	x		x					x	x			x	x					x	
16. Echtner and Ritchie (1993)		x	x	x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	
17. Driscoll and al. (1994)		x	x		x	x						x	x			x	x	x	x	x	
18. Dadgostar and Isotalo (1995)			x	x	x	x				x	x			x						x	
19. Muller (1995)		x		x	x	x					x	x	x	x	x	x				x	
20. Elizaguire and Laka (1996)										x	x	x		x		x	x			x	
21. Schroeder (1996)		x	x	x	x	x				x	x	x		x						x	
22. Ahmed (1996)		x	x	x	x	x				x										x	
23. Oppermann (1996a, 1996b)		x		x						x	x	x	x			x				x	
24. Baloglu (1997)		x	x	x	x					x	x	x	x			x				x	
25. Baloglu and McCleary (1999)		x		x						x	x	x	x			x				x	
Total		8	19	12	18	17	15	3	16	8	14	15	16	12	12	12	10	7	20	7	4

Note. Source: Gallarza et al., 2002

Later on, Beerli and Martin (2004a), after reviewing various attributes included in the different scales developed in tourism literature, identified a number of elements. Those elements, shown in Table 2.6, have been classified into nine dimensions: natural

resources; general infrastructure; tourism infrastructure, tourism leisure and recreation; culture, history and art; political and economic factors, natural environment; social environment; and the atmosphere of the place.

Table 2.6 Dimensions and Attributes of Perceived Destination Image

<i>Natural resources</i>	<i>General infrastructure</i>	<i>Tourist infrastructure</i>
Weather	Development and quality of roads, airports and ports	Hotel and self-catering accommodation
Temperature	Private and public transport facilities	Number of beds
Rainfall	Development of health services	Categories
Humidity	Development of telecommunications	Quality
Hours of sunshine	Development of commercial infrastructures	Restaurants
Beaches	Extent of building development	Number
Quality of seawater		Categories
Sandy or rocky beaches		Quality
Length of the beaches		Bars, discotheques and clubs
Overcrowding of beaches		Ease of access to destination
Richness of the scenery		Excursions at the destination
Protected nature reserves		Tourist centers
Lakes, mountains, deserts, etc.		Network of tourist information
Variety and uniqueness of flora and fauna		
<i>Tourist leisure and recreation</i>	<i>Culture, history and art</i>	<i>Political and economic factors</i>
Theme parks	Museums, historical buildings, monuments, etc.	Political stability
Entertainment and sports activities	Festival, concerts, etc.	Political tendencies
Golf, fishing, hunting, skiing, scuba, etc.	Handicraft	Economic development
Water parks	Gastronomy	Safety
Zoos	Folklore	Crime rate
Trekking	Religion	Terrorist attacks
Adventure activities	Customs and ways of life	Price
Casinos		
Night life		
Shopping		

<i>Natural environment</i>	<i>Social environment</i>	<i>Atmosphere of the place</i>
Beauty of the scenery	Hospitality and friendliness of the local residents	Luxurious place
Beauty of the cities and towns	Underprivileged and poverty	Fashionable place
Cleanliness	Quality of life	Place with fame and reputation
Overcrowding	Language barriers	Place oriented toward families
Air and noise pollution		Exotic place
Traffic congestion		Mystic place
		Relaxing place
		Stressful place
		Happy, enjoyable place
		Pleasant place
		Boring placed
		Attractive or interesting place

Note. Source: [Beerli & Martin, 2004b](#)

One thing worth of noting is that every place has a unique image of its own, so there is no universal scale to measure every tourism destination. The choice of attributes when designing an instrument to measure the image of any destination will primarily depend on some criterion, including the attractions that a place has at its disposal, on its positioning as a tourist destination and on the objectives of the assessment of perceived image. These factors will also determine whether specific or more general attributes are selected ([Beerli & Martin, 2004b](#)).

As discussed in last section, in the current study, another dimension of destination image, the benefit dimension, will be empirically examined. Since in tourism field, no research, as discovered till now, have ever proposed or examined the benefit dimension of destination image. Therefore, the measurement issue of the benefit dimension will be addressed in later section (construct operationalization) by referring to brand image studies.

2.1.7 Effect of Destination Image on Tourists

Among numerous opinions, probably the most universally acknowledged one is the acceptance of image's important role in tourists' decision-making process, not only before, but also during and after visiting a destination ([Echtner & Ritchie, 1993](#); [Gallarza et al., 2002](#); [J. Hunt, 1975](#)). Recently, the relationship between destination image and behaviors, both pre-visit and post-visit, has become an area of great emphasis.

A number of empirical studies demonstrate a clear and positive relationship between destination image and travelers' destination choices and evaluations (Crompton, 1979; Gartner, 1989; Goodrich, 1978; J. Hunt, 1975; G. Lee, O'Leary, & Hong, 2002; Mayo, 1975; Millman & Pizam, 1995; Pearce, 1982; Woodside & Lysonski, 1989).

More specifically, tourists' whole decision-making process is conditioned by their held destination image (Beerli & Martin, 2004a). The initial image formation stage before the trip is the most important phase in tourists' destination selection processes (Gunn, 1972; Mercer, 1971). This is because image can be used to influence tourists' behavior (Brokaw, 1990), and it also would help identify to target markets and decide which image should be promoted to which segment of the market (Goodall, 1990). The influence of the previously held image on the choice of tourism destination has been considered by several authors in their decision-making models (S. Baloglu & McCleary, 1999; Crompton & Ankomah, 1993; Gartner, 1989; Kent, 1996; Mathieson & Wall, 1982; Moutinho, 1987; Schmoll, 1977; Stabler, 1990). Specifically, destinations with stronger positive images have a higher probability of being considered in the tourist's selection process, and of being chosen (Alhemoud & Armstrong, 1996; Echtner & Ritchie, 1991; Johnson & Thomas, 1992; Johnson & Thomas, 1992; Telisman-Kosuta, 1994).

Moreover, the effect of image is not only limited to the destination choice stage, but also plays a very importance role in the tourist's behavior at other stages (Ashworth & Goodall, 1988; Mansfeld, 1992). During the tourists' vacation experience, destination image thus becomes a basic factor in tourists' evaluation of their experience (Bigné Sánchez, & Sánchez, 2001). These evaluative variables include perceived quality, satisfaction (Bigné et al., 2001; Castro et al., 2007), perceived value (C. F. Chen & Tsai, 2007) and so forth. The basic rational is tourists evaluate the destination or their experience on basis of the degree and direction of the discrepancies between the perceptions of the performance (actual experience of this destination) and the consumer's expectations (pre-conceived image of this destination).

On basis of this, it is deduced that image is also a key factor in the analysis of the tourist's post-visit behavior. Relevant post-visit constructs include destination loyalty

and behavior intentions, both of which are measured by “intention to return to the destination” and the “willingness to recommend it” indicators (W. Boulding, Kalra, Staelin, & Zeithaml, 1993; Cronin & Taylor, 1992; Parasuraman, Berry, & Zeithaml, 1991). The effect of destination image on post-visit behavioral intentions has attracted much attention, and has been confirmed through some empirical studies as well. For example, Ross (1993) found that if visitors have a positive image of a destination in terms of the receptiveness dimension, they are more likely to want to revisit the destination. Millman and Pizam (1995) found satisfaction of tourists’ visiting experience will lead to a high intention to revisit this destination. Court and Lupton (1997) and Bigné et al. (2001) empirically examined and detected that the image of a destination positively affected both the future revisit intention and the intention to recommend it. Joppe, Martin, and Waalen (2001), referring to another study on the dimensions affecting destination loyalty, state that “different cultural experience and convenient transportation were significantly related to destination loyalty” (p. 523). C. F. Chen and Tsai (2007) also examined and confirmed by empirical data the positive relationship between destination image and tourists’ post-visit behavioral intentions.

After analyzing destination image’s effect on tourists at difference travel stages, next part will mainly focus on its effects on tourists’ psychological responses. Reflected in tourists’ mental mind, destination image can have impact on tourists’ satisfaction, perceived quality, behavioral intentions, destination loyalty, destination preference, perceived value and so forth. In the review from 2000 to 2011, main psychological factors affected by destination image are summarized in Table 2.7.

Table 2.7 Effects of Destination Image on Tourists

Effect on tourists	Author
Satisfaction	Assaker, Vinzi, & O'Connor, 2011; Bigné et al., 2001; Castro et al., 2007; Chaudhary, 2000; Chen & Tsai, 2007; Chi & Qu, 2008; C. K. Lee, Lee, & Lee, 2005; G. Lee & Lee, 2009
Perceived quality	Bigné et al., 2001; Castro et al., 2007; Chen & Tsai, 2007; C. K. Lee et al., 2005
Behavioral intention	Assaker et al., 2011; Beerli, Meneses, & Gil, 2007; Bigne Alcañiz, Sánchez Garc ía, & Sanz Blas, 2009; Bigné et al., 2001; Castro et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Hong, Kim, Jang, & Lee, 2006; C. K. Lee et al., 2005; G. Lee & Lee, 2009; Nadeau, Heslop, O'Reilly, & Luk, 2008; Stepchenkova & Eales, 2011; Sönmez & Sirakaya, 2002; Tasci & Gartner, 2007
Destination loyalty	Castro et al., 2007; Choi, Tkachenko, & Sil, 2011; Royo-Vela, 2009
Destination preference	Lin, Morais, Kerstetter, & Hou, 2007
Perceived value	Chen & Tsai, 2007

In fact, behavioral intentions and destination loyalty are similar and exchangeable, since these two constructs are usually captured by the same variables, which are “intention to visit (revisit)” and “intention to recommend”. The destination preference (Lin et al., 2007) is only different from behavioral intentions, because it only emerges when tourists consider or compare a set of destinations.

Perceived quality refers to a comparison between expectations and performance as perceived by consumers (Parasuraman, Zcithaml, & Berry, 1985; Parasuraman, Zeithaml, & Berry, 1988). It is described as the degree and direction of the discrepancies between the perceptions of the performance and the consumer’s expectations of the service (Parasuraman et al., 1988). Before travelling to a place, tourists usually have some expectations about this destination. After the trip, they will compare what they have perceived in the destination with their expectations. If the performance of this place reach or even go beyond their expectation, they tend to perceive positive quality of this destination; otherwise, negative perceived quality arises.

Satisfaction mainly stands for an overall evaluation of consuming behavior or travel behavior. Tourists’ satisfaction usually forms on basis of their need or motivation

of travelling. For instance, a tourist travels to a place for relaxation. If the travelling experience is very restful and the arrangement at this destination is nice and easy, his needs are fulfilled and the mental tension in his mind has been alleviated. He tends to have a higher level of satisfaction (C. K. Lee et al., 2005).

Perceived value is regarded as the visitor's overall appraisal of the net worth of the trip, based on the visitor's assessment of what is received (benefits), and what is given (costs or sacrifice) (C. F. Chen & Tsai, 2007). Compared with perceived quality and satisfaction, this construct more focuses on the cost efficiency evaluation, and whether the travelling is worth of the money, time or energy inputted.

Since the present study investigates tourists' psychological responses to events hosted in tourism destination, this review can help to clarify some vagueness among some constructs and further develop the conceptual model.

2.1.8 Events' Effect of Changing Destination Image

Major events are also widely recognized as an important factor of changing destination image. Therefore, the influence of major events on the image of a place has become a rising research area in tourism marketing research, but efforts are still limited (Nadeau et al., 2008). Main focus of existing studies is on empirically testing whether major events change destination image or not, and the effect of events in changing the destination image has been validated by a number of empirical studies.

From the perspective of destination marketing organizations, major events may be specifically targeted to increasing tourism. Destination image research has shown that perceptions of the hosting place of a major event, such as Korea's 2002 World Cup, affect how antecedents interpret their experiences onsite (C. K. Lee et al., 2005). Other research has drawn attention to the flexibility of images when major events encourage people to reconsider their conceptions of places. For instance, an examination of the image of South Korea before and after hosting the 1988 Olympics found that people with high exposure to the Games had an overall improved image of the country (Jaffe & Nebenzahl, 1993). However, major events do not always affect the image of a place. For instance, the events that transpired in Tiananmen Square, although commonly viewed negatively, did not represent a departure from perceptions previously held by American

consumers toward China and its products (Brunner, Flaschner, & Lou, 1993). Similarly, destination image research demonstrates that major events do not necessarily change the image of a place. For example, (G. Richards & Wilson, 2004) found that people's views of Rotterdam were still dominated by modern architecture, water, and its working character despite efforts to reposition the city as a "cultural destination" by linking it to cultural events.

This kind of uncertainty of events' effect on destination image largely depends on the characteristics of events, including type of events, event size and so forth (Gwinner, 1997). Mega events, such as Olympic Games, World cup and etc., have been consistently found to act as an important role in changing, especially improving destination image. Kim and Morrision (2005) empirically examined changes in the images of Korea over two points and concluded that an internationally significant event can change the image of a tourism destination in a short time period.

However, few studies ever comprehensively discuss the question why the event can exert influence on the destination image. Therefore, how a social phenomenon, the event, affects the destination image perceived by tourists will be investigated in the image formation model. In the destination image formation model, two categories of factors are identified to exert influence on the perceived image of a place. The event, as a social incident, could play a role in changing destination image majorly through the first category factors, which is called information sources (See Table 2.3).

First of all, with a major event carried out in a destination, mass media, ranging from local, regional, national, and even to the global media, will pay attention to it. Therefore, the publicity value for this destination is enormous. The destination marketing organizations will actively communicate massive information of this event and its own destination through various information channels, such as traditional advertisement, brochure, online information and so on. In Gartner's (1989) framework, this kind of information is called "induced image". On the other hand, the event could generate effect through "autonomous agents" (Gartner, 1989). In other words, independent mass media, also give some attention to this incident, then producing some news or articles about his event and this destination. This kind of information enjoys

high credibility, since it is more subjective (Gartner, 1989).

Secondly, with the opening of this event, tourists from different places arrive at this host place and attend the event. For these tourists, through actual experience, the previously hold image for this destination may change. When they return from the trip, they may tell their own experience or express their opinion about this place to their relatives or friends. In this case, the influence is created by “organic agents” (Gartner, 1989).

Reflected in tourists’ mind, the fundamental mechanism of image change is “secondary associations” (Keller, 1993). In the brand image formation model, three way of creating branding association are proposed (see Figure 2.1). The direct experience and information source are in essence the same as the two situations discussed above. However, the third way, especially “secondary association”, explains how irrelevant activities can modify the existing branding image (associations) in the consumer’s mind. In the tourism context, when an event is hosted in a tourism destination, in consumers’ mind, they are associated together. For the destination, some associations of the event may “transfer to” the destination (Keller, 1993), so new associations may add into the previous associations of this destination, and the existing association of this destination may be modified as well. To conclude, the destination image perceived by tourists can be enriched or changed due to the secondary association of events. In other words, the image of the event exerts some influence on destination image through this secondary association mechanism, which is also theorized as “image transfer process” (G. Smith, 2004) in the event sponsorship literature.

2.2 Events Tourism

2.2.1 Definition of Events

The study of events has long existed within several disciplines, for example the anthropology, geography or economics, but the term “event studies” was coined in 2000, and then only in passing in Getz’s speech in the Events Beyond 2000 (Sydney) conference. In an article in *Journal of Hospitality and Tourism Management*, [Getz \(2002\)](#) explicitly discussed event studies and event management, questioning their possible status as disciplines or fields ([Getz, 1998](#); [Getz, 1999](#); [Getz, 2002](#)).

The task of defining and explaining all the terms used in the festivals and event field is so great that a glossary has been compiled for easy reference. Many terms has been used loosely, or are jargonistic and not universally understood ([Getz, 1991](#)). One commonly used term “a special event” refers to “a onetime or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the consumer, a special event is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” ([Getz, 1991](#)). [Goldblatt \(1997\)](#) defined special events as “a unique moment in time celebrated with ceremony and ritual to satisfy specific needs”. Other related terms, such as mega-event and hallmark event, can be defined similarly and only contextually different.

Since determining what makes events special is problematic, [Getz \(2008\)](#) proposed the concept “planned events”, which incorporates almost all types of events and other terms in event and festival field. Planned events are “spatial–temporal phenomenon and each is unique because of interactions among the setting, people, and management systems—including design elements and the program” ([Getz, 2008, p. 404](#)).

Figure 2.3 provides a typology of the main categories of planned events based primarily on their form—that is, obvious differences in their purpose and program. Some are for public celebration (this category includes so-called “community festivals” which typically contain a large variety in their programming and aim to foster civic pride and cohesion), while others are planned for purposes of competition, fun, entertainment, business or socializing.

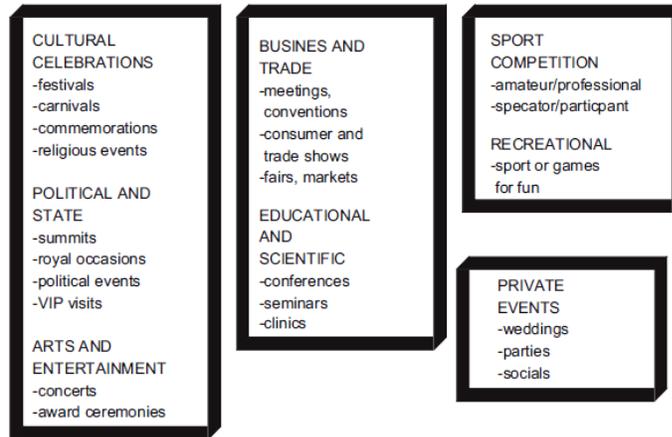


Figure 2.3 Typology of Planned Events (Source: [Getz, 2008](#))

As multi-disciplinary studies, events research may have different research focuses. From the event-centric perspective, related research mainly focuses on “Event management”, which is “the applied field of study and area of professional practice devoted to the design, production and management of planned events, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sport and arts events, those in the domain of business and corporate affairs (including meetings, conventions, fairs, and exhibitions), and those in the private domain (including rites of passage such as weddings and parties, and social events for affinity groups)” ([Getz, 2008, p. 404](#)). In tourism studies, events studies also have a relatively big body of literature, but they pay more attention events’ role in destination marketing and development. This research context can refer to the term “event(s) tourism”, which was not widely used, if at all, prior to 1987 when The New Zealand Tourist and Publicity Department (1987) reported: “Event tourism is an important and rapidly growing segment of international tourism”. An article by [Getz in 1989](#) in *Tourism Management* (‘Special Events: Defining the Product’) developed a framework for planning “events tourism”. Previous to this, it was normal to use special events, hallmark events, mega events and specific types of events.

[Getz \(2008\)](#) positions the “event tourism” as interrelationships occurring at the nexus of tourism and event studies, consisting of both the marketing of events to tourists and the development and marketing of events for tourism and economic development

purposes. In other words, event studies in tourism research field mainly focus on marketing events to tourists from event managers' perspective, and destination development through events from destination marketing organizations' perspective. The current study will mainly investigate events in terms of its role in changing destination image, so the focus of review is on the role of events in tourism destination marketing in the context of event tourism.

2.2.2 The Role of Events in Tourism Destinations

In the context of tourism destination marketing and branding, events can play a number of important roles – as attractions, image maker, animators of statistic attractions, and catalysts for other developments (Getz, 2005).

From long-term development perspective, image makers could be the most important role of events. Events can have the effect of shaping an image of the host city or country, leading to its favorable perception as a potential travel destination. With media focus on the host city, even for a relatively short duration, the publicity value is enormous (Getz, 1991). The relationship between events and the overall, themed image of a destination can be illustrated through examples. Cameron (1989) noted the role of festival and events, and cultural tourism in general, in altering the image of the Lehigh Valley in Pennsylvania, which was an old industry town. By fostering cultural attractions and events, the towns successfully began to attract both investment and tourists. Another example is Munich, West German, which maximized its image through events. It has innovatively marketed this image to international tourists and specialist markets including conventions and incentive tours.

To summarize, although the influential effect of events on destination image has been supported by studies and examples, there is almost no theoretical effort ever made to explore the fundamental mechanism of how events change destination image from tourists' perspective in tourism.

2.2.3 Mega Event

Not all events can generate positive or huge benefits for the hosting place. The effectiveness of hosting events to some extent depends on the size or reputation of

events. Most of successful cases share the commonality of mega-events or upper-class events. In this study, the case employed is also a mega-event.

The definition of mega-event is still in debate, and scholars tried to define it from different angles. [Marris \(1987\)](#) suggested that mega-events can be defined in terms of their volume of visitors, cost, or psychology. The volume should exceed one million visitors, the capital cost should be at least \$500 million, and the reputation of these events should be that of a must-see event. Among these factors, the key characteristic is the prestige factor. However, others emphasized the economic effects of the event instead. For instance, [Vanhove and Witt \(1987\)](#) stressed that a mega event must be able to attract worldwide publicity. [Rooney \(1988\)](#) summarized the common features of mega-event: they are loaded with tradition; they have profound historical significance; they have developed a mystique or taken on almost mythical proportions; they benefit from media overload, frequently at the international level; they are often complemented by other events, such as parades and festivals; and they are sometimes tied to specific places. [Getz \(1991\)](#) concluded that from the perspective of tourism, the mega event must be linked to “attractiveness” and his definition focuses on “the proportion and number of visits made by overnight travelers to the event”.

Although the definition of mega events has not been agreed on, the widely acknowledged mega events include the Olympic Games, the World Cup, and the World Expositions. These events almost meet all the standards set for mega events. These events are attractive not only to generate abnormally large number or proportion of tourists who travel long distances and stay overnight, but also to shape the destination image in a major way.

2.2.4 Event Image

It is suggested that event image may play an important role in shaping the destination image of the hosting place ([Gwinner, 1997](#)). It is therefore necessary to understand and define event image and its components. However, event image has been less thoroughly studied than destination image, and the literature does not currently provide a well-acknowledged definition or measurement scale for event image.

In event sponsorship area, some efforts on the construct conceptualization can be

notified. The closest attempt to define the image of events was made by [Gwinner \(1997\)](#), who proposed a model of image creation and image transfer in event sponsorship. [Gwinner \(1997, p. 147\)](#) defined event image as “the cumulative interpretation of meanings or associations attributed to events by consumers”. In addition, [Ferrand and Pages \(1996\)](#) defined the image of events as “a cognitive construction associating rational and affective representations of an event by a person or a group” (p. 282) from the perspective of psycho- sociology.

As with the formation of event image, same as destination image, the formation of event image is influenced by a variety of factors. The most comprehensive work is [Gwinner's \(1997\)](#) model, which proposed that an event's image is a function of type of event (e.g. sports, festival, arts), event characteristics (e.g. size, professional status, history, venue, promotion appearance) and individual factors (e.g. meanings associated with the event). Although these factors have not been empirically examined yet, one feature of event image has been generally agreed: every event owns a distinctive image which is derived from its unique set of attributes ([Chien, Cornwell, & Stokes, 2005](#)).

In event sponsorship literature, the foundation for event image studies is [Keller's \(1993, p. 3\)](#) framework of brand equity, which is same as brand image. Image was defined as “perceptions about a entity as reflected by related associations held in consumer memory”. When a brand utilized an event in order to improve its brand image or create favorable responses from the customers, this strategy can be explained as the secondary associations ([Keller, 1993](#)). This theory implies that the brand and the event are in nature similar entities. Therefore, in event sponsorship literature, when defining and conceptualizing the event image, researchers ([Chien et al., 2005](#); [Gwinner, 1997](#); [Kaplandidou & Vogt, 2003](#); [Xing & Chalip, 2006](#)) generally believe brand image and event image shared the same theoretical foundation. Fundamentally, images of events and tourism destinations are both formed in people's memory just similar to the way brand image is formed. Therefore, [Keller's \(1993\)](#) framework is regarded as suitable to explore the conceptual meaning and dimensionality of event image in the current study, and the event image is defined as “perceptions of an event as reflected by the associations in consumer's memory” (p. 3).

About the dimensionality of the event image, according to Keller (1993), various associations in people's mind can be classified into three major categories: attributes, benefits and attitudes. In the current study, in consistence with the destination image, the event image is considered to consist of cognitive attributes and benefits.

However, even if most scholars agreed on the theoretical foundation of events image, the empirical results turn out to be very inconsistent. As far as the measurement of event image is concerned, there are only a limited number of studies and their ways to operationalize this construct greatly limit this concepts' theoretical meaning (Kaplandidou & Vogt, 2003). For example, Gwinner and Eaton (1999) used a set of personified adjectives to measure event image and the sponsoring brand image, which equates the image to brand personality. By closely examining these adjectives in their scale, two dimensions can be identified. One is concerned with activities, including calm, leisurely, slow, fast, exciting and monotonous, which is also identified by Mehrabian (1980), Foxall (1996), and Osgood, Suci, and Tannenbaum (1957). Another dimension represents the potency of the event, including adjectives such as aggressive, masculine, and wild. In 2006, Xing and Chalip (2006) developed a scale, which covers evaluation, activity and potency dimensions and include nine adjective pairs. These adjective pairs contain "valuable-worthless", "unsatisfying- satisfying", "inspiring-uninspiring", "unenjoyable-enjoyable", "pleasant-unpleasant", "busy-quiet", "fast-low", "leisurely-active", and "calm-exciting". From these studies, it can be easily seen that the efforts on this aspect are still in great need. In the present study, free association is adopted to measure and capture the meaning of this construct as comprehensively as possible.

2.3 Theoretical Framework

This part integrates the key constructs discussed throughout the literature review into a conceptual model. This presents the development of the specific research hypotheses with support from the relevant literature. The presentation of the conceptual model, which illustrates the relationships among the different constructs, follows.

2.3.1 Research Hypotheses Development

2.3.1.1 Image Transfer

Tourism destinations have widely realized the important role of events in destination marketing and the potential benefits of hosting events. In academia field, scholars as well pay great attention to this social phenomenon, with different research focuses. The focus of the current study is to examine how and why events change the destination image in tourists' minds in the context of destination branding.

The Associative Network Memory Model is a mechanism of image formation that advances our understanding. According to this theory, human memory consists of a network of nodes and connecting links. The nodes represent stored information or concepts, and the links represent the strength of association between this information and concepts. Information is recalled from memory when a node is stimulated (de Groot, A. M. B., 1989). Take tourism destination as an example. When a tourism destination, as a node in memory, is stimulated, other nodes linked to this destination will be recalled from memory. This is the process known as “association,” and the associations form the image of the destination.

There are three ways to create associations of the product or service in branding literature (Keller, 1993). The first focuses on direct experience with the product or service. The second is through information communicated by the company, other commercial sources, or word-of-mouth. The third occurs when the brand association itself links to other information in memory. The brand becomes identified with this other entity. Then, the consumer may infer that the brand shares associations with that entity, thus producing indirect or secondary links. Secondary associations arise from primary attribute associations related to the company, the country of origin, the distribution

channels, and the celebrity spokesperson/endorser of the product, service, or event. Linking the brand to another entity not only creates new brand associations but also affects existing associations. The literature of destination branding also discusses brand association. For instance, associations of a tourism destination are considered secondary when the relationship with a place as perceived by tourists does not result from a destination marketing organization's direct marketing programs and communications, and are usually beyond its direct control (Cai, 2002). However, secondary associations can be influenced to create favorable, strong, and unique associations that otherwise may not be present.

In the event sponsorship area, the mechanism of secondary association is theorized as "image transfer." Image transfer refers to the assignment of some abstract event associations to the sponsoring brand (Pracejus, 2004). McCracken's (1989) "meaning" in celebrity endorsement is analogous to the image transfer in event sponsorship. In research regarding celebrity endorsement, McCracken (1989) suggested that endorsement effectiveness is better explained by the "meanings" consumers associate with the celebrity endorser and subsequently transfer to the brand. McCracken (1989) used the term "meaning" to describe the overall assessment of consumers of what a celebrity "represents" based on characteristics such as social class, gender, age, personality, and lifestyle. Thus, individual characteristics (e.g., regal, trashy, maleness, strong, caring, sexual, irreverent, wise) are integrated to define the meaning of the celebrity. The meaning of the celebrity comes from the accumulated roles in television, movies, military, athletics, and other careers.

The image transfer theory has been widely applied and validated in event sponsorship literature, especially in research regarding the sponsorship of sports event. For example, Meenaghan (1991) cited how a "very American" company, Gillette, was made to seem "more British" through its sponsorship of cricket, a traditional British sport. Similarly, Meenaghan (1991) illustrated how brand managers use sports sponsorship to alter a company's image as shown in the case of a cosmetics firm, Yardley. Here, the managers invested heavily in Formula 1 motor racing in an attempt to dilute the feminine connotations traditionally associated with the company's products. The venture was so effective that Yardley was successfully able to introduce a line of

male cosmetics. [Shaw and Amis \(2001\)](#) also discussed the potential for image transfer in a sponsorship context. For example, women's sports are largely identified as "clean." In terms of having few sponsors and image, there is a strong possibility that firms who enter into sponsorship deals with women's sports can establish a clear and identifiable brand image with that sport ([Shaw & Amis, 2001](#)).

In the tourism industry, the tourism destination, similar to various sponsoring brands, tries to enhance its image in the mind of tourists through various events. This study applies this image transfer theory into the field of tourism in order to study the phenomenon of a tourism destination hosting an event. In the process of destination marketing promotions (links), some associations (nodes) of the event will become associated indirectly with the destination (nodes) in the minds of consumers ([Keller, 1993](#)). The direction of these associations is two-way. From the position of the tourism destination, some associations of the event may transfer to the destination image based on the image transfer theory.

The study of [Xing and Chalip \(2006\)](#) examined a similar issue as the current study. Through an experiment, they successfully identified that the presence of any sport event can elevate the ratings of city activities. This finding supports the image transfer theory or the co-branding theory. Although the image transfer theory has seldom been examined in tourism, this theory has been empirically verified in other fields such as event sponsorship and celebrity endorsements. In these areas, experiment methodology substantiated the causal effect of an event on destination through theoretical image transfer ([Misra & Beatty, 1990](#); [Gwinner & Eaton, 1999](#); [Roy & Cornwell, 2003](#)).

In extending the concept of image transfer from the event sponsorship literature to tourism destination marketing, it can be inferred that events hosted in tourism destination act in a manner analogous to event sponsorship in the transfer of image to the sponsoring brand. Specifically, in the mind of tourists, the event's image may be transferred through its association with the host destination. Therefore, the result of the image transfer process, as reflected in the mind of the tourist, is that an event image positively affects destination image. In the current study, on the theoretical basis of image transfer theory, the focus is to detect empirically the positive relationship between

the event image and the destination image using cross-sectional data and SEM data analysis method. Therefore, the first research hypothesis is as follows:

H1: After tourists attended a mega-event held in a tourism destination, event image directly and positively affects destination image.

2.3.1.2 Outcomes of Image Transfer

As discussed in the literature review, regarding the destination image as an attitudinal or perceptual construct directly leads to different opinions on the conceptualization and the measurement of this construct. Generally, two schools of opinions exist in destination image studies.

One school, which supports destination image as an attitudinal construct, mainly follows the tri-component attitude model. According to this theory, attitudes consist of three major components: a cognitive, an affective, and a conative component. The cognitive component refers to the knowledge and perceptions acquired by a combination of direct experience with the attitude object and related information from various sources. The affective component means the emotions and feelings which capture an individual's direct or global assessment of the attitudinal object. The conative component focuses on the likelihood or tendency that an individual will behave in a particular way with regard to the attitude object. As to the inter-relationship of the three components, the standard learning hierarchy (Solomon, 2007) suggests that based on accumulating knowledge (*beliefs*) regarding relevant attributes, consumers will form a feeling about the object (*affective*), which leads the consumers to engage in a relevant behavior (*conative*).

The second school believes the destination image only refers to the perceptions held by tourists concerning the attributes of the destination. Even so, this school generally agrees that the destination image will positively affect the behavioral intentions of tourists. This relationship is conditioned by certain factors, including satisfaction, perceived value, and so forth. For example, Dabholkar, Shepherd, and Thorpe (2000) and Cole and Illum (2006) found that satisfaction mediates the effect of service quality on behavioral intentions. Chi and Qu (2008) arrived at a similar conclusion. Attribute satisfaction (operationalized in a similar way as a perceived quality)

is an antecedent to the overall satisfaction. Furthermore, attribute satisfaction and overall satisfaction are both determinants of destination loyalty. In other words, the relationship between perceived quality and loyalty is partly mediated by overall satisfaction. [Brady et al.'s \(2005\)](#) study, conducted in a multi-industry and multi-country setting, reinforces this result. The study found that service quality, satisfaction, and service value all directly affect behavioral intentions when assessed collectively. To sum up, the variety of these factors is primarily due to the researchers' different theoretical justification and research focuses, but all these intermediary factors are all related to the overall evaluation or attitude toward the destination.

Based on the summary of these two schools, the fundamental difference between them clearly concerns the attitudinal or conceptual nature of the destination image construct. The similarity is that both schools pay attention to how destination image influences behavioral intentions of the tourists. Moreover, this relationship is conditioned by some constructs. However, opinions diverge again on these intermediations. On the one hand, some believe the cognitive perceptions (cognitive) will indirectly affect the behavioral intentions of the tourists (conative) through their feelings or overall evaluation of this destination (affective). On the other hand, some researchers found satisfaction, perceived value, and perceived quality can fully or partially mediate the relationship between the destination image and the behavioral responses of the tourists. However, these intermediate constructs refer to the overall evaluation of the destination. The current study generally agrees with the second school and proposes that the destination image will influence indirectly the behavioral intentions of the tourists through their overall attitude toward the destination.

After the introduction of the event image into the traditional destination image model, whether the relationships in the previously agreed destination image model will remain the same, is still a question calling for justification. In a similar context of sport event tourism, [Xing and Chalip \(2006\)](#) found through image transfer that the destination evaluations and ratings have a positive effect on the intention of the tourists to visit. In addition, in the event sponsorship literature, the outcome of the brand image transfer from sponsored events includes improved consumers' brand attitude, enhanced interests, and intended purchases of the products of this brand ([Rifon, et al, 2004](#); [Rodgers, 2004](#);

L. G. Schiffman & Kanuk, 2010; Weeks, et al, 2008). These consequential constructs of the image transfer are quiet similar to the consequences of the destination image. In the following section, the specific relationship among these constructs will be discussed.

Effect of Destination Image on Tourists' Future Behavioral Intentions

In tourism, one key theoretical foundation in the relationship between the image of destinations and the behavioral intentions of the tourists is the Theory of Reasoned Action (Ajzen, 1991; Fishbein & Ajzen, 1975). According to this theory, the consumers' intention to behave is influenced by the attitude and the subjective norm. The attitude is formed by consumers' beliefs that the behavior leads to certain outcomes as well as the evaluation of these outcomes. The destination image is usually regarded as the combination of people's beliefs and evaluations of the behavioral outcomes. In the case of the current study, the destination image should exert an indirect influence on the behavioral intention via the attitude.

In a large number of empirical studies, this direct relationship between the destination image and behavioral intentions has also been detected and verified to be positive. Ross (1993) found correlations between some destination dimensions and the evaluative variables of the respondents. In particular, he found that if visitors have a positive image of a destination in terms of the receptiveness dimension, they are more likely to revisit the destination. Joppe et al. (2001), in reference to another study on the dimensions affecting destination loyalty, stated, "Different cultural experience and convenient transportation were significantly related to destination loyalty" (p. 523). With regard to the direction of the relationship between the destination image and behavioral intentions, Millman and Pizam (1995) implied that once tourists are satisfied with their experience, they might like to revisit a destination. In addition, C. F. Chen and Tsai (2007) confirmed the positive relationship between the destination image and the post-visit behavioral intentions of tourists. In addition, in the event sponsorship literature, the purchase intention of customers was detected as a key outcome of the brand image transfer (Jagre, Watson, & Watson, 2001; Kaplandidou & Vogt, 2003). Therefore, the second hypothesis is formed as follows.

H2: Destination image directly and positively affects tourists' behavioral intentions

toward the destination.

Effect of Destination Image on Overall Attitude toward the Destination

After visiting and perceiving various aspects of a tourism destination, the tourists form some feelings or emotions. These emotions or feelings are frequently treated by consumer researchers as primarily evaluative in nature. This evaluation captures the direct or global assessment of the people regarding the attitude-object (the tourism destination) (L. Schiffman & Kanuk, 2000). In this study, these emotions or feelings are operationalized as the overall attitude toward the destination.

According to Solomon (2007), attitudes refer to a lasting, general evaluation of people, object, advertisement, or issue. In the current study, the overall attitude toward a destination is defined as a lasting and general evaluation of the tourism destination.

The formation of the attitude of the consumer is strongly influenced by personal experience, family, direct marketing, mass media, and the Internet (L. Schiffman & Kanuk, 2000). The destination image is the total perception of the destination formed by processing the information from various sources over time and even personal visitation (Assael, 1984). In light of the attitude formation theory, it can be inferred that the perceived destination image of the tourists will influence the formation of the attitude toward the destination.

In tourism, the Theory of Reasoned Action (Ajzen, 1991; Fishbein & Ajzen, 1975) is an important theoretical explanation for the relationship between the destination image and attitude of tourists. According to this theory, the attitude is formed by the beliefs of the consumers that behavior leads to certain outcomes, and the evaluation of these outcomes are analogous to the destination image.

In addition to the previous theoretical justifications, existing empirical studies (S. Baloglu, 1999; Beerli & Martin, 2004a; Beerli & Martin, 2004b; Konecnik & Gartner, 2007; C. K. Lee et al., 2005) have substantiated that destination image will positively affect the attitude of tourists toward the destination. More importantly, the consumer's attitude is also identified as another main outcome of the brand image transfer (Rifon et al., 2004; Weeks et al., 2008; Xing & Chalip, 2006). Therefore, the second hypothesis is developed as follows:

H3: Destination image directly and positively affects tourists' overall attitude toward the destination.

Effect of Event Image on Tourists' Overall Attitude toward the Destination

One difference between an event sponsorship and a tourism destination hosting an event is that the brand and the event are relatively separate when a brand sponsors an event. However, in the case of tourism destination, the event is an essential part of the destination. As reflected in the mind of the tourist, the event and the destination will be associated together. Both will function together to influence the attitude toward the destination.

In event sponsorship literature, attitude is regarded as one of the outcomes of affective image transfer process (Cornwell, Weeks, & Roy, 2005; Speed & Thompson, 2000). Cornwell et al. (2005) summarized three types of sponsorship outcomes: cognitive, affective, and behavioral. They emphasized that the affective outcome, including preference, attitude, or thoughts, may be the most important reason for sponsorship activities. Some researchers (e.g., Gwinner & Eaton, 1999; Keller, 1993) regard brand attitude as a component of brand image. In the framework of image transfer, it can be inferred that the event image will have an impact on the attitude toward the brand. Applying this logic to the context of event tourism, the attitude toward the hosting place could be affected by the event image. Furthermore, the image transfer theory suggests that the image transfer is two-way (Gwinner & Eaton, 1999). In the case of tourism destinations hosting events, some associations of the event transfer to the destination image. At the same time, the event associations are modified or enriched due to the destination image. As part of the destination, the event-related perceptions also affect the overall assessment of the destination (overall attitude toward the destination). Therefore, theoretically, the overall attitude of tourists toward the destination is not only influenced by destination-related perceptions, but is affected by the perceived event image as well.

Although no research work has examined the relationship between event image and tourism destination overall attitude, it seems theoretical and logical to propose that the event as a part of the destination will also exert influence on the tourists' final

evaluation of this destination. On this basis, the following hypothesis is made:

***H4:** Event image directly and positively affects tourists' overall attitude toward the destination.*

Effect of Overall Attitude on Future Behavioral Intentions

Tourist behavior has been the focus of many tourism studies. The decision-making process that leads to the choice of a travel destination is a complex one, influenced by both social and psychological factors. Among all the antecedents of behavior, behavioral intention is considered as the immediate determinant and best predictor of behavior.

An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (L. Schiffman & Kanuk, 2000). Two properties of this construct are critical in explaining how attitude influences the behavior of consumers. As a predisposition to behavior, an attitude has a motivational quality. An attitude might propel a consumer toward a particular behavior or repel the consumer away from a particular behavior. Another key characteristic of this construct is its consistency. Attitudes are relatively consistent with the behavior they reflect. In conditioning the behavioral intentions to a destination, attitude toward the destination is very important, and some empirical studies (C. K. Lee et al., 2005) have confirmed this relationship empirically. Based on the discussion above, the next hypothesis is proposed.

***H5:** Tourists' overall attitude toward the destination directly and positively affects their behavioral intentions toward the destination.*

2.3.1.3 Image Congruity

One of the objectives of this study is to explore how to control the effects of event image on the destination image. Specifically, this research will describe the kind of circumstance that can evoke the optimal response of tourists. In event sponsorship literature, the most frequently investigated theoretical concept related to the improved processing of sponsorship stimuli is the idea of match or congruence between the sponsor and the event or activity.

In event sponsorship research, different opinions exist about whether congruity

or incongruity between brand and event can enhance consumer recall, awareness, or attitude toward the sponsoring brand. The varied opinions can be traced to the researcher's use of different theoretic groundings such as meaning transfer, balance theory, schema theory, congruity theory, match-up hypothesis, and so on. For instance, the congruity theory predicts that people best remember information that is congruent with prior expectations (Srull, 1981), while the competing theory is that incongruent information requires more elaborate processing and thus results in greater recall (Hastie, 1980). The schema theory explains the match-up effect. While the memory effects of matching have been supported, the effects of incongruity have only been seen as a lack of fit and have not been investigated in its own right (Cornwell et al., 2005).

The present study supports the congruity theory and believes that the congruity between an event and its hosting destination can provoke positive responses, including better attitude toward this destination and higher probability of behavioral intentions. The congruity theory originated from psychology. It predicts that if there are two contradicting people, sets of information, and concepts on which a judgment must be made by a single observer, the observer will experience pressure to change his or her judgment on one of the sides. However, if the two sets of information are similar or congruent, then there will be no problem and the observer will not experience any form of pressure (Osgood & Tannenbaum, 1955).

The nature of this theory is illustrated through the analysis of the ontological, epistemological, and axiological assumptions. It can be derived that the congruity theory is naturalistic. This theory seems to have multiple realities, and there are numerous ways to view things when using the theory to conduct a study or perform an analysis. The congruity theory takes a dependent view of things because things can change to each observer, depending on the way they view what is going on between the two main parties involved. The congruity theory appears to be value-laden in nature, and it takes into account that separate observers may be biased (Osgood & Tannenbaum, 1955).

The congruity theory has been discussed and examined in many research areas such as social psychology, consumer behavior, advertising, and sponsorship.

First, the congruity theory has been applied in social psychology for

investigating memory and for explaining attitude formation. The congruity model was originally formulated as a specific explanation for the attitude change that occurs when a source is connected to a particular attitude object. The statement that sources make about objects is associative when the statement implies a positive connection. The statement becomes dissociative when the statement implies a denial of a connection. The third element of congruity theory is the evaluation placed on both the source and the object by the person whose attitude is being considered (Shaver, 1987). The theory predicts that the value of the more negatively valued element will rise when linked to a positively valued one (Solomon, 2007).

The congruity theory also suggests that the storage in memory and retrieval of information is influenced by prior expectations. The major aim is to investigate the ways “expectance-driven” processing influences social memory. Some studies found that generally congruent information is remembered better than incongruent or irrelevant information with existing schema. However, some other research found that incongruent information is better remembered. A meta-analysis conducted by Stangor and McMillan (1992) indicated that memory is better for expectancy-incongruent than expectancy-congruent information on recall and recognition measures. Fiske (1982) suggested that if an item were congruent to an existing schema, it would affect the link to the schema. Mandler (1982) expanded the concept by including elaboration as a moderating variable. He proposed that the thoughts generated after elaboration in the congruent condition are favorable because people like objects that conform to their expectations and allow predictability. Mandler (1982) also argued that whether an evaluation of an inconsistent relationship is relatively favorable or unfavorable is a function of how readily the processor can satisfactorily resolve the incongruity.

The congruity theory is also applied to the consumer behavior research. In this area, researchers found that when information is somehow incongruent with prior experience, individuals would engage with more effort or elaborative processing, which will result in superior recall and recognition. Meyers-Levy and Tybout (1989) examined how the presentations of congruent versus incongruent information about soft drinks affected the development of attitude toward those products. Their experiment result showed that schema congruity influences the evaluation and that moderate schema

incongruity enhances evaluation. Moderate incongruity led to a more favorable evaluation than either congruity or extreme incongruity.

In addition, the congruity theory has been adopted in advertising to investigate how attitudes are affected when a person, such as a celebrity, is linked to an object, such as a brand or company. In celebrity endorser advertising, sponsors use celebrities to cut through the clutter of commercials and gain the attention of consumers. Celebrities are also used to transfer their positive attributes as the endorser to the product they advertise. Arguments support the need for congruence or match-up between the celebrity and the product in order for the message to be perceived as credible and believable.

The application of the image congruity theory can also be seen in event sponsorship literature. [Gwinner \(1997\)](#) theorized that the process of a positive image transfer from an event to the sponsoring company is similar to the process of meaning transfer from celebrity-endorsers to the products they endorse. Some scholars generalized this match-up hypothesis from the celebrity endorsement area to event-sponsorship studies, and proposed some similar terms such as “match-up,” “image congruence,” and “image congruity,” which refer to the match-up or similarity between an event and sponsoring brand.

[Jagre et al. \(2001\)](#) suggested that companies sponsoring an event that provides a moderate inconsistent “fit” to their company are viewed more favorably by consumers. In addition, [G. Smith \(2004\)](#) proposed a conceptual framework of factors that influence the effect of the sponsorship on brand image transfer among consumers. Apart from these conceptual propositions, some empirical studies have addressed the effect of congruence on recall and attitude by empirical testing. [Gwinner and Eaton \(1999\)](#) used an experiment to assess the degree to which a sponsoring event’s image was transferred to a brand through its sponsorship activities. The results indicated that when the event and the brand are congruent, on either an image or functional basis, the transfer process is enhanced. [McDaniel \(1999\)](#) used a schema-based approach to examine the brand/sponsor match-up effect on attitude toward the sponsoring brand as a persuasive influence. He suggested that the theory of meaning transfer in celebrity-endorser advertising may be applicable to sponsorship, but he did not focus on the degree of

consistence between the brand and event because he only examined the attributes of the sponsoring events.

Another study of fit between sponsor and event was conducted by [Johar and Pham \(1999\)](#). The results of their study showed that unrelated or consistent fit between brand and event leads to a higher probability of recall by consumers. [Speed and Thompson \(2000\)](#) examined the effects of event attitude, sponsor-event fit, and attitude about the sponsor on the sponsorship responses. The results suggested that sponsor-event is one of the key factors in generating a favorable response from sponsorship. [Roy and Cornwell \(2003\)](#) suggested that a sponsor's brand equity is influential in consumers' perception of sponsor-event congruence. In turn, sponsorships that are perceived as highly congruent can lead to more favorable attitudes toward the sponsor. Similarly, [Rifon et al. \(2004\)](#), by conducting some experiments, found that a good fit between the company and the event motivates and enhances the credibility and attitude toward the sponsor. [Weeks et al. \(2008\)](#) investigated the role of activation, congruence, and articulation in leveraging sponsorship on the Internet. In terms of congruence, the results showed that the high-congruence sponsorship is rated more favorably than the low congruence sponsorship for both the brand and the company.

To sum up, two major outcomes of image congruity can be identified: the memory recall and the attitude change and related behavioral responses (e.g., the purchase intention). On the one hand, findings regarding the memory recall effect showed contradicting results, as some studies ([Cornwell, et al, 2005](#); [Cornwell, Humphreys, Maguire, & Tellegen, 2006](#); [Jagre, Watson, & Watson, 2001](#)) found that image congruity enhances memory recall or attention, while others found that the image incongruity facilitates memory recall or greater attention ([Sujan & Bettman, 1989](#)). On the other hand, with the attitudinal responses, almost all the researchers ([Speed & Thompson, 2000](#); [Weeks et al., 2008](#); [Xing & Chalip, 2006](#)) confirmed the beneficial effect of the image congruity on the attitude formation and change.

Applying this school of research from event sponsorship to event tourism studies, the current study will investigate whether the image congruity between destination image and event image will moderate the image transfer process and the responses of

tourists. The term “image congruity” will be adopted in this study to describe “the degree to which the tourism destination’s image and the event image are matched” (Xing & Chalip, 2006, p. 53). This study, based on the congruity theory, proposes that the higher level of image congruity between an event and a tourism destination can lead to a better attitude toward the destination and a higher probability of revisit and recommendation of tourists. The hypothesis will be tested through multi-group SEM, and the sixth set of hypotheses is formulated below.

H6: Image congruity between the destination and the event will moderate the relationship among event image, destination image, tourists’ overall attitude and their behavioral intentions toward the destination.

H6a: For the high level of image congruity group, the effect of event image on destination image is stronger than for the low level of image congruity group.

H6b: For the high level of image congruity group, the effect of destination image on tourists’ behavioral intention toward the destination is stronger than for the low level of image congruity group.

H6c: For the high level of image congruity group, the effect of destination image on the overall destination attitude is stronger than for the low level of image congruity group.

H6d: For the high level of image congruity group, the effect of tourists’ overall attitude on their behavioral intention toward the destination is stronger than for the low level of image congruity group.

2.3.2 A Conceptual Model

The conceptual model proposed by the current study is presented in Figure 2.4. This study aims to investigate how an event affects tourists' post-visit perception and evaluations of the hosting destination. On basis of the image transfer theory, the event image is introduced to explain the change of destination image perceived by tourists. It is proposed that through the transfer of some associations of an event to a destination, the event image will have a positive influence on the image of this tourism destination.

As the result of the image transfer, event image and destination image together will affect tourists' attitude toward the destination. Due to effect of destination image and the features of attitude, tourists' behavioral intentions are conditioned both by the destination image and by the overall attitude toward the destination.

In the process of the image transfer between an event and a destination, the match-up between the event and the destination, which refers to the image congruity, will moderate the image transfer relationship and the tourists' evaluative and behavioral responses. More specifically, higher the level of fit between destination image and event image, the stronger the relationships among these constructs in the model will be.

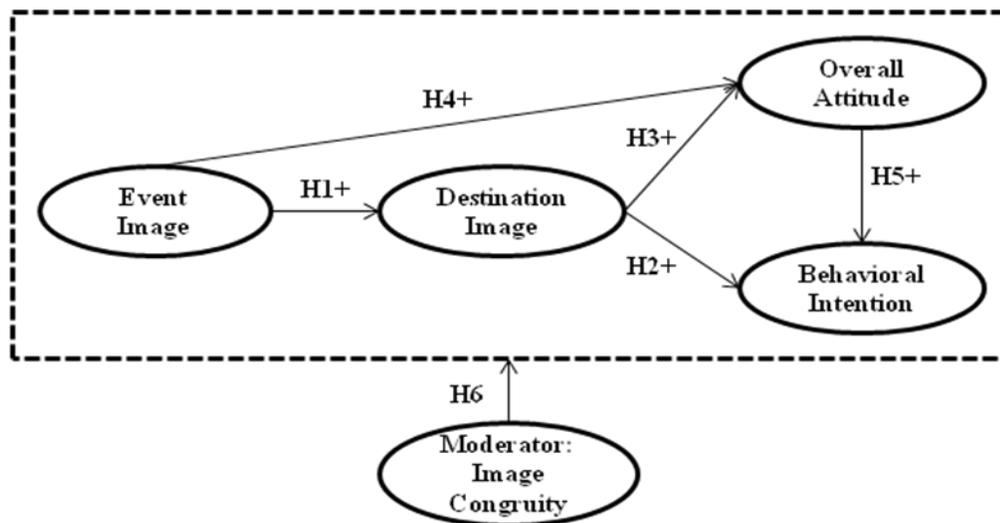


Figure 2.4 Proposed Conceptual Model

Chapter 3 Methodology

Methodological issues are addressed in this chapter. First of all, the overall research design is elaborated, setting the outline of this research. Secondly, the development of research instrument is described, which creates a basis for final questionnaire in the main survey. Thirdly, the implementation of data collection is presented. Finally, data analysis methods and procedures adopted in this study are discussed.

3.1 Study Design

3.1.1 Nature of This Study

a. Quantitative research vs. Qualitative research vs. Triangulation.

The research process of this study shows a combination of quantitative and qualitative methodologies. Although qualitative and quantitative research are regarded as different in terms of their underlying assumptions and features (Bryman, 1988), a combination of these two research paradigms enjoys wide popularity in many research fields. This form of research strategy is usually described as one of convergent methodology, multi-method/multi-trait (Campbell & Fiske, 1959), convergent validation or, what has been called “triangulation” (E. J. Webb, Campbell, Schwartz, & Sechrest, 1966). Triangulation is broadly defined by Denzin (1978, p. 291) as “the combination of methodologies in the study of the same phenomenon”. This strategy bears much strength in terms of improving research quality (Bryman, 2004; Jick, 1979), and there are different ways of performing this strategy. Bryman (2004, p. 759 - 760) summarized four ways in which quantitative and qualitative research can be combined:

- *Triangulation.* Explicitly employing quantitative and qualitative research to see how far the ensuing data are mutually reinforcing.
- *Preparation.* Qualitative research is conducted in order to prepare for quantitative research in terms of generating hypotheses or developing research instruments.
- *Expansion and complementarity.* Quantitative and qualitative research are frequently

combined so that one set of data is employed to expand upon the other set.

- *General patterns plus meaning.* Quantitative data are employed to provide general patterns, while the qualitative data provide insight into general pattern.

In this study, qualitative research methods are mainly adopted to assist with instrument development, while quantitative research is primarily conducted to test the proposed research hypotheses.

The qualitative method used in this study is in-depth interview, which refers to a form of conversation with a purpose (S. Webb & Webb, 1932), and expert opinions. The general purpose of in-depth interviews and expert opinions in this study is to help develop the research instrument. Interviewees of in-depth interviews include domestic tourists, while experts consist of people from both academia field and industry. The purpose of interviews with tourists is to obtain items for instrument development, especially for event image of 2010 World Expo and destination image of Shanghai, and on the other hand, opinions of experts are for scale modification. The process of in-depth interviews consists of recording, transcription and data analysis.

The quantitative method used in this study is an on-site survey. The detailed information will be discussed in the following sections.

b. Cross-sectional study vs. Longitudinal study.

In nature, this study is a cross-sectional research, which forms a class of research methods that involve observation of some subset of a population of items all at the same time, in which groups can be compared at different ages with respect of independent variables. The fundamental difference between cross-sectional and longitudinal studies is that cross-sectional studies take place at a single point in time and that a longitudinal study involves a series of measurements taken over a period of time. Both are a type of observational study (Newman, 1997). Cross-sectional research takes a “slice” of its target group and bases its overall finding on the views or behaviors of those targeted, assuming them to be typical of the whole group. Longitudinal studies are often used in psychology to study developmental trends across the life span or the change of consumer behavior. The difficulties of longitudinal study include that researchers have to track the same or similar people.

As far as this study is concerned, a cross-sectional investigation is more feasible. This is because that the focus of this study is on tourists' post-visit evaluation of an event and a tourism destination. Besides this, due to the limit of time and resources, cross-sectional research is more suitable and effective for the current study.

3.1.2 Research Stages

The overall research process of this study is demonstrated in Figure 3.1.

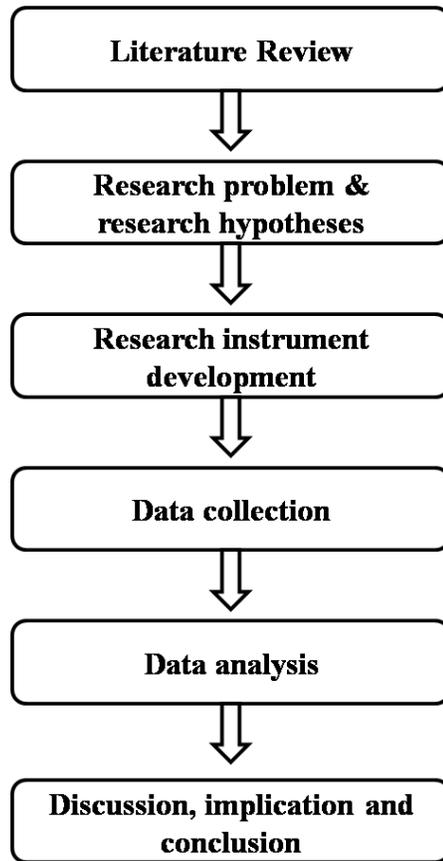


Figure 3.1 Research Stages

a. Literature review.

The first phase of this study began with a review of literature in destination branding, destination image and event tourism, attempting to identify the research gaps in these areas. The focus was to explore problems related to hosting mega-events in a tourism destination.

b. Research problem refinement and research hypotheses development.

After literature review, in this stage, efforts were made to refine research questions of this study. Next step was to formulate a conceptual model on which to form preliminary research hypotheses.

c. Research instrument development.

In order to translate the proposed theory into a set of testable variables and hypotheses, a set of comprehensive procedures was followed in developing the research instrument. The process was involved with operationalization of related constructs, the item generalization from literature review and in-depth interviews, and scale modification through in-depth interviews and a pretest.

d. Data collection.

The data collection of this study consists of two phases. A pilot study with relatively small sample size was conducted, followed by a main survey. The pilot study primarily aimed to test and refine the scale for the main survey and to pre-test the proposed model, whereas the purpose of the main survey is to collect data for testing the proposed research propositions.

e. Data analysis

Both qualitative and quantitative analysis methods were adopted in this study. Qualitative data from in-depth interviews was transcribed and analyzed by qualitative methods, and data collected from the pilot and main surveys was analyzed by quantitative methods.

f. Discussion, implication and conclusion.

This phase concentrates on discussion of the results from last phase, and theoretical and practical implications and final conclusions were drawn.

3.2 Instrument Development

3.2.1 Construct Operationalization

The first step in a scientific investigation is to translate a theory or an intuitive idea into a testable hypothesis. To be testable, scientific hypotheses must be formulated

precisely, and variables under study must be clearly defined (Weiten, 2010). Specifically, involved constructs in the conceptual model should be accurately operationalized so that the theoretical definitions of constructs can be translated into a set of measurable variables. In this part, operationalization of each key constructs in the conceptual model is elaborated.

Event Image & Destination Image

The image of the event and the destination is regarded as “perceptions reflected by associations held in consumer’s mind” (Keller, 1993, p. 3). Aaker (1991) suggests two ways to measure customer-based brand equity: indirect and direct methods. Since the present study focuses on exploring associations from the perspective of post-visit tourists, indirect method is more suitable. Qualitative and quantitative techniques were used in combination to capture the as many relevant associations as possible and to examine the favorability and strengthen of these associations. In detail, the measurement scales for event image and destination image were developed following the steps suggested by Hair, Black, Babin, and Anderson (2010).

- a. Define the construct theoretically. First step, of course, is to provide an operational definition describes the actions or operations that will be used to measure or control a variable (Weiten, 2010). According to Keller (1993) and Cai (2002), the images of the event and the destination are perceptions reflected by related associations held in the tourist’s mind.
- b. Develop a list of potential scale items that correspondent to the definitions of the event image and the destination image. Based on reviewing related literature, a list of items was drawn trying to fully capture the construct domain. Next, on basis of the definition of image, the free association procedure (A. C. H. Chen, 2001) was followed to interview tourists who have already travelled to Shanghai and visited the 2010 Shanghai World Expo. The expected number of in-depth interviews with tourists was around 15. Convenient sampling method or snowball sampling method was be used to approach the potential interviewees. Finally, 12 tourists accepted the invitation of interview, and 9 in-depth interviewed were successfully finished. During the interview, interviewees were asked to tell whatever comes to mind when

they think of Shanghai or 2010 Shanghai World Expo. All the interviews were recorded for data analysis with the permission of the interviewee.

- c. Judge the items for content validity. This process involves asking opinions from experts to rate how well the definition and the items match the construct and examine items for redundancy. In this study, 7 experts from both academia and industry were invited by convenient sampling method. 5 experts agreed to help the present study, and thereafter a list of preliminary items drawn from literature review and in-depth interviews was sent to these experts to review.
- d. Conduct a pretest to evaluate the items. After previous procedures, a preliminary questionnaire was developed by using 7 point Likert scale (1: extremely disagree, 7: extremely agree). The pretest was carried out on 3, 4 August, 2010 during the Shanghai Expo before the main survey. The subject of this pilot-test is the Chinese domestic leisure tourist who has visited 2010 Shanghai World Expo. Convenient sampling method was employed at two tourist attraction sites in Shanghai: The People Square and Nanjing Road. Aimed sample size for the pre-test was proximately 200 – 300. Finally, 302 questionnaires were finished and obtained. After the data collection, descriptive statistics were analyzed for any significant kurtosis or skewness. Exploratory factor analysis was performed to provide a preliminary check on the number of factors and pattern of loadings (see details in Chapter 4).
- e. Scale modifications were made based on these results. An adequate number of items for each construct was taken into consideration. A rule of thumb is that a construct should be reflected by a minimum of three items, preferable four.
- f. Proceed to a confirmatory test of the measurement theory.

At current stage of research, literature of brand image and tourism destination image has been generally reviewed. As mentioned in previous part, in this study, the formation of destination image is explained by Associative Network Memory Model, which is the foundation of brand image studies. Thereafter, with comparison with brand image studies, tourism destination image studies only focus on examine the cognitive attributes of the destination, failing to incorporate the benefit and attitude dimensions. Therefore, in the current study, the cognitive attribute and benefit dimensions of tourism

destination will be examined, and event image was as well proposed to compose of these two dimensions.

One of the challenges of applying brand image theory to tourism destination image studies is the measurement issue for two reasons. Firstly, tourism destination image studies barely investigate the benefits of a tourism destination, so in tourism literature, no relevant literature can be referred to. Secondly, even if brand image literature is one option, brand image associations are largely product category specific and measures are unique for characteristics of specific brand categories (Bearden & Etzel, 1982; C. S. Park & Srinivasan, 1994), as Table 3.1 shows.

Table 3.1 Measurement Items of Brand Image

Items	Dimension
Low & Lamb Jr. (2000)	<i>Semantic differential items</i>
Unfriendly - Friendly	
Outdated - Modern	
Not useful - Useful	
Popular - Unpopular	Not mention
Harsh – Gentle	
Natural - Artificial	
Hsieh (2000)	<i>Likert scale (adjective-oriented)</i>
Exciting	
Fun to drive	
Good acceleration	Sensory
Styling	
Sporty	
Luxury features	
Prestige	Symbolic
Made to last	
Reliability	Utilitarian
Safe in accident	
Good fuel economy	
Good dealer	Economic
Salinas & Perez (2009)	<i>Likert scale</i>
The products have a high quality	
The products have better characteristics than competitors	Functional
The products of the competitors are usually cheaper	

Items	Dimension
The brand is nice	Affective
The brand has a personality that distinguish itself from competitor	
It's a brand that doesn't disappoint its customers	
It's one of the best brand in the market	Reputation
The brand is very consolidated in the market	
<i>Rio, Vazquez, & Iglesias (2001)</i>	
<i>Likert scale</i>	
Brand XX is concerned about continuously improving the performance qualities of the sport shoes.	Guarantee
Brand XX is very trust worth.	
Brand XX sport shoes are of excellent quality.	
Brand XX gives the best value for money.	Personal identification
You particularly like brand XX sport shoes.	
XX is brand totally in line with your lifestyle.	
Brand XX sport shoes are in fashion.	Social identification
Your friend have brand XX sport shoes.	
Brand XX sports shoes have a good reputation.	
XX is brand leader.	Status
Using a brand XX product is a social status symbol.	
Brand XX sports shoes are recommended by famous people with whom you identify.	

Therefore, the attribute dimension of destination image can be adopted from previous literature (see Appendix I & II), but the scale for the benefit dimension need to be developed through free associations. For the measurement for event image, since there are barely any research ever examined the image of events, all the dimensions of event image were developed by free associations.

Overall Attitude toward a Destination

Tourists' overall attitude toward a destination is defined as "a lasting, general evaluation of the tourism destination" (Solomon, 2007, p. 234). This construct was measured using a three-item seven-point scale with semantic differentials. Anchors for scale items include "unfavorable-favorable", "bad-good", and "negative-positive". This scale has been widely used in consumer research and tourism literature (Lin et al., 2007; Pike & Ryan, 2004; San Martin & Rodriguez del Bosque, I. A., 2008).

Behavioral Intentions

Behavioral intentions refer to “the visitor’s judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others” (C. F. Chen & Tsai, 2007, p. 1116). The behavioral intention construct was operationalized with two items pertaining to repurchase (revisit) intentions (Luo & Homburg, 2007) and recommendations. The measures are similar to those used by Zeithaml, Berry, and Parasuraman (1996), Baker and Crompton (2000), and Brady, Cronin, and Brand (2002).

Image Congruity

Since this construct originates from other fields, the item generation for this scale is from studies in event sponsorship literature. However, in the event sponsorship field, measurement of this construct is still in debate.

Sirgy et al. (1997) and Gwinner and Eaton (1999) suggested that a method which directly measures congruency using the respondent's own image dimensions and employing a holistic evaluation is more appropriate for examining image congruence between a brand adapting the measure to study event-brand congruence. Specifically instructions were given to subjects before they rate the consistency between the event image and the brand image:

“Take a moment to think about the (event name). Think about the various images and experiences one would encounter when they attended or watched this event. Imagine this event in your mind and then describe the event using several adjectives such as: exciting, traditional, young, conservative, sexy, or whatever adjectives you think describe the image of this sporting event.”

Subsequent to this mental imagery task, consistency was scored on a seven point scale (1=Strongly Agree, 7=Strongly Disagree) of the following statement: "My image of the (sporting event name) is consistent with my image of (brand name)."

Multi-item measurement for this construct was used by Roy and Cornwell (2003), who developed a nine-item scale guided by other research in celebrity endorsement, brand alliance and brand extension. Anchors for scale items contain

“negative - positive”, “unfavorable - favorable”, “bad - good”, “inconsistent - consistent”, “not complementary - complementary”, “inappropriate - appropriate”, “illogical - logical”, “poorly matched – well matched”, and “poorly matched – well matched”. Similarly, [Simmons and Becker-Olsen \(2006\)](#) also employed the multi-item measurement method, and seven semantic differential items were used to measure the congruence: “dissimilar - similar,” “inconsistent - consistent,” “atypical - typical,” “unrepresentative - representative,” “not complementary - complementary,” “low fit - high fit,” and “does not make sense - makes sense”. Multi-item measurement has also been adopted by [Speed and Thompson \(2000\)](#), which used 7-point Likert scale. The statements include “there is a logical connection between the event and the sponsor”, “the image of the event and the image of the sponsor are similar”, “the sponsor and the event fit together well”, “the company and the event stand for similar things”, and “it make sense to me that this company sponsor this event”.

In the current study, a combination of holistic and multi-item measurement methods was used (see Appendix III & IV). Specifically, before every respondent rates the event-destination congruence, the mental imagery instruction ([Gwinner & Eaton, 1999](#); [Sirgy et al., 1997](#)) is given, which could improve the measurement validity of this construct. Next, the multi-item measurement method is adopted to measure the event-destination congruence. A three-item measurement scale developed on basis of [Simmons and Becker-Olsen's \(2006\)](#) study was adopted in the current study, considering the following three aspects. Firstly, in the current study, the image congruence is proposed as a moderator. The research focus is to test its moderating effect on the proposed model. Secondly, from the perspective of data analysis method, to test the moderating effect of this factor in SEM, the median-split method ([J. S. Lee & Back, 2009](#)) will be used to divide the sample into different group, then conducting multi-group SEM. Therefore, the image congruence is just a variable based on which the sample can be categorized into different groups, and the appropriate number of items used to measure this construct is three to four. Thirdly, since this study is using on-site survey to collect data, the multi-item measurement scale is more appropriate. To sum up, on basis of these considerations, a three-item scale was developed on basis of [Simmons and Becker-Olsen's \(2006\)](#) scale.

Other factors

As the image formation model demonstrates, the formation of destination image is influenced by various factors, including intensity of visitation, previous experience with World Expo and Shanghai, tourists' socio-demographic characterizes and etc. Although these factors are not the research focus of the current study, these factors could influence whether the proposed relationships in the conceptual model can be detected. Therefore, related information of respondents was collected during the survey (see Part VI in Appendix III & IV).

3.2.2 Language of the Scale

The language for the final research instrument is Chinese, because the target subjects of this study are the Chinese domestic leisure tourists. The questionnaire was developed in Chinese, and revised on basis of comments from experts. After pilot-test, the appropriateness of the measuring instruments was re-evaluated based on the comments from respondents.

3.3 Data Collection

3.3.1 Target Subject

The third step in a research endeavor is to collect the data. Data collection techniques are procedures for making empirical observations and measurement, and the technique chosen largely depends on what is being investigated (Weiten, 2010). According the research objectives of this study, the target population is all the leisure tourists who have visited 2010 Shanghai World Expo by the time of being interviewed. According to the estimation of the Bureau of Shanghai World Expo Coordination, among the 70 million attendees, 20% were Shanghai local residents, 75% were domestic tourists, and only 5% are estimated to be inbound tourist. Considering the feasibility of the data collection and the data analysis, the present study limits the target population to all the domestic tourists who have visited 2010 Shanghai World Expo.

Tourists are defined as, according to the World Tourism Organization (WTO), people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and

other purposes not related to the exercise of an activity remunerated from within the place visited". This definition pinpoints three key characteristics by which people can be qualified as tourists: the geographic boundary, the length of stay, and the purpose of traveling. In the view of this definition, the "tourists" in this study are specified from the three aspects.

Firstly, as for the geographical boundary, the target population for the current study is people coming from outside of Shanghai, specifically Chinese domestic tourists. Therefore, the place of living was asked before each survey. Only if their place of living is not Shanghai could the survey proceed.

Secondly, considering the length of stay, the target respondents should stay in Shanghai for more than twenty-four hours, so they should be overnight tourists excluding one-day visitors. Therefore, in the questionnaire, their information about the length of stay in Shanghai was collected.

Thirdly, about the purpose of traveling, the main purpose of travelling to Shanghai of the target sample should be leisure, excluding these specific purpose tourists. This is because for these tourists with specific purposes, such as business travelers, their travelling schedule is lacking of freedom and out of their control, which might cause their experience with the destination is limited. Therefore, a screening question, "what's your main purpose of travelling to Shanghai?", was asked before each survey.

In order to draw a valid and representative sample from the target population, some screening questions were asked before proceeding the interviews, such as "where are you from?", "What's your purpose of travelling to Shanghai?", and "Have you ever visited 2010 Shanghai Expo?" .

3.3.2 Sample Size

Sample size plays an important role in estimating and interpreting SEM results as well as estimating sampling errors (Reisinger & Turner, 1999). However, opinions regarding minimum sample size have varied. Hair et al. (2010) suggested that sample size for SEM analysis depends on five considerations: multivariate distribution of the data, estimation technique, model complexity, amount of missing data, and amount of

average error variance among reflective indicators. Even though, it's generally agreed that the sample size should also be large enough when compared with the number of estimated parameters (as a rule of thumb at least 5 times the number of parameters). Some other scholars (e.g. Fang & Sun, 2006) suggest that in order to ensure the model's reliability, the proportion between the sample size and the number of parameters should be 10:1, even 15:1. Although there is no correct rule for estimating sample size for SEM (Structural Equation Model), many researchers think bigger sample size is more proper. Therefore, given these considerations, 800 is thought of as the target sample size for this study. Finally, 752 completed questionnaires were obtained.

3.3.3 Sampling Method

A judgmental sampling method was adopted to get a representative sample. The judgmental sampling method refers to selecting a group of people with particular traits that the researcher wants to study. This method is used because of the number of people available for interviewing, the inability to use a probability sample especially because of the lack of availability of a known sampling frame and the study's resource limitations (Parasuramann, 1986). Specifically, since the target population of this study is domestic leisure tourists who have attended the 2010 Shanghai World Expo, the size of the target population and how these people are distributed are unknown. Therefore, the probability sampling method is not feasible for this study. Besides, the target population of this study has some specific traits, including their living place, their length of stay in Shanghai and their experience of the World Expo, the selection of the sample is based on the researchers' judgment. Therefore, considering these aspect, the judgmental sampling method is the most suitable and feasible one for the current study.

As with the application procedure, a group of student helpers was hired, and a training section was given to them in order to have them understand the research objectives and the criterion to select representative sample. At the data collection sites, the student researchers approached the potential respondents by convenience. In order to reduce the sampling bias of using convenient sampling method, interviewees by observation tried to ensure the respondents are properly distributed in terms of the age group, the place of living, the gender, the marital status and so forth. At the same time,

researchers also tried to avoid some special situations, such as interviewing people from the same family, organization or other special groups.

Next, individuals, who were willing to participate in this survey, were firstly asked where they were from, whether they traveled to Shanghai for leisure purpose and whether they had visited the 2010 Shanghai Expo yet. Only if the responses are yes would the interview proceed. Individuals were interviewed by using a standardized and structured questionnaire.

3.3.4 Site Selection

Data collection for main survey was conducted at major tourism attractions in Shanghai. Specifically, on one hand, the tourism attractions were selected according to recommendation made by Shanghai Tourism Bureau and the Official Shanghai Travel Website, such as People Square, the Bund, Nanjing Road, Yu Garden and so on. These places were chosen due to easy accessibility to target subjects, since the target population of the current study is domestic leisure tourists who have attended the 2010 Shanghai World Expo and at the same time are engaged in travel experience in Shanghai. Through screening questions, the tourist attractions are the suitable sites for data collection.

3.4 Data Analysis

3.4.1 Qualitative Data Analysis

Data collected from in-depth interviews was analyzed with content analysis, after transcription. Since the purpose of in-depth interviews is to prepare for research instrument, content analysis, which is “a research technique for replicable and valid inference from texts to the contexts of their use” (Krippendorff, 2004, p. 18), is regarded as the suitable qualitative data analysis method.

3.4.2 Quantitative Data Analysis

Data collected from the survey was first entered into computer for examining and analysis. Software used in this study are the Statistic Package for Social Science (SPSS 18.0) and Analysis of Moment Structures (AMOS 18.0). The data analysis can be divided into four phases as followings, and related data analysis methods will be

discussed as well.

Phase one: Examining the data

The first step of data analysis is data examination, which is of great importance and necessity. This step includes checking and accommodating missing data, meeting the underlying statistical assumptions and identifying outliers that might disproportionately affect the results (Hair et al., 2010). The specific method used in this stage is descriptive analysis methods.

In the current research, descriptive analyses are used to describe the basic features of the data gathered from the survey and to provide simple summaries about the sample and the measures. The employed measures of variability for quantitative data in this study consist of the variance, its square root, the standard deviation, the range and the average absolute deviation (average deviation). They were conducted on components in the model, and also used to organize and analyze the demographic profile of respondents.

Phase two: Exploratory study

Data collected from the pilot study was analyzed by Exploratory Factor Analysis (EFA) in order to identify the underlying structure and dimensions of a set of indicators and to further modify the measurement scales of the event image and the destination image.

The KMO and Bartlett's Test tests were firstly conducted to evaluate the appropriateness of the factor analysis for the data set. The KMO statistic varies from 0 to 1, and a value greater than 0.5 is regarded as barely acceptable, values between 0.5 and 0.7 as mediocre, values between 0.7 and 0.8 as good, values between 0.8 and 0.9 as great and values above 0.9 as superb (Field, 2005). For the Bartlett's test of sphericity, a statistically significant value (sig. < 0.05) suggests sufficient correlations among the variables (Hair et al., 2010).

The principal component method with varimax rotation was used for the factor analysis. Only the factors having eigen-values greater than 1 are considered significant (Hair et al., 2010). Items with communalities less than 0.50 are considered as not having

sufficient explanation (Hair et al., 2010) and therefore to be deleted from the measurement scale. If the factor loading is lower than 0.4 on all factors or if the item is cross-loaded on more than one factor with a loading higher than 0.4, these items are deleted. Factors are also removed if their internal reliability coefficient is lower than 0.6 (Hair, Black, Babin, Anderson, & Tatham, 2006).

The reliability of each factor and the whole construct was examined afterward by using Cranbach's α test to ensure sufficient internal consistency. The commonly accepted lower limit for Cranbach's α is 0.70, and for exploratory study, 0.60 is the recommended cut-off point (Hair et al., 2010).

Phase three: Construct validation

The validation processes for event image and destination image mainly involves two steps: the exploratory factor analysis, by which the underlying dimensions for the event image and destination image are explored; and the confirmatory factory analysis, which is used to test how well the measured variables represent factors.

For the exploratory factor analysis, the KMO test was firstly conducted to examine whether the data is suitable for factor analysis and the KMO value bigger than 0.8 is common cut-off point. The principal component analysis was adopted to draw the factors, whose eign-values are bigger than 1.0. The data was rotated by the means of varimax method. The analysis results were examined for potential problems. Items with communalities less than 0.50 were considered as not having sufficient explanation (Hair et al., 2010) and therefore to be deleted from the measurement scale. If the factor loading is lower than 0.4 on all factors or if the item is cross-loaded on more than one factor with a loading higher than 0.4, these items were deleted. Factors were also removed if their internal reliability coefficient is lower than 0.6 (Hair et al., 2010).

For the confirmatory factor analysis, the measurement models for event image and destination image were established on the basis of the factors identified from the exploratory factor analysis. These models were estimated to measure the relationships among variables and constructed by the Maximum Likelihood method. A set of procedures for assessing measurement model by Hair et al. (2010) was followed.

Firstly, the overall model fit was examined through multiple criteria. Two types

of model fit indices are employed in the stage, containing absolute fit indices (χ^2 , *d.f.*, CMIN/*d.f.*, RMSEA, GFI, RMR) and incremental fit index (CFI). Although the chi-square is used to examine how well the data fit the theory, and the probability should not be significant, this index is influenced by the sample size and is sensitive when the sample size bigger than 200. Therefore, taking the sample size into consideration, CMIN/*d.f.* is also adopted, and the value of this index smaller than 5 is regarded as acceptable, and a value lower than 3 stands for a good model fit. According to the generally accepted rules, a lower RMSEA value indicates better fit, and the usual cut-off point is 0.05; GFI values greater than 0.90 is considered as good; lower RMR represent better model fit, and as a rule of thumb when RMR is greater than 0.10, it suggests some problem with this model fit; CFI values above 0.9 are accepted as good fit.

Secondly, the construct reliability was assessed through construct reliability (CR) values, which is a reliability test often used in SEM analysis. However, the AMOS does not offer this output directly, so the CR values were computed manually by using the formula below.

$$CR = \frac{\left(\sum_{i=1}^n L_i \right)^2}{\left(\sum_{i=1}^n L_i \right)^2 + \left(\sum_{i=1}^n e_i \right)}$$

Where L_i represents the squared sum of factor loadings for each construct;

e_i : represents the sum of the error variance terms for each construct.

As a rule of thumb, 0.7 or higher stands for good reliability, and values between 0.6 and 0.7 are acceptable if other indicators of a model's construct validity are good.

Thirdly, two types of construct validities were checked, including convergent validity and discriminant validity. Convergent validity refers to “the extent to which indicators of a specific construct converge or share a high proportion of variance in common” (Hair et al., 2010, p. 689). Both of the standardized factor loadings and average variance extracted (AVE) values were examined. A good rule of thumb is that the standardized factor loading estimates should be 0.5 or higher, and 0.7 ideally. The

AVE values were calculated by the following formula. AVE values 0.5 or greater suggest adequate convergence.

$$AVE = \frac{\sum_{i=1}^n L_i^2}{n}$$

Where L_i represents the squared sum of factor loadings for each construct.

Discriminant validity means “the extent to which a construct is truly distinct from other construct” (Hair et al., 2010, p. 689). Firstly, the correlations among each constructs were examined and any correlation coefficient higher than 0.8 suggests potential problems among these two constructs. Following, the discriminant validity was assessed by comparing the AVE values for any two constructs with the square of the correlation estimate between these two constructs, and the AVE values should be greater than the squared correlation estimate.

The last step is to make model diagnostics and modification. After the examination of various aspects of the measurement models for these two constructs, any variable or factor distinctively out of acceptable range was taken into consideration for deletion as well as with theoretical and empirical considerations. In addition, modification indices and theoretical justification were evaluated together to further modify the model in order to generate better and more precise measurement model.

Phase three: Theory testing

The proposed conceptual model of the current study was estimated by Structural Equation Modeling (SEM). SEM is a family of statistical model that seeks to explain the relationships among multiple variables, and it’s generally used for theory testing. Two stages of SEM analysis were conducted, including assessing the measurement model and specifying the structural model.

a. Measurement Model

Confirmatory factor analysis (CFA) was used to test the measurement theory proposed in this study. Specifically, CFA was adopted to assess how well the measured

variables represent the constructs. At the same time, the construct validity and reliability were also tested to obtain an understanding of the quality of the constructs' measures. The evaluation producers and criterion are primarily similar with the CFA analysis in the construct validation stage.

b. Structural Model

Next, the structural theory, which refers to a conceptual representation of the relationship between constructs, was assessed. The focus is on the overall and relative model fit and the structural parameter estimates. Based on the results of above analysis, the path analyses were carried out to see whether the proposed research hypotheses are supported or rejected.

Phases four: Multi-group SEM to Test Moderation Effect

A moderating factor is a variable that affects the direction or strength of the relation between an independent and a dependent variable (Baron & Kenny, 1986). In this study, the moderator is the perceived image congruence, which is metric moderator. Firstly, this moderating variable was categorized, and then all data cases were divided into two groups by the means of median-split method. Secondly, the multi-group SEM analysis (Hair et al., 2010) was used to test the moderating effect of this factor, which consists of three steps.

a. Test for Measurement Invariance

Models for the two different groups were tested allowing all hypothesized relationships to be estimated freely. Correspondent fit indices, containing χ^2 , *d.f.*, Chi-square/*d.f.*, *p*, CFI, and RMSEA, were evaluated to ensure the acceptable model fit for the configural model. Then, another set of models for these two groups was tested adding constrains fixing the relationships between the latent constructs and their observable indicators. All the relationships among latent constructs take the same value in all sample groups. The measurement invariance was examined by two methods: CFI difference and χ^2 difference. If the CFI different is smaller than 0.01 and the χ^2 difference is insignificant at the level of 0.05, the measurement invariance is supported (Byrne, 2010; Cheung & Rensvold, 2002).

b. Test for Structural Invariance

IF the measurement equality is established, the structural model estimate is assessed for moderation by the comparison of two group models. For the first group model, all their factor loadings on the latent constructs are constrained to be equal across two groups. For the second group model, beside all the factor loadings in previous model, all the structural regression estimates among latent variables are also constrained to be equal cross these two groups. If the χ^2 difference test between these two group models is statistically significant at the level of 0.05, then constraining the relationships among latent constructs to be equal cross different groups has hurt the model fit. Therefore, the moderation effect of the image congruity could be supported (Byrne, 2010; Hair et al., 2010).

c. Test for Latent Mean Differences

If the moderation effect is successfully identified, the next task is to identify which structural relationships among latent constructs cause the structural inequality. Two sets of models are established. The baseline model's (Model A) measurement weights and structural weights will be constrained equal cross two groups. For the other set of models (Model Bs), firstly all the measurement weights of these models will be constrained equal cross different groups; then in each individual model, one specific structural relationship is set to be freely estimated. If the chi-square difference between any model Bs and the model A significantly decreases, it means releasing the specific structural relationship in the model B greatly improve the model fit (Byrne, 2010). In other words, the mean of this particular structural relationship significantly varies cross these two sample groups due to the moderating effect of the image congruity.

Chapter 4 Scale Development

This chapter presents the development process of the research scale, mainly containing four sections. In the first section, the background of the participants in the scale development process is described. The second and the third section are about the items generation and revision process for event image and destination image separately. In this two sections, firstly, the content analysis results of the in-depth interviews are presented; secondly, according to the experts' comments and suggestions, some items are deleted and revised; lastly, after the factor analysis with the data from a pilot study, the lists of the items for these two constructs are further refined, and the preliminary dimensions of the event image and the destination image are identified. In the final section, the summary of three steps, including in-depth interview, expert opinions, and pilot study, is exhibited.

4.1 Profile of Participants

In this section, the background information of the participants in the in-depth interviews, expert opinion, and the pilot study is described sequentially.

4.1.1 Interviewers' Profile

For the in-depth interview, 15 respondents were selected based on the judgment of the researcher. On one hand, they were selected on basis of convenience; on the other, they must have had some experience or knowledge about Shanghai and the 2010 Shanghai World Expo. Invitation letters then were sent out to them to ask for their willingness and availability for the interviews. 10 of them responded, indicating they can participate in the current study. Due to some personally emergency, one respondent cancelled the arranged interview. Finally, nine in-depth interviews have been successfully conducted. The profile of the nine respondents is shown in Table 4.1.

As Table 4.1 reveals, three of the respondents are male and six are female. One is Shanghai local resident, others are from other parts of China, covering Zhejiang, Jiangsu, Beijing, Guangzhou, and Sichuan. Among these non-Shanghainese, two have

been living in Shanghai for 5 and 4.5 years. As for their occupation, three of them are students, one as undergraduate students and two as postgraduate students, and their majors are diversified. The other six interviewees are from different industries and fields, including government, law firms, foreign companies, and so on. As for their experience with Shanghai, besides the one Shanghai local residents and two students in Shanghai, the other six all have ever travelled to Shanghai. Seven out of nine respondents had actual visiting experience with 2010 Shanghai World Expo and their times of visits vary.

Table 4.1 Profile of Interviewees

No	Sex	Place of birth	Occupation	Remark
1	M	Jiangsu	Postgraduate student in Biological Sciences	Visited the World Expo twice; visited Shanghai for multiple times
2	F	Shenzhen	Medical industry	Never visited the World Expo; visited Shanghai once
3	F	Sichuan	Human Resource	Visited the world Expo once; visited Shanghai multiple times
4	M	Hangzhou	Social Worker	Worked as volunteer in World Expo; stayed in Shanghai for five years
5	F	Nanjing	Undergraduate student in Psychology	Visited the World Expo for continuous three days; visited Shanghai three times
6	F	Beijing	Lawyer	Visited the World Expo for continuous three days; visited Shanghai twice
7	F	Zhuhai	Government officer	Never visited World Expo; ever lived in Shanghai for half an year
8	F	Shanghai	Logistics	Visited the World Expo once
9	M	Sichuan	Postgraduate student in Mathematics	Visited the World Expo once; studies in Shanghai for 4.5 years

4.1.2 Experts' Profile

In order to further evaluate the content validity of the measurement items drawn from previous in-depth interviews, five academic experts in event tourism and five industry people were selected, and then emails were sent to invite them to participate in the current study. At last, five of them, two academic researchers and three industry people, agreed to help with this study. On the one hand, the two scholars in tourism field have rich research experience of tourism and event studies. On the other hand, they were directly involved in the preparation and operation works of the 2010 Shanghai World Expo. Expert C is the team leader of Fudan volunteer team, expert D is the director of volunteers in the World Expo, and expert E is an official from Shanghai Municipal Government especially responsible for the World Expo.

Table 4.2 Profile of Experts

Code	Title	Remarks
A	Assistant Professor	
B	Professor	Rich experience in event tourism research; plenty of research projects on 2010 Shanghai World Expo
C	Team Leader	2010 Shanghai World Expo volunteers
D	Director	Responsible for publicity work of 2010 Shanghai World Expo
E	Director of 2010 Shanghai World Expo volunteer	

4.1.3 Respondent Profile of the Pilot Study

In the pilot study, 350 questionnaires were distributed and after screening, 300 of them are valid and usable. The demographic information of these 300 respondents is indicated in Table 4.3. The sample is equally distributed between male (49.49%) and female (50.51%). There were slightly more un-married people (58.56%) than the married ones (41.44%). 39.6% of the respondents are aged between 18 and 25 (39.06%), followed by the age group of 26-35 (21.21%) and under 18 (16.84%). Respondents older than 45 only make up for 7 percent of the sample. 67% of the respondents have received higher education of bachelor or above. The monthly income is relatively low with 69% only having a monthly salary of lower than RMB 3000. Only 2.55 percent of the respondents reported to have a monthly income of RMB 10000 or above. 42.56% of the respondents are not employed at this moment including students, retired people or people without a job. For those having a job, their occupations are relatively diversified.

Table 4.3 Demographic Information of Respondents in Pilot Study

Gender	Frequency	Percent	Marital Status	Frequency	Percent
Male	145	49.49	Married	121	41.44
Female	148	50.51	Not married	171	58.56
Total	293		Total	292	
Age	Frequency	Percent	Income Level(RMB)	Frequency	Percent
Under 18	50	16.84	Less than 1000	97	35.40
18-25	116	39.06	1000-2999	94	34.31
26-35	63	21.21	3000-4999	51	18.61
36-45	46	15.49	5000-7999	20	7.30
46-55	16	5.39	8000-9999	5	1.82
Above 55	6	2.02	More than 10000	7	2.55
Total	297		Total	274	
Education Level	Frequency	Percent	Occupation	Frequency	Percent
Elementary school or below	13	4.39	Government, government owned enterprise	43	14.88
Secondary school	24	8.11	Technician	59	20.42
High school	61	20.61	Clerk	15	5.19
High diploma	73	24.66	Service industry	23	7.96
Undergraduate	106	35.81	Primary industry	4	1.38
Postgraduate	19	6.42	Manufacturing, transportation industry	5	1.73
Total	296		Other	17	5.88
			Unemployed (students, retired, etc)	123	42.56
			Total	289	

4.2 Event Image

4.2.1 In-depth Interview

The purpose of the in-depth interview is to draw as many related items as possible for the research measurement scale, since previous studies offer little reference on the event image measurement scale and very few studies focus on the World Expo. The in-depth interviews mainly followed the free association procedure. Therefore, during the interview, the respondents were asked to talk about anything that came into their mind about the 2010 Shanghai World Expo. In the meantime, the interviewer took some notes when the interviewees mentioned some new or interesting points, and further followed up with deeper inquiry. All the interviews were recorded and then transcribed. After content analysis, the findings of interview are summarized in the Table 4.4.

Table 4.4 Items of Event Image Drawn from In-depth Interviews

No	Items	No*	Transcript
1	The F&B is diversified and well distributed, and the price is acceptable.	6	"... I think the price is not expensive than the restaurants outside too much..." "... anyhow, I can accept the price..." "... I think they are many restaurants, but they are very crowded and hard to find..." "... the price is fine for me at a place like this..." "... the F&B is one of features of this Expo. There is a food street, which offers all kinds of cuisines or snacks..." "... overall, it is a little expensive for students..." "... the distribution is reasonable; you can find restaurants at every section..." "... in the pavilion, there are many restaurants, like pasta..."
2	The washroom is clean and convenient	4	"... there is no waiting line for the washroom..." "The washroom is very special. The ratio of male washrooms to female washrooms is 1 to 2..." "... there are many washrooms..."

No	Items	No*	Transcript
			"... the washrooms are in great number, and they are not very dirty. I used the washroom in the form of separate rooms..."
3	There are too many visitors and it's very crowded	4	"... everything is fine, but there are too many people..." "... it is fun, but it is too crowded..." "... too too much people..." "... beside too many visitors, everything else is good..."
4	The volunteer is friendly and helpful	4	"... they are very friendly..." "The volunteers help visitors with some ordinary problems, giving direction, distributing maps, notifying the performance schedule... "
5	The waiting time is too long	4	"... I feel they are very friendly..." "... I waited for two and half hours, I can not go to washroom during that long time. It was terrible..." "... it takes 5-6 hours to get into some popular pavilions; normally, it takes 20-30 min..." "... the waiting is indeed suffering..."
6	The theme of the Expo is new and well-projected.	3	"I think the theme is not very clear..." "The content of the exhibition is not consistent with the theme: better city, better life..." "The better city, better life theme is very well-projected..." "... they demonstrate the theme very well..."
7	The Expo displays many technologies.	3	"...only through the advanced media technology can the visitor be attracted..." "...there are plenty of advanced technologies..." "...what left me deep impression is the cutting edge technology..." "... in the Expo, there are many highlights about technology..." "...many countries display their best and most advanced technology in this Expo..."
8	The drinking spot is convenient and sufficient	3	"... one good thing about the Expo is the facilities are good, for example the drinking spots..." "... there are many drinking spots in the Expo Park..." "... you can drink water almost everywhere..."
9	There are facilities especially	3	"I thought another thing, the green passage..."

No	Items	No*	Transcript
	for disadvantaged groups		"... at the entrance, you can borrow the wheelchairs or baby-cars..."
			"... in the pavilion, I noticed the passages especially for disabled people or senior people..."
10	The staff in pavilion is friendly and helpful	3	"... the job responsibility of the staff in the pavilion is to give instructions..."
			"... maybe because we went into this pavilion too late, their attitude is not very good..."
			"Their attitude is very good; some of them can even speak Chinese..."
11	The instruction and help are clear	3	"... many staff just stood there, did not explain anything to us..."
			"... the staffs in the pavilion are mainly responsible for explaining to visitors..."
			"... explanation or instruction is very little..."
12	The Expo broadens my horizon	3	"... it opens my horizon..."
			"... I experienced some things I rarely get in touch with..."
13	The architecture of the pavilion is unique and appealing.	2	"... the architecture is very good..."
			"The look of every pavilion is very beautiful..."
14	The souvenir of the Expo is diversified, special and expensive	2	"I think the products are not worth the price..."
			"The stores sell a lot of special souvenirs..."
15	The Expo provides many rest areas	2	"... the rest areas are good, because in the afternoon, we went to see some pavilions, and my grandparents stayed here to get cool..."
16	There are special performances and parades	2	"... in the span pavilion, there is a Flamenco dance. There are some performances in Japan and Thailand pavilions..."
			"... in the parade, there are some floats..."
17	The exhibition exhibits many advance technology	2	"... many high tech products..."
			"... display much technology, like Japan, Saudi Arabia..."
18	The performance is unique and interesting	2	"... in the span pavilion, there is a Flamenco dance. There are some performances in Japan and Thailand pavilions..."
			"These performances are not appealing to me..."
19	The souvenir of each pavilion is special	2	"... at the exit of the pavilion, they sell some special products of their country, you can buy something..."
			"They are mainly local special products, like some necklaces or bracelets..."

No	Items	No*	Transcript
20	The interactive activities in the pavilion is appealing	2	"... in some pavilions, they have some special interactive activities..." "... many countries provide interactive and experience areas..."
21	The waiting line is in order	2	"... there are volunteers and security staffs here, so there is no big problem..." "... at that time, it is in chaos..." "... most people can behave, but it is a little disordered..."
22	Uncivilized visiting behavior is common	2	"... these uncivilized behaviors are very common, but I think in China it is understandable..." "... the quality of Chinese people is still low..."
23	The Expo satisfies my curiosity	2	"... it is a once-in-the-lifetime opportunity in China..." "... mainly, it satisfied my curiosity of Expo..."
24	I enhance my consciousness of environment protection	2	"... some ideas, like the zero CO2 emission, make us pay more attention to the life quality..." "... it gives people some impression or basic idea about environment protection. Nowadays, the pollution is very serious, and it serves as a reminder or warning to us..."
25	I get to know new lifestyle, technology, and design ideas	2	"I see some customs of some courtiers, and technology..." "... I know about some new technology..."
26	The Expo is large-scale.	1	"... the scale of this Expo is very big..."
27	The Expo demonstrates some advance design ideas.	1	"... (this Expo) gives much inspiration to the future development of architecture industry..."
28	The publicity of the Expo is wide	1	"... the government wants this Expo to be the largest one in the history, and launch very wide-scale publicity campaign..."
29	The lighting of the pavilion is beautiful	1	"... the lighting of pavilions is very beautiful..."
30	The Expo passport is creative	1	"Actually, I think the Expo passport is very creative and special, because it can remind me of this experience in the Expo..."
31	The environment of the Expo Park is good	1	"I feel that the environment in the Expo Park is clean..."
32	The landscape of the Expo Park is beautiful	1	"If you treat it as a big park, just by walking in the park, you will feel very good..."
33	The Expo has good security	1	"... I think the security is very good..."

No	Items	No*	Transcript
34	The visitor information center is well-distributed and convenient	1	"... on my way, there are many visitor centers..."
35	There are some cooling equipment and facilities	1	"... I remember the cooling facilities, which can spray water..."
36	The billboard and the LED screen provides useful information to visitors	1	"... there are also some broadcasts. If you lost contact with your family or friends, you can use the broadcast. Also the ELD screens..."
37	There are many and convenient souvenir stores	1	"... there are many souvenir stores in the Expo Park..."
38	The content of the pavilion mainly includes exhibition and video	1	"... no matter in country pavilions or theme pavilions, most of them display some movies or videos. The only difference is their display methods..."
39	The exhibition has features	1	"... the exhibition in the pavilion is very good and special..."
40	The image of the staff in pavilions are good	1	"... I feel the working staffs are very handsome and good-looking..."
41	There are various kinds of tickets available	1	"There are many kinds of tickets available, such as one-day pass, three-day pass..."
42	The purchase of tickets is convenient	1	"You can buy tickets at any post office, the bank of transportation, mobile company, and convenient store in Shanghai or cities near Shanghai..."
43	The booking system in some pavilion is effective	1	"... the booking system is very good, because it prevents people from waiting too long..."
44	Some visitors jump the queue	1	"... there are many people jumping the queue..."
45	The transportation to the Expo is convenient	1	"... the transportation to Expo includes metro lines, buses, about 40-50 bus lines... they are all connected to Expo Park..."
46	I get to know the culture of other countries	1	"... through this experience, I get in touch with the culture of many foreign countries..."
47	The Expo experience increases the communication chances with people	1	"... some classmates/friends asked me about the Expo, which increased the communication with them..." "... many people asked about my experience of Expo; some asked me to write blog to share..."
48	I relax myself	1	"... I just had some vocation, so I want to relax myself..." "Recently, I have nothing special to do, and want to go out to relax..."

No	Items	No*	Transcript
49	The Expo experience enhance the relationship with my accompanies	1	"... I came with my boyfriend, and our relationship has been improved..."
50	I learn useful things (policy, technology)	1	"... actually, there are a lot of things we can learn..."

Note. *: the number of interviewees mentioning this items

Fifty items were drawn from these nine in-depth interviews. According to the research findings, it can be noted that a wide range of aspects of the World Expo has been identified in the interview, including the theme of the Expo, the facilities of the Expo, the service, the F&B, the ticket, the waiting issue, tourists-gained benefits and so on.

4.2.2 Expert Opinion

In order to further examine the face validity of the measurement scale, these 50 items identified from the in-depth interviews were sent to five experts for advice. According to their responses, several problems with the scale were identified (Table 4.5).

1) Redundancy. Many items express the same meaning or overlap with each other. For example, item 13 “The architecture of the pavilion is unique and appealing”, and item 29 “The lighting of the pavilion is beautiful” basically describe the exterior appearance of the pavilion, and the lighting (item 29) is one component of the architecture of the pavilion (item 13). 2) Multiple Meaning. Some items contain more than one aspect about the Expo, which could lead to ambiguity or confusion for the respondents. Take item 6 “the theme of the Expo is new and well-projected” as an example. This item covers two layers of meanings: the creativity of the theme, and the projection of the theme. 3) Too general. Item 31 “The environment of the Expo Park is good” and item 32 “The landscape of the Expo Park is beautiful” are too general and have overlap meaning with many other items, so they are deleted as suggested. 4) Fact. Some item just displays the pure facts about the Expo instead of tourists’ perception, such as the item 38 “The content of the pavilion mainly includes exhibition and video”.

Table 4.5 Deleted or Revised Items of Event Image

No	Original Item	Revised Item	Reasons
6	The theme of the Expo is new and well-projected.	The theme of the Expo is new and unique. The theme of the Expo is well projected.	Multiple meanings
7	The Expo displays many technologies.		
27	The Expo demonstrates some advance design ideas.	The Expo displays advanced technologies and design concept.	Redundancy
17	The exhibition exhibits many advance technology		
13	The architecture of the pavilion is unique and appealing.	Pavilions of the Expo are attractive and unique.	Redundancy
29	The lighting of the pavilion is beautiful.		
14	The souvenir of the Expo is diversified and special.	Souvenirs of the Expo are varied and special.	Redundancy
30	The Expo passport is creative.		
31	The environment of the Expo Park is good.		Too general, cover all things in the Expo
32	The landscape of the Expo Park is beautiful.	Delete	
1	The F&B is diversified and well-distributed, and the price is acceptable.	There are varied F&B services in the Expo Park. F&B services in the Expo Park are well distributed.	Multiple meanings
38	The content of the pavilion mainly includes exhibition and video.	Delete	Facts
4	The volunteer is friendly and helpful.		
11	The instruction and help are clear	Volunteers in the Expo Park are friendly and helpful	Redundancy
44	Some visitors jump the queue.		
22	Uncivilized visiting behavior is common.	There are some misbehaviors among the visitors.	Redundancy
12	The Expo broadens my horizon.		
46	I get to know the culture of other countries.	This visit broadens my horizon by proving me the opportunities to experience different cultures.	Redundancy
24	I enhance my consciousness of environment protection.	I learn about new lifestyle, technology, environment	Redundancy

No	Original Item	Revised Item	Reasons
45	I get to know new lifestyle, technology, and design ideas	protection and design ideas in the Expo.	
50	I learn useful things (policy, technology)		
47	The Expo experience increases the communication chances with people around me	This visit improves the relationship and increases communication with my friends/relatives.	Redundancy
49	The Expo experience enriches the communication with my accompanies.		

According to the comments from these experts and their valuable suggestions, corresponding modification on the preliminary items were done, consisting of deleting, emerging and rephrasing (Table 4.5). At last, 37 items depicting the image of the 2010 Shanghai World Expo were generated, which are demonstrated in Table 4.6.

Table 4.6 Attributes of Event Image for Pilot Study

Code	Items (English)
EI1	The Expo is large-scale
EI2	The Expo's publicity is effective and wide
EI3	The theme of the Expo is new and unique
EI4	The theme of the Expo is well projected
EI5	The Expo displays advanced technologies and design concept
EI6	Pavilions of the Expo are attractive and unique
EI7	Souvenirs of the Expo are varied and special
EI8	Souvenir stores in the Expo Park are conveniently located
EI9	The Expo has good security
EI10	The Expo has convenient and clean washrooms
EI11	Drinking spots in the Expo Park are sufficient and convenient
EI12	Resting areas in the Expo Park are sufficient
EI13	Visitor information centers in the Expo Park are well-distributed and convenient
EI14	The Expo is equipped with advanced cooling systems
EI15	Broadcasts and electronic screens in the Expo Park are useful
EI16	The Expo provides facilities for special groups (e.g. the older, the disabled, etc.)
EI17	There are varied F&B services in the Expo Park
EI18	F&B services in the Expo Park are well distributed
EI19	The shows in the Expo are special and interesting
EI20	There are unique and attractive exhibitions in the pavilion
EI21	There are appealing interactive activities in the pavilion
EI22	The staffs in the Expo are professional and well groomed

Code	Items (English)
EI23	Staffs in the pavilion provide high-quality service
EI24	Volunteers in the Expo Park are friendly and helpful
EI25	The Expo sells varied kinds of tickets, which satisfy the needs of different people
EI26	Purchase of tickets is convenient
EI27	The appointment systems in some pavilions can effectively control the flow of visitors
EI28	Waiting time for the entry to pavilions is long
EI29	The Expo is too crowded to visit
EI30	Waiting lines are orderly
EI31	There are some misbehavior among the visitors
EI32	Transportation to the Expo Park is convenient
EI33	This visit satisfies my curiosity
EI34	This visit broadens my horizon by proving me the opportunities to experience different cultures
EI35	I learn about new lifestyle, technology, environment protection and design ideas in the Expo
EI36	This visit improves relationships and increases communication with my friends/relatives
EI37	This visit makes me relaxed

4.2.3 Pilot Study

Previous literature ([Gartner, 1989](#)) has suggested the multidimensional nature of the image of general brand and tourism destination. Exploratory factor analysis by using SPSS was conducted to explore the multidimensional structure of event image.

After three rounds of analysis, six dimensions of event image have been extracted with eigen-value greater than 1.0. Seven items were deleted due to lower factor loading or cross-loading problem. They are “Souvenirs of the Expo are varied and special”, “Broadcasts and electronic screens in the Expo Park are useful”, “The Expo provides facilities for special groups (e.g. the older, the disabled, etc.)”, “Waiting time for the entry to pavilions is long”, “The Expo is too crowded to visit”, “There are some misbehavior among the visitors”, and “Transportation to the Expo Park is convenient”. The KMO and Bartlett's Test results indicate the appropriateness of the factor analysis, with the measure of sampling adequacy 0.916 and Chi-square of 13326.64. Table 4.7 demonstrates the results of the factor analysis. The extracted six factors account for 56.05% of the variance in total.

Five items are loaded on the first dimension, including “This visit satisfies my

curiosity”, “This visit broadens my horizon by proving me the opportunities to experience different cultures”, “I learn about new lifestyle, technology, environment protection and design ideas in the Expo”, “This visit improves relationships and increases communication with my friends/relatives” and “This visit makes me relaxed”. This dimension is named as Benefits, since all the items are related to all kinds of benefits gained by attending this event. This factor accounts for 12.074% of the variance.

The second dimension is labeled as Facilities, since the seven items loaded on this factor are all describing the facilities in the event, covering souvenir store in the Expo Park, security in the Expo Park, washrooms, drinking spots, resting areas, visitor information centers, and cooling facilities. This factor explains 10.678% of the total variance.

In the third dimension, six items are loaded, including “The Expo is large-scale”, “The Expo's publicity is effective and wide”, “The theme of the Expo is new and unique”, “The theme of the Expo is well projected”, “The Expo displays advanced technologies and design concept” and “Pavilions of the Expo are attractive and unique”. All these items are general evaluation of various aspects of the event, so this dimension is called as Overall Impression.

The fourth dimension is named as F&B and Event Content, and includes six items. “There are varied F&B services in the Expo Park”, “F&B services in the Expo Park are well distributed”, “The shows in the Expo are special and interesting “, “There are unique and attractive exhibitions in the pavilion”, “There are appealing interactive activities in the pavilion” and “Varied kinds of tickets, which satisfy needs of different people” are describing the exhibition, video and activities in the event.

Dimension five consists of three items: “The staffs in the Expo are professional and well groomed”, “Staffs in the pavilion provide high-quality service” and “Volunteers in the Expo Park are friendly and helpful”. These three items are about the direct service provided by volunteers and staff to the visitors, so this dimension is called Service. This factor accounts for 7.278% of the variance.

The last dimension is named as Management, because the three items loaded on this factor, including “Purchase of tickets is convenient”, “The appointment systems in

some pavilions can effectively control the flow of visitors” and “Waiting lines are orderly”, are some management issues of this event. This dimension explains 5.796% of the event image variance.

Cronbach’s α test was conducted for each dimension and for the overall scale as well to examine the scale reliability. The α coefficients for each dimension range from 0.840 to 0.637, which indicates acceptable reliability. The reliability coefficient of the overall measurement scale is 0.927, which means very good internal consistency of this scale.

Table 4.7 Exploratory Factor Analysis of Event Image

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
<i>EI 1</i>	<i>Benefit</i>		<i>9.407</i>	<i>12.074</i>	<i>0.831</i>
33	This visit satisfies my curiosity	0.717			
34	This visit broadens my horizon by proving me the opportunities to experience different cultures	0.789			
35	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	0.788			
36	This visit improves relationships and increases communication with my friends/relatives	0.707			
37	This visit makes me relaxed	0.573			
<i>EI 2</i>	<i>Facilities</i>		<i>2.382</i>	<i>10.678</i>	<i>0.815</i>
8	Souvenir stores in the Expo Park are conveniently located	0.405			
9	The Expo has good security	0.538			
10	The Expo has convenient and clean washrooms	0.642			
11	Drinking spots in the Expo Park are sufficient and convenient	0.742			
12	Resting areas in the Expo Park are sufficient	0.777			
13	Visitor information centers in the Expo Park are well-distributed and convenient	0.673			
14	The Expo is equipped with advanced cooling systems	0.584			
<i>EI 3</i>	<i>Overall Impression</i>		<i>1.851</i>	<i>9.230</i>	<i>0.809</i>
1	The Expo is large-scale	0.647			

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
2	The Expo's publicity is effective and wide	0.648			
3	The theme of the Expo is new and unique	0.626			
4	The theme of the Expo is well projected	0.633			
5	The Expo displays advanced technologies and design concept	0.565			
6	Pavilions of the Expo are attractive and unique	0.618			
EI 4	F&B and Event content		1.668	8.893	0.786
17	There are varied F&B services in the Expo Park	0.692			
18	F&B services in the Expo Park are well distributed	0.709			
19	The shows in the Expo are special and interesting	0.628			
20	There are unique and attractive exhibitions in the pavilion	0.523			
21	There are appealing interactive activities in the pavilion	0.506			
25	Varied kinds of tickets, which satisfy needs of different people	0.431			
EI 5	Service		1.364	7.278	0.840
22	The staffs in the Expo are professional and well groomed	0.728			
23	Staffs in the pavilion provide high-quality service	0.744			
24	Volunteers in the Expo Park are friendly and helpful	0.693			
EI 6	Management		1.265	5.796	0.637
26	Purchase of tickets is convenient	0.546			
27	The appointment systems in some pavilions can effectively control the flow of visitors	0.496			
30	Waiting lines are orderly	0.644			
	<i>Total scale of reliability</i>				0.927

4.3 Destination Image

4.3.1 In-depth Interview

Although the measurement scale for destination image is well-developed and has been tested in different research contexts, one important feature for this construct is that every destination is unique and distinct. Therefore, the measurement scale for the current study still needs careful examination before empirical test. On the basis of previous literature, the current study firstly utilizes the in-depth interview to identify possible new items.

After content analysis with the interview transcripts, five new items were extracted (Table 4.8). One item “Various shopping choices” is related to the shopping aspect of Shanghai, while the other four items are all related to different kinds of benefits tourists can gain by visiting Shanghai.

Table 4.8 New Items of Destination Image of Shanghai from In-depth Interviews

Items	Transcript
Shanghai is convenient for shopping	"... Shanghai has a lot of shopping malls. There are a lot of choices and products, and the price is very reasonable..."
This trip improves my relationship with relatives/friends	"... for that time, I made some very good friends..." "... we got to know each other better after that trip..."
This trip satisfies the curiosity for Shanghai	"... in the past, I heard a lot about Shanghai, Shanghai is a very beautiful and prosperous metropolitan, so I really wanted to see and experience this city by myself..."
This trip satisfies my curiosity for Shanghai	"... my parents just had some holiday and wanted to relax and have fun, so we decided to go to Shanghai..."
This trip makes me relaxed	"... for me, I just wanted to have fun. However, for my parents, they worked very hard, they just wanted to get all the pressure off..."

4.3.2 Expert Opinion

The five items identified after in-depth interviews were added the preliminary list of destination image items. The list was then sent to five experts for content validity evaluation, and some issues were pointed out (Table 4.9). 1) Redundancy. Some items have overlapping meaning. 2) Suitability. Some item is not suitable for Shanghai. For

example, Shanghai is a cosmopolitan city, and seldom has countryside scenery, so the item “Many beautiful countryside scenery” was deleted. 3) Sensitivity. The religious issue was regarded as too sensitive and also not appropriate for Shanghai. 4) Too general. According to the suggestions of experts, these problematic items were adjusted subsequently.

Table 4.9 Deleted or Revised Items of Destination Image of Shanghai

Original Items	Revised Items	Reasons
Many beautiful countryside scenery	Delete	Not suitable for Shanghai
Various flowers, plants and trees Beautiful cityscape	Shanghai has good urban planning and landscape	Redundancy
Clean environment	Delete	Redundancy
Diversified religious	Delete	Too sensitive; not suitable for Shanghai
Appealing	Delete	Too general
This trip makes me relax myself This trip helps me release pressure from work/daily life	This trip makes me relaxed	Redundancy

After revision, the measurement scale for next stage were generated and displayed in Table 4.10. In this list, there are 37 destination image items of Shanghai.

Table 4.10 Attributes of Destination Image for Pilot Study

Code	Items
DI1	Shanghai has pleasant weather
DI2	Shanghai has good urban planning and landscape
DI3	Shanghai has developed road systems
DI4	Shanghai has developed and convenient airports
DI5	Shanghai has good private and public transport facilities
DI6	Shanghai has good health services
DI7	Shanghai has good and convenient telecommunication services
DI8	Shanghai has highly developed commercial infrastructures
DI9	Architecture development in Shanghai is good
DI10	Shanghai is well provided with high-quality hotels and self-catering accommodations
DI11	Shanghai has a good variety of appealing restaurants
DI12	Shanghai is available of convenient bars, discotheques and clubs
DI13	Shanghai is a easily accessible destination
DI14	Shanghai is well provided with convenient tourist centers
DI15	Shanghai has developed tourist information networks
DI16	Shanghai has abundant and attractive theme parks
DI17	Shanghai is well provided with varied entertainment and sports activities
DI18	Shanghai has many historical and cultural buildings
DI19	Shanghai has a variety of rich and colorful festivals, concerts, etc.
DI20	Shanghai has interesting handicrafts
DI21	Shanghai has many cuisine
DI22	Shanghai has interesting folklore
DI23	Customs and lifestyle in Shanghai are special and unique
DI24	Shanghai has a stable political environment
DI25	Shanghai has a high level of economic development
DI26	Security in Shanghai is good
DI27	The travel cost in Shanghai is low
DI28	Shanghai is not crowded
DI29	Shanghai has a low level of environment pollution
DI30	Shanghai local residents are hospital and friendly
DI31	Shanghai has a low poverty level
DI32	Life quality in Shanghai is high
DI33	There is no language barriers in Shanghai
DI34	Shanghai is convenient for shopping
DI35	This trip improves my relationship with relatives/ friends
DI36	This trip satisfies my curiosity for Shanghai
DI37	This trip makes me relaxed

4.3.3 Pilot Study

After three rounds of factor analysis, six dimensions of the destination image were extracted by employing principal component method. At last, five items were removed either because of low factor loading or cross-loading. The five items are labeled as “Shanghai has pleasant weather”, “Shanghai has good urban planning and landscape”, “Shanghai has developed road systems”, “Shanghai has a good variety of appealing restaurants”, and “Shanghai is well provided with varied entertainment and sports activities”. Both the KMO (0.939) and Bartlett’s Test (13071.214) indicated satisfactory level of suitability for factor analysis. The extracted six factors account for 56.62% of the destination image variance.

The first dimension is labeled as Cultural Environment, since the six items loaded on this factor are related to the culture of Shanghai, covering “Shanghai has many historical and cultural buildings”, “Shanghai has a variety of rich and colorful festivals, concerts, etc.”, “Shanghai has interesting handicrafts”, “Shanghai has many cuisine”, “Shanghai has interesting folklore” and “Customs and lifestyle in Shanghai are special and unique”. This factor explains 11.368% of the total variance.

Seven items are loaded on the first dimension, including “The travel cost in Shanghai is low”, “Shanghai is not crowded”, “Shanghai has a low level of environment pollution”, “Shanghai local residents are hospital and friendly”, “Shanghai has a low poverty level”, “Life quality in Shanghai is high” and “There is no language barriers in Shanghai”. Since these items are about the social life in Shanghai, this dimension is named as Social Environment. This factor accounts for 11.098% of the variance.

The third dimension is named as Infrastructure, and includes seven items, covering the airports, the private and public transport facilities, health services, telecommunications, commercial infrastructures, building development, and hotel and self-catering accommodation. 10.770% of the total variance of this construct is explained by this dimension.

In the fourth dimension, five items are loaded, including “Shanghai is available of convenient bars, discotheques and clubs”, “Shanghai is a easily accessible

destination”, “Shanghai is well provided with convenient tourist centers”, “Shanghai has developed tourist information networks” and “Shanghai has abundant and attractive theme parks”. All these items are concerned with tourism amenities in Shanghai for tourists, so this dimension is called as Tourism Infrastructure.

The fifth dimension is named as Benefit, because the four items loaded on this factor, including “Shanghai is convenient for shopping”, “This trip improves my relationship with relatives/ friends”, “This trip satisfies my curiosity for Shanghai” and “This trip makes me relaxed”, are regarding various benefits a tourist can obtain after his/her trip to Shanghai. This dimension explains 7.852% of the event image variance.

Dimension six consists of three items: “Shanghai has a stable political environment”, “Shanghai has a high level of economic development” and “Security in Shanghai is good”. These three items are describing the overall political and economic situation in Shanghai, so this dimension is called Political & Economic Environment. The last factor accounts for 6.957% of the variance.

To examine the internal consistency of this destination image scale, the Cronbach’s α test was conducted for each dimension and also for the overall scale. The α coefficients for each dimension are greater than 0.73, which indicates satisfactory reliability. The reliability coefficient of the overall measurement scale is 0.926, so overall the internal consistency of this scale is very good.

Table 4.11 Exploratory Factor Analysis of Destination Image

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
DI 1	<i>Cultural environment</i>		10.460	11.368	0.859
18	Shanghai has many historical and cultural buildings	0.421			
19	Shanghai has a variety of rich and colorful festivals, concerts, etc.	0.681			
20	Shanghai has interesting handicrafts	0.779			
21	Shanghai has many cuisine	0.653			
22	Shanghai has interesting folklore	0.777			
23	Customs and lifestyle in Shanghai are special and unique	0.695			
DI 2	<i>Social environment</i>		2.325	11.098	0.816
27	The travel cost in Shanghai is low	0.690			
28	Shanghai is not crowded	0.709			
29	Shanghai has a low level of environment pollution	0.650			
30	Shanghai local residents are hospital and friendly	0.645			
31	Shanghai has a low poverty level	0.533			
32	Life quality in Shanghai is high	0.508			
33	There is no language barriers in Shanghai	0.532			
DI 3	<i>Infrastructure</i>		1.810	10.770	0.815
4	Shanghai has developed and convenient airports	0.626			
5	Shanghai has good private and public transport facilities	0.597			
6	Shanghai has good health services	0.640			
7	Shanghai has good and convenient telecommunication services	0.679			
8	Shanghai has highly developed commercial infrastructures	0.592			
9	Architecture development in Shanghai is good	0.583			
10	Shanghai is well provided with high-quality hotels and self-catering accommodations	0.467			
DI 4	<i>Tourism infrastructure</i>		1.281	8.579	0.788
12	Shanghai is available of convenient bars, discotheques and clubs	0.551			
13	Shanghai is a easily accessible destination	0.711			
14	Shanghai is well provided with convenient tourist centers	0.696			

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
15	Shanghai has developed tourist information networks	0.640			
16	Shanghai has abundant and attractive theme parks	0.473			
DI 5	<i>Benefit</i>		1.182	7.852	0.732
34	Shanghai is convenient for shopping	0.621			
35	This trip improves my relationship with relatives/ friends	0.632			
36	This trip satisfies my curiosity for Shanghai	0.679			
37	This trip makes me relaxed	0.458			
DI 6	<i>Political & economic environment</i>		1.062	6.957	0.794
24	Shanghai has a stable political environment	0.792			
25	Shanghai has a high level of economic development	0.706			
26	Security in Shanghai is good	0.744			
	<i>Total scale of reliability</i>				0.926

4.4 Summary

A strict set of procedures has been conducted in order to develop the research scale for the data collection. Firstly, a preliminary draft of the questionnaire was developed on the basis of the literature review. Following, nine in-depth interviews were conducted in order to further identify and generate related items for event image and destination image. Next, five experts from both academia and industry were invited to evaluate the face validity of the scale. Finally, a pilot study was carried out and successfully collected 300 valid data. After the exploratory factor analysis, the dimensionality of event image and destination image was identified, and the lists of items were further revised. Table 4.12 summarizes the overall process of the scale development. The final questionnaire includes six sections, and adopted the 7-point Likert Scale (Appendix III & IV).

Table 4.12 Process of Research Scale Development

Construct	Steps			
	Literature Review	In-depth Interview	Expert Opinion	Pilot Study
Event Image	0*	50	37	30
Destination Image	36	41	37	32

Note. *: the number of items

Chapter 5 Research Findings

This chapter presents the analysis results of the main survey. This chapter is made up of eight sections. The first section summarizes the respondents' socio-demographic background and relevant trip information in the main survey. The second section, the data examination, describes the coping methods of the missing data, the univariate and multivariate normality test results, and the estimation method for the SEM analysis. The third section presents the validation process of event image and destination image, containing the exploratory factor analysis and the confirmatory factor analysis. In the following section, the overall measurement model of the current study is estimated and examined in terms of its model fit, reliability and validity. Next, the overall structural model is assessed and path analysis is conducted to test the hypothesized relationships. The seventh section displays the testing process and results of the moderating effect of image congruity. Thereafter, the testing results of each proposed research hypothesis are demonstrated. The last section provides a short summary of this chapter.

5.1 Profile of the Survey Respondent

After a set of procedures of scale development, at last the main survey was conducted at the major tourism attractions in Shanghai in August, 2011, during the 2010 Shanghai World Expo. Around 800 questionnaires were distributed with assistance of trained and experienced student helpers, and finally 752 completed questionnaires were returned. After the data cleaning, 716 usable questionnaires were retained for data analysis. In this section, the respondents' profile, including their demographic background and other information relevant to this trip, is summarized and presented.

5.1.1 Demographic Profile

The demographic profile of the respondents is presented in Table 5.1. Female

respondents (52.88%) slightly outnumber male visitors (47.12%) and there are more single visitors (58.48%). The age distribution demonstrates that over 90% of visitors are younger than 45 years old, while visitors of 46 or above only accounts for 7.89% of the total sample. Among the majority group, the 19-25 group is the largest group (36.39%) followed by the 26-35 group (22.14%). The income level of most of the respondents is lower than 5,000 RMB. The largest group is those with less than 1,000 RMB (33.02%), which is probably because students and retired people belongs to this group. 62% of the respondents received higher education, with 40.37% of them reported undergraduate degree and 22.10% of them received higher diploma. Except for the 39.50% unemployed visitors including students, retired people and others, the occupations of the respondents are diversified: the largest group is technicians (20.85%), followed by employees in government or government owned enterprises (15.12%); another group worth of noting is people in service industry, which constitutes 11.01%.

Table 5.1 Demographic Information of Respondents (N=716)

Gender	Frequency	Percent	Marital status	Frequency	Percent
Male	327	47.12	Married	289	41.52
Female	367	52.88	Not married	407	58.48
Total	694		Total	696	
Age	Frequency	Percent	Income level	Frequency	Percent
Under 18	121	17.07	Less than 1000	213	33.02
18-25	258	36.39	1000-2999	199	30.85
26-35	157	22.14	3000-4999	137	21.24
36-45	117	16.50	5000-7999	57	8.84
46-55	42	5.92	8000-9999	16	2.48
Above 55	14	1.97	More than 10000	23	3.57
Total	709		Total	645	
Education	Frequency	Percent	Occupation	Frequency	Percent
Elementary school or below	26	3.68	Government, government owned enterprise	103	15.12
Secondary school	62	8.78	Technician	142	20.85
High school	132	18.70	Clerk	30	4.41
High diploma	156	22.10	Service industry	75	11.01
Undergraduate	285	40.37	Primary industry	6	0.88
Postgraduate	45	6.37	Manufacturing, transportation industry	17	2.50
Total	706		Other	39	5.73
			Unemployed (students, retired, etc)	269	39.50
			Total	681	

5.1.2 Trip Characteristics

Table 5.2 presents relevant information regarding their travel, covering information related to their visit in this mega-event and their stay in Shanghai.

As for the trip characteristics in the 2010 World Expo, for most of the visitors (87.71%), this is the first time to attend the World Expo. Only a small portion of them (12.29%) had some previous experience with this international mega-event. During their stay in Shanghai, over half of these respondents (61.98%) only attended the World Expo once. Among others, 33.86% of them paid two or three visits to the Expo, and only 4.16% attended this event more than four times. With their average length of stay in the

Expo Park, 50.52% visitors stayed in the Expo Park for six to ten hours, and 36.73% of these visitors stayed even longer ranging from 10 to 15 hours.

Nearly half of these tourists (49.69%) travelled to Shanghai for the first time, while others already visited Shanghai before, with 42.63% having two to five times of visiting experience. Their length of stay in Shanghai also varies, with 52.51% staying in Shanghai for one to five days and 31.10% six to ten days.

Table 5.2 Trip Information and Previous Travel Experience of Respondents

No. Of visits to World Expo	Frequency	Percent	No. Of visits to Shanghai	Frequency	Percent
1	614	87.71	1	317	49.69
2-5	81	11.57	2-5	272	42.63
6-10	4	0.57	6-10	38	6.00
More than 10	1	0.14	More than 10	11	2.00
Total			Total	638	
Number of visits to Shanghai Expo	Frequency	Percent	Length of stay in Shanghai	Frequency	Percent
1	432	61.98	1-5	314	52.51
2	160	22.96	6-10	186	31.10
3	76	10.90	11-15	45	7.53
4	17	2.44	15-20	9	1.51
5-10	11	1.58	More than 20	44	7.36
More than 10	1	0.14	Total	598	
Total	697				
Length of stay in the Expo (hr)	Frequency	Percent			
1-5	62	9.30			
6-10	337	50.52			
10-15	245	36.73			
More than 15	23	3.45			
Total	667				

5.2 Data Examination

5.2.1 Missing Data

The missing data is an issue which needs special attention in the SEM analysis before the model estimation. Therefore, two problems need to be addressed in the data screening stage: the extent and pattern of missing data, and the missing data remedies. A four-step process for identifying missing data and applying remedies (Hair et al., 2010, p. 45) was employed.

Firstly, the descriptive analysis was used to determine the extent of missing data. The analysis results indicate that the missing value percentages for all the variables are lower than 10 percent, and that some individual cases have extremely high level of missing data. Therefore, these cases were regarded as candidates for deletion. Although the deletion solution has both merits and shortcomings, the collected sample size of the current study is relatively large, so the deletion solution was finally adopted and the sample size was reduced to 716. After the deletion of some problematic cases, the decrease in missing data is noticeably large, so the missing data was thought of as ignorable missing data.

Although the descriptive analysis shows no serious missing data problem, the missing data remedy is still in need, because the construct validation involves model modification or improvement, which needs replacement of missing data. Hair et al. (2010) suggested four missing data remedies: complete case (list-wise), all-available (pair-wise), model-based (ML/EM), and full information maximum likelihood (FIML). For the current study, in absence of serious missing data, these four methods could produce comparable results, so Expectation Maximum (EM) imputation was regarded as the appropriate remedying strategy for missing data after careful evaluation of the gains and losses of each method, and consequently adopted. The EM imputation algorithm starts by estimating the expected values of missing data from observed data and then repeats the process using both the observed data and the estimated missing values. The process repeats until the values stabilized.

5.2.2 Data Normality

The SEM analysis has one important statistical assumption that the data should have a multivariate normal distribution (Hoyle, 1995). In order to examine this assumption, univariate and multivariate normality test were conducted by using SPSS and AMOS separately. Table 5.3 demonstrates the results of univariate normality tests for each individual variable, which indicates satisfactory normal distribution. However, the multivariate normality assumption was not met (Table 5.3).

Table 5.3 Univariate and Multivariate Normality Test

Code	Item	Skewness	Kurtosis
<i>Event Image</i>			
EI1	The Expo is large-scale	-2.08	5.42
EI2	The Expo's publicity is effective and wide	-1.75	3.02
EI3	The theme of the Expo is new and unique	-1.06	1.06
EI4	The theme of the Expo is well projected	-0.93	0.63
EI5	The Expo displays advanced technologies and design concept	-1.36	1.96
EI6	Pavilions of the Expo are attractive and unique	-1.51	2.77
EI7	Souvenir stores in the Expo Park are conveniently located	-0.76	0.38
EI8	The Expo has good security	-1.54	2.38
EI9	The Expo has convenient and clean washrooms	-1.32	1.83
EI10	Drinking spots in the Expo Park are sufficient and convenient	-1.24	1.42
EI11	Resting areas in the Expo Park are sufficient	-1.15	0.97
EI12	Visitor information centers in the Expo Park are well-distributed and convenient	-1.22	1.38
EI13	The Expo is equipped with advanced cooling systems	-1.14	1.03
EI14	There are varied F&B services in the Expo Park	-0.32	-0.65
EI15	F&B services in the Expo Park are well distributed	-0.52	0.14
EI16	The shows in the Expo are special and interesting	-0.67	0.14
EI17	There are unique and attractive exhibitions in the pavilion	-0.84	0.27
EI18	There are appealing interactive activities in the pavilion	-0.59	-0.04
EI19	The staffs in the Expo are professional and well groomed	-1.23	1.73
EI20	Staffs in the pavilion provide high-quality service	-1.12	0.89
EI21	Volunteers in the Expo Park are friendly and helpful	-1.52	2.26
EI22	The Expo sells varied kinds of tickets, which satisfy the needs of different people	-1.02	0.80
EI23	Purchase of tickets is convenient	-1.15	1.08
EI24	The appointment systems in some pavilions can effectively control the flow of visitors	-0.69	0.07

Code	Item	Skewness	Kurtosis
EI25	Waiting lines are orderly	-0.99	0.95
EI26	This visit satisfies my curiosity	-1.11	1.03
EI27	This visit broadens my horizon by proving me the opportunities to experience different cultures	-1.31	1.53
EI28	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	-1.22	1.37
EI29	This visit improves relationships and increases communication with my friends/relatives	-0.78	0.18
EI30	This visit makes me relaxed	-0.52	-0.83
<i>Destination Image</i>			
DI1	Shanghai has developed and convenient airports	-0.93	0.70
DI2	Shanghai has good private and public transport facilities	-0.97	1.23
DI3	Shanghai has good health services	-0.52	-0.18
DI4	Shanghai has good and convenient telecommunication services	-0.94	0.49
DI5	Shanghai has highly developed commercial infrastructures	-1.24	1.19
DI6	Architecture development in Shanghai is good	-1.36	1.83
DI7	Shanghai is well provided with high-quality hotels and self-catering accommodations	-1.09	1.16
DI8	Shanghai is available of convenient bars, discotheques and clubs	-0.63	0.02
DI9	Shanghai is a easily accessible destination	-1.26	1.61
DI10	Shanghai is well provided with convenient tourist centers	-0.90	0.74
DI11	Shanghai has developed tourist information networks	-0.89	0.50
DI12	Shanghai has abundant and attractive theme parks	-0.77	0.32
DI13	Shanghai has many historical and cultural buildings	-1.14	0.99
DI14	Shanghai has a variety of rich and colorful festivals, concerts, etc.	-0.51	0.04
DI15	Shanghai has interesting handicrafts	-0.59	0.00
DI16	Shanghai has many cuisine	-0.91	0.58
DI17	Shanghai has interesting folklore	-0.41	-0.34
DI18	Customs and lifestyle in Shanghai are special and unique	-0.68	0.07
DI19	Shanghai has a stable political environment	-1.25	1.58
DI20	Shanghai has a high level of economic development	-1.82	3.91
DI21	Security in Shanghai is good	-1.62	3.41
DI22	The travel cost in Shanghai is low	0.11	-0.96
DI23	Shanghai is not crowded	0.39	-0.93
DI24	Shanghai has a low level of environment pollution	-0.46	-0.44
DI25	Shanghai local residents are hospital and friendly	-0.53	-0.42
DI26	Shanghai has a low poverty level	-0.51	-0.40
DI27	Life quality in Shanghai is high	-0.89	0.33
DI28	There is no language barriers in Shanghai	-0.69	-0.40
DI29	Shanghai is convenient for shopping	-1.13	1.56
DI30	This trip improves my relationship with relatives/ friends	-0.76	0.33
DI31	This trip satisfies my curiosity for Shanghai	-1.01	1.05
DI32	This trip makes me relaxed	-0.78	-0.06
<i>Overall Attitude toward the Destination</i>			
OA1	Satisfied	-0.81	0.67

Code	Item	Skewness	Kurtosis
OA2	Good	-0.75	0.42
OA3	Positive	-0.91	1.01
<i>Behavioral Intention toward the Destination</i>			
BI1	Intention to recommend to others	-0.93	0.68
BI2	Revisit intention	-1.04	0.68
		Kurtosis	C.R.
Multivariate		543.077	107.335

5.2.3 Estimation Method

In the history of SEM, at the very beginning, Ordinary Least Squares (OLS) regression was usually used as the estimation method, but it was quickly replaced by Maximum Likelihood Estimation (MLE), because it is more efficient and unbiased. Since then, MLE has been the most widely used and popular estimation method in SEM analysis.

About the use of MLE, researchers have various opinions, which can be generally divided into two parties. MLE has a very important statistical assumption, which is the multivariate normal distribution. One group of researchers think that according to previous literature, MLE is very sensitive to normality and the non-normal data can cause some problems, such as larger Chi-square value, underestimation of some fit indices and so on (West, Finch, & Curran, 1995). Therefore, some alternative estimation methods emerged, such as Weighted Least Squares (WLS), Generalized Least Squares (GLS), and Asymptotically Distribution Free (ADF). When the data seriously deviates from normal distribution, the ADF is more recommended due to its insensitivity to non-normal data. However, ADF requires large sample size. The commonly accepted ratio for ADF is 15 respondents for each parameter estimated in the model.

The other group, through theoretical calculation and empirical tests, proves that the MLE is fairly robust to the violation of the normality assumption. Olsson, Foss, Troye, and Howell (2000) empirically evaluated the performance of MLE, GLS, and WLS when the data is not normally distributed. The results show that the MLE provides more realistic indices of overall fit and less biased parameter values compared with other methods. Besides, Savalei (2008) found that when the data set does not have

severe missing data problem, MLE is fairly robust to the violations of the distributional assumptions.

In the case of the current study, the multivariate normal distribution can not be met, and the sample size is not big enough to adopt alternative method. However, the percentage of missing data for each variable or case is very low, so the MLE is regarded as robust to the non-normality assumption. Therefore, at last, the MLE method is adopted to estimate the model in the SEM analysis.

5.3 Validating the Measurement Scale

In this section, the validation processes for event image and destination image are presented. This process mainly consists of two steps: the exploratory factor analysis, by which the underlying dimensions for event image and destination image are explored; and the confirmatory factor analysis, which is used to test how well the measured variables represent the underlying factors. Therefore, the valid 716 questionnaire collected from the main survey was randomly split into two samples, 191 for the exploratory factor analysis and 525 for confirmatory factor analysis.

5.3.1 Event Image

5.3.1.1 Exploratory Factor Analysis

Four rounds of analysis were conducted to generate six factors with eigen-values greater than 1.0. Nine items were deleted either due to cross-loading or factor loading smaller than 0.4. The deleted items includes “The Expo is large-scale”, “The Expo displays advanced technologies and design concept”, “Pavilions of the Expo are attractive and unique”, “Souvenir stores in the Expo Park are conveniently located”, “Visitor information centers in the Expo Park are well-distributed and convenient”, “There are varied F&B services in the Expo Park”, “F&B services in the Expo Park are well distributed”, “The Expo sells varied kinds of tickets, which satisfy the needs of different people”, and “This visit makes me relaxed”. The total variance explained by these six extracted factors amounts for 67.055%.

The first dimension consists of four items: “This visit satisfies my curiosity”, “This visit broadens my horizon by proving me the opportunities to experience different cultures”, “I learn about new lifestyle, technology, environment protection and design ideas in the Expo” and “This visit improves relationships and increases communication with my friends/relatives”. This factor explains 14.221% of the total variance for the event image construct. Since all the items under this dimension are concerned with various kinds of benefits gained by tourists by attending this event, this factor is named as Benefit.

There are five items loaded on the second dimension: “The Expo has good

security”, “The Expo has convenient and clean washrooms”, “Drinking spots in the Expo Park are sufficient and convenient”, “Resting areas in the Expo Park are sufficient” and “The Expo is equipped with advanced cooling systems”. This factor is labeled as Facilities, because all the items represent tourists’ perception about different facilities in this event. This dimension accounts for 11.484% of the total variance.

The third underlying dimension of the event image is called as Service, which contains three indicators: “The staffs in the Expo are professional and well groomed”, “Staffs in the pavilion provide high-quality service” and “Volunteers in the Expo Park are friendly and helpful”. 11.285% of the total variance is explained by this factor.

Three items, “The shows in the Expo are special and interesting”, “There are unique and attractive exhibitions in the pavilion” and “There are appealing interactive activities in the pavilion”, are included in the fourth dimension. These indicators are related to different activities, exhibitions, and performances in the event, so this dimension is named Event Content, which makes up of 10.804% variance.

The next dimension is concerned with some management issues of this event, so it is termed as Management, covering ticket purchase, appointment system of some pavilions, and also the waiting line issues. The loaded items on this factor are “Purchase of tickets is convenient”, “The appointment systems in some pavilions can effectively control the flow of visitors” and “Waiting lines are orderly”.

The last factor, which explains 8.875% of the total variance, includes three items: “The Expo's publicity is effective and wide”, “The theme of the Expo is new and unique” and “The theme of the Expo is well projected”. These items describe some general and overall impression or evaluation of this event’s theme, so it is named as Theme.

As with the reliability of this construct, Cronbach’s α tests were carried for each factor and also for the overall measurement. All the reliability coefficients of these six factors are larger than 0.6, which indicates relatively good internal consistence. The reliability of the overall measurement is very good, indicated by the Cronbach’s α value of 0.904.

Table 5.4 Exploratory Factor Analysis of Event Image (Main Survey)

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
<i>EI 1</i>	<i>Benefit</i>		<i>7.368</i>	<i>14.221</i>	<i>0.825</i>
26	This visit satisfies my curiosity	0.590			
27	This visit broadens my horizon by proving me the opportunities to experience different cultures	0.771			
28	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	0.837			
29	This visit improves relationships and increases communication with my friends/relatives	0.793			
<i>EI 2</i>	<i>Facilities</i>		<i>1.846</i>	<i>11.484</i>	<i>0.741</i>
8	The Expo has good security	0.614			
9	The Expo has convenient and clean washrooms	0.674			
10	Drinking spots in the Expo Park are sufficient and convenient	0.736			
11	Resting areas in the Expo Park are sufficient	0.707			
13	The Expo is equipped with advanced cooling systems	0.432			
<i>EI 3</i>	<i>Service</i>		<i>1.408</i>	<i>11.285</i>	<i>0.855</i>
19	The staffs in the Expo are professional and well groomed	0.737			
20	Staffs in the pavilion provide high-quality service	0.808			
21	Volunteers in the Expo Park are friendly and helpful	0.780			
<i>EI 4</i>	<i>Event Content</i>		<i>1.338</i>	<i>10.804</i>	<i>0.800</i>
16	The shows in the Expo are special and interesting	0.803			
17	There are unique and attractive exhibitions in the pavilion	0.780			
18	There are appealing interactive activities in the pavilion	0.657			
<i>EI 5</i>	<i>Management</i>		<i>1.122</i>	<i>10.386</i>	<i>0.687</i>
23	Purchase of tickets is convenient	0.699			
24	The appointment systems in some pavilions can effectively control the flow of visitors	0.694			
25	Waiting lines are orderly	0.757			
<i>EI 6</i>	<i>Theme</i>		<i>1.000</i>	<i>8.875</i>	<i>0.748</i>
2	The Expo's publicity is effective and wide	0.756			

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
3	The theme of the Expo is new and unique	0.656			
4	The theme of the Expo is well projected	0.662			
	<i>Total scale of reliability</i>				0.904

5.3.1.2 Confirmatory Factor Analysis

AMOS was utilized to perform the confirmative factor analysis, and in total, three rounds of analyses were conducted. In the beginning, according to the results of the exploratory factor analysis, the original measurement model was specified and included 21 indicators. As shows in Table 5.5 (Model A), the overall fit of this measurement model is relative satisfactory, because all the indices fall into the satisfactory regions. However, after the model assessment, the standardized factor loadings of two items: “The Expo's publicity is effective and wide” (EI2) and “Waiting lines are orderly” (EI25), were below the cut-off point, 0.5, and therefore deleted.

Next, another measurement model, which is named as Model B, was specified excluding item EI2 and EI25, and estimated. The table 5.5 demonstrates the comparative results between original model and the revised one, and it can be seen that the model fit improves a little. Specifically, the GFI and CFI show noticeable increase. However, during the model validity and reliability assessment, one factor, Management, has very poor construct reliability and convergent validity. Its CR value is 0.538, which is below the minimum requirement 0.6, and its AVE value is 37.72%, which is also far below the cut-off point 50%. Therefore, the two items, “Purchase of tickets is convenient” (EI23) and “The appointment systems in some pavilions can effectively control the flow of visitors” (EI24), in this factor were considered for deletion.

Lastly, a Model C, excluding EI23 and EI24, were specified after related modification on the basis of Model B. According to the estimation results, the model fit of this model is comparatively better, which means after the model modification, the theoretical model fits the data better. The GFI and CFI increase and reach close the admirable level 0.95.

Table 5.5 Model Fit Indices of the Event Image Measurement

Model	χ^2	d.f.	CMIN/d.f.	p	GFI	RMSEA	RMR	CFI
Model A	417.756	174	2.401	0.000	0.929	0.052	0.081	0.936
Model B	334.787	137	2.444	0.000	0.937	0.052	0.081	0.946
Model C	279.295	109	2.562	0.000	0.941	0.055	0.079	0.950

Note. Model A: 21 items

Model B: 19 items, delete EI2 and EI25

Model C: 17 items, delete EI23 and EI24

Table 5.6 summarizes the estimation results of the final revised measurement model, including the standardized factor loadings, error variance and probability level for each observed variable, and the AVE value and CR value for each factor. Five latent factors, measured by 17 indicators, were named as Benefit, Facility, Service, Theme, and Event Content.

As with the reliability of factors in this model, all the CR values are greater than the critical value of 0.6, and three of them reach the ideal level of 0.7. The results suggest that this measurement model of event image has relatively strong composite reliability.

For the construct validity, two types of validity were examined: convergent validity and discriminant validity. In terms of convergent validity, firstly, all the factor loading estimates are all higher than 0.5 and at the same time statistically significant. The AVE values of all the constructs, except the Facility, are all above 0.5, which means that over 50% of the total variance could be explained by the observed variables. The Facility construct's AVE is only 0.3664, which is below the cut-off point 0.5, so this construct may be questionable because only 36.64% of total variance of this construct is explained by these indicators. However, this construct is regarded as a very basic and important dimension for event image, so it is retained for further observation and investigation. Overall, the convergent validity of these five factors in this measurement model can be assumed.

Table 5.6 Confirmative Factor Analysis of the Event Image Measurement

Code	Latent and Observed Variables	Factor Loadings	Error Variance	p
<i>EI_1 Benefit</i>				
EI29	This visit improves relationships and increases communication with my friends/relatives	0.628	1.327	***
EI28	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	0.818	0.568	***
EI27	This visit broadens my horizon by proving me the opportunities to experience different cultures	0.845	0.543	***
EI26	This visit satisfies my curiosity	0.711	1.010	***
AVE=57.08%; CR=0.723				
<i>EI_2 Facility</i>				
EI13	The Expo is equipped with advanced cooling systems	0.577	1.255	***
EI11	Resting areas in the Expo Park are sufficient	0.603	1.112	***
EI10	Drinking spots in the Expo Park are sufficient and convenient	0.629	1.008	***
EI9	The Expo has convenient and clean washrooms	0.646	0.815	***
EI8	The Expo has good security	0.568	0.915	***
AVE=36.64%; CR=0.642				
<i>EI_3 Service</i>				
EI21	Volunteers in the Expo Park are friendly and helpful	0.690	0.634	***
EI20	Staffs in the pavilion provide high-quality service	0.818	0.473	***
EI19	The staffs in the Expo are professional and well groomed	0.815	0.488	***
AVE=60.31%; CR=0.772				
<i>EI_4 Theme</i>				
EI3	The theme of the Expo is new and unique	0.773	0.774	***
EI4	The theme of the Expo is well projected	0.874	0.401	***
AVE=68.07%; CR=0.700				
<i>EI_5 Event Content</i>				
EI16	The shows in the Expo are special and interesting	0.718	0.811	***
EI17	There are unique and attractive exhibitions in the pavilion	0.770	0.668	***
EI18	There are appealing interactive activities in the pavilion	0.743	0.815	***
AVE=55.39%; CR=0.685				

Note. ***: $p < 0.001$

As Table 5.7 displays, all the correlation coefficient falls into an acceptable range between 0.283 and 0.627. Then, the AVE values of any two of these five constructs were compared with the squared correlation estimate between these two constructs, and

finally all the AVE values are greater than the squared correlation coefficients. Therefore, the discriminant validity of this measurement model is assessed as satisfactory.

Table 5.7 Correlation Matrix of Event Image

Latent variables	EI_1	EI_2	EI_3	EI_4	EI_5
EI_1	1				
EI_2	0.283a	1			
	0.080b				
EI_3	0.525	0.456	1		
	0.276	0.208			
EI_4	0.436	0.519	0.375	1	
	0.190	0.269	0.141		
EI_5	0.627	0.425	0.577	0.569	1
	0.393	0.181	0.333	0.324	

Note. a: correlation coefficients

b: square of the correlation coefficients

Since in the final measurement model and structural model, this construct will be incorporated in a second-order model, the appropriateness of second-order model for the event image construct needs assessment. According to [Hair et al. \(2010, p. 758\)](#), the usage of higher-order factor model requires strong theoretical justification, all the first-order factors should influence other constructs in the same way, and at least three first-order factors should meet the requirement for identification and measurement practice. Firstly, as discussed in the literature review part, the theoretical foundation for this construct suggests that this construct consists of two dimensions: attribute and benefit. Besides, no matter in tourism destination image literature or brand image literature, the image is regarded as a multiple dimension construct ([Gwinner, 1997](#); [Gwinner & Eaton, 1999](#); [Gartner, 1989](#); [S. L. J. Smith, 1994](#)). Additionally, according to Table 5.8, the second-order model not only has satisfactory model fit, but the measurement model validity and reliability are also admirable. Therefore, the adoption of second-order model is justified.

Table 5.8 Second-order Measurement Model of Event Image

Code	Latent Variables	Standardized Factor Loadings		Error Variance	<i>p</i>		
EI_1	Benefit	0.705		0.517	***		
EI_2	Facility	0.559		0.28	***		
EI_3	Service	0.689		0.601	***		
EI_4	Theme	0.653		0.54	***		
EI_5	Event Content	0.851		0.238	***		
AVE=48.87%; CR=0.846							
Model Fit Indices							
CMIN	<i>d.f.</i>	CMIN/<i>d.f.</i>	<i>p</i>	GFI	RMSEA	RMR	CFI
320.264	114	2.809	0.000	0.933	0.059	0.093	0.939

Note. ***: $p < 0.001$

5.3.2 Destination Image

5.3.2.1 Exploratory Factor Analysis

Three rounds of principal factor analysis were conducted to generate a six-factor solution, explaining 66.073% of the total variance. Eight problematic items were deleted due to cross-loading and lower factor loading, and these deleted items are “Architecture development in Shanghai is good”, “Shanghai is well provided with high-quality hotels and self-catering accommodations”, “Shanghai is available of convenient bars, discotheques and clubs”, “Shanghai is a easily accessible destination”, “Shanghai has many historical and cultural buildings”, “Shanghai has a low level of environment pollution”, “Life quality in Shanghai is high” and “This trip makes me relaxed”.

The first dimension is the most important aspect of the destination image of Shanghai, which accounts for 13.187% of the total variance in this construct. This factor contains five indicators: “Shanghai has a variety of rich and colorful festivals, concerts, etc.”, “Shanghai has interesting handicrafts”, “Shanghai has many cuisine”, “Shanghai has interesting folklore” and “Customs and lifestyle in Shanghai are special and unique”. All these items reflect the cultural aspects of Shanghai, such as entertaining activities, food, special customs and so forth, so this dimension is termed as Cultural Environment.

Five items are loaded on the second dimension, they are “Shanghai has developed and convenient airports”, “Shanghai has good private and public transport facilities”, “Shanghai has good health services”, “Shanghai has good and convenient telecommunication services” and “Shanghai has highly developed commercial infrastructures”. This factor, which explains 12.346% of the total variance, was named as Infrastructure, because all the items are related to Shanghai’s basic transportation, communication, health systems and so on.

The third dimension is called Social Environment, which explains 11.702% of the total variance, and includes five items: “The travel cost in Shanghai is low”, “Shanghai is not crowded”, “Shanghai local residents are hospital and friendly”, “Shanghai has a low poverty level” and “There is no language barriers in Shanghai”. This dimension represents issues tourists are faced with when travelling to Shanghai.

The fourth factor consists of three items: “Shanghai is well provided with convenient tourist centers”, “Shanghai has developed tourist information networks” and “Shanghai has abundant and attractive theme parks”. Since these items are all various facilities provided for tourism industry of this destination, this factor is called Tourism Infrastructure. 9.637% of the total variance of the destination image of Shanghai is explained by this factor.

The fifth factor includes three observed variables, which are “Shanghai has a stable political environment”, “Shanghai has a high level of economic development” and “Security in Shanghai is good”. This dimension describes tourists’ overall evaluation and impression about the economic and political environment of Shanghai, so it is labeled as Political & Economic Environment, which explains 9.635% variance.

The last dimension of the destination image is titled as Benefits, because the three items loaded this dimension, “Shanghai is convenient for shopping”, “This trip improves my relationship with relatives/ friends” and “This trip satisfies my curiosity for Shanghai”, indicate various benefits gained by tourists after visiting this destination.

Table 5.9 Exploratory Factor Analysis of Destination Image (Main Survey)

<i>Code</i>	<i>Latent Variables and Observed Variables</i>	<i>Factor Loadings</i>	<i>Eigen-value</i>	<i>Variance Explained</i>	<i>Reliability Coefficient</i>
DI 1	<i>Cultural environment</i>		8.179	13.187	0.838
14	Shanghai has a variety of rich and colorful festivals, concerts, etc.	0.651			
15	Shanghai has interesting handicrafts	0.755			
16	Shanghai has many cuisine	0.580			
17	Shanghai has interesting folklore	0.753			
18	Customs and lifestyle in Shanghai are special and unique	0.679			
DI 2	<i>Infrastructure</i>		2.328	12.346	0.835
1	Shanghai has developed and convenient airports	0.746			
2	Shanghai has good private and public transport facilities	0.723			
3	Shanghai has good health services	0.713			
4	Shanghai has good and convenient telecommunication services	0.732			
5	Shanghai has highly developed commercial infrastructures	0.569			
DI 3	<i>Social environment</i>		1.692	11.702	0.782
22	The travel cost in Shanghai is low	0.790			
23	Shanghai is not crowded	0.748			
25	Shanghai local residents are hospital and friendly	0.612			
26	Shanghai has a low poverty level	0.508			
28	There is no language barriers in Shanghai	0.691			
DI 4	<i>Tourism infrastructure</i>		1.397	9.637	0.836
10	Shanghai is well provided with convenient tourist centers	0.745			
11	Shanghai has developed tourist information networks	0.835			
12	Shanghai has abundant and attractive theme parks	0.698			
DI 5	<i>Political & economical environment</i>		1.214	9.635	0.780
19	Shanghai has a stable political environment	0.849			
20	Shanghai has a high level of economic development	0.707			
21	Security in Shanghai is good	0.766			
DI 6	<i>Benefit</i>		1.047	9.566	0.762
29	Shanghai is convenient for shopping	0.738			
30	This trip improves my relationship with relatives/ friends	0.758			
31	This trip satisfies my curiosity for Shanghai	0.691			
	<i>Total scale of reliability</i>				0.908

As for the reliability of these six factors and the overall measurement scale, the Cronbach's α values in the last column of Table 5.9 are all above 0.7, which indicates that the internal consistence of observed variables for each dimension are sufficient. The reliability of the overall destination image scale even exceeds the optimal level of 0.9.

5.3.2.2 Confirmatory Factor Analysis

On the basis of the exploratory factor analysis results, a first-order measurement model, involving six latent variables and 24 observed variables, was specified and then estimated using Maximum Likelihood method. As Table 5.10 demonstrates, the model fit of this measurement model is satisfactory, since all these indices reach the expected levels.

When the construct reliability and validity were analyzed, one latent construct, the Social Environment, which includes three items: "Shanghai local residents are hospital and friendly" (DI25), "Shanghai has a low poverty level" (DI26), and "There is no language barriers in Shanghai" (DI28), has extremely low AVE value: 0.398. In addition, according to the modification index output, "Shanghai has interesting folklore" (DI17), "The travel cost in Shanghai is low" (DI22), and "Shanghai is not crowded" (DI23) indicate potential problems, since the M.I. values for these three items are extremely big. Therefore, in total, these six items were regarded as candidates for deletion. Therefore, another measurement model, excluding these six observed variables, was estimated again. As revealed by Table 5.10, the model B fits the data better. Although CMIN/*d.f.* and RMSEA increase, they are still within the acceptable region, and the other indices, especially GFI and CFI improves significantly. Therefore, the revised model was accepted and used subsequently.

Table 5.10 Model Fit Indices of the Destination Image Measurement

Model	χ^2	<i>d.f.</i>	CMIN/<i>d.f.</i>	<i>p</i>	GFI	RMSEA	RMR	CFI
Model A	634.965	237	2.679	0.000	0.906	0.057	0.092	0.914
Model B	363.621	125	2.909	0.000	0.929	0.600	0.065	0.930

Note. Model A: 24 items

Model B: 18 items, delete DI17, DI22, DI23, DI25, DI26 and DI28

The confirmative factor analysis results of the revised destination image

measurement model were arranged and displayed in Table 5.11. On the basis of these statistics in this table, the measurement model reliability and reliability were scrutinized. Since all the CR values of these five factors are greater than 0.6, and four of them are above or close to 0.7, the reliability of the destination image measurement model is relatively acceptable.

The convergent validity of different constructs in this model was investigated by examining both of the factor loadings and AVE values. First of all, all the standardized factor loadings of these observed variables are greater than 0.5 and statistically significant, and most of them are even above 0.7. Secondly, the AVE values of three latent constructs are greater than 0.5, while two are just above 0.4. Considering these two aspects, it can be concluded that the overall convergent validity of this measurement model is acceptable.

Table 5.11 Confirmative Factor Analysis of Destination Image

Code	Latent and Observed Variables	Standardized Factor Loadings	Error Variance	P
<i>DI_1 Cultural environment</i>				
DI16	Shanghai has many cuisine	0.744	0.837	***
DI15	Shanghai has interesting handicrafts	0.802	0.624	***
DI14	Shanghai has a variety of rich and colorful festivals, concerts, etc.	0.691	0.904	***
DI18	Customs and lifestyle in Shanghai are special and unique	0.665	0.959	***
AVE=52.91%; CR=0.717				
<i>DI_2 Infrastructure</i>				
DI1	Shanghai has pleasant weather	0.599	0.801	***
DI2	Shanghai has good urban planning and landscape	0.652	0.762	***
DI3	Shanghai has developed road systems	0.693	0.700	***
DI4	Shanghai has developed and convenient airports	0.728	0.600	***
DI5	Shanghai has good private and public transport facilities	0.583	0.575	***
AVE=42.68%; CR=0.755				
<i>DI_3 Tourism infrastructure</i>				
DI10	Shanghai is well provided with convenient tourist centers	0.754	0.655	***
DI11	Shanghai has developed tourist information networks	0.788	0.592	***
DI12	Shanghai has abundant and attractive theme parks	0.658	0.915	***
AVE=54.08%; CR=0.691				
<i>DI_4 Political & economic environment</i>				
DI19	Shanghai has a stable political environment	0.821	0.443	***
DI20	Shanghai has a high level of economic development	0.658	0.505	***
DI21	Security in Shanghai is good	0.711	0.599	***
AVE=53.38%; CR=0.756				
<i>DI_5 Benefit</i>				
DI29	Shanghai is convenient for shopping	0.618	0.655	***
DI30	This trip improves my relationship with relatives/ friends	0.711	0.818	***
DI31	This trip satisfies my curiosity for Shanghai	0.579	0.873	***
AVE=40.75%; CR=0.608				

Note. ***: $p < 0.001$

Discriminant validity was examined by comparing the AVE values of any two constructs with the square of the correlation coefficient of these two constructs.

According to Table 5.11 and Table 5.12, all the AVE values exceed the squared correlation estimates, which infers sufficient difference exists among these five factors in this destination image measurement model.

Table 5.12 Correlation Matrix of Destination Image

Latent Variable	DI_1	DI_2	DI_3	DI_4	DI_5
DI_1	1				
DI_2	0.618a	1			
	0.382b				
DI_3	0.641	0.760	1		
	0.411	0.578			
DI_4	0.416	0.624	0.458	1	
	0.173	0.389	0.210		
DI_5	0.416	0.548	0.544	0.519	1
	0.173	0.300	0.296	0.269	

Note. a: Correlation coefficient
b: the square of correlation coefficient

In order to ensure the second-order model of destination image is appropriate in the estimation of overall measurement and structural model, a second-order model of this construct was established and estimates. As Table 5.13 demonstrates, the model fit indices of this higher order model suggests the theoretical measurement model fits the data satisfactorily. According the factor loadings, CR value and AVE value, the reliability and validity of this model can be supported. Lastly, the multi-dimensionality of destination image and the measurement of the second-order model have been discussed and supported by a great number of previous studies (Gartner, 1989; S. L. J. Smith, 1994). Therefore, to sum up, the usage of a second-order measurement model of the destination image construct could be supported.

Table 5.13 Second-order Measurement Model of Destination Image

Code	Latent Variables	Standardized Factor Loadings	Error Variance	<i>p</i>			
DI_1	Cultural environment	0.733	0.38	***			
DI_2	Infrastructure	0.886	0.097	***			
DI_3	Tourism infrastructure	0.830	0.27	***			
DI_4	Political & economic environment	0.637	0.551	***			
DI_5	Benefit	0.691	0.293	***			
AVE=57.89%; CR=0.900							
Model Fit Indices							
CMIN	<i>d.f.</i>	CMIN/<i>d.f.</i>	<i>p</i>	GFI	RMSEA	RMR	CFI
395.103	130	3.039	0.000	0.924	0.062	0.074	0.922

Note. ***: $p < 0.001$

5.4 Overall Measurement Model

After the validation of the two modified measurement scales, the final overall measurement model was specified, which depicts fourteen latent variables and 40 observed variables. Two key constructs in this model, event image and destination image, were specified as second-order model, and each of them was constituted by five latent dimensions. These two second-order constructs and another two first-order constructs were allowed to correlate with each other. As for the nature of these measurement variables, all the latent variables in this model were hypothesized as reflective, which means that the latent variables cause the variance in the measured indicators. In addition, this measurement model has more degrees of freedom than the number of estimated paths, which indicates that this model is over-identified. Finally, the overall measurement model was estimated through Maximum Likelihood method, and the analysis results are demonstrated in Table 5.14.

The chi-square value of this model is 1538.66 with 724 degrees of freedom, and the t-test value is lower than the expected level of 0.5. Therefore, the observed covariance matrix does not match the estimated covariance matrix within the sampling variance. However, some researchers ([Hair et al., 2010](#); [Hoyle, 1995](#)) found that the chi-square test is very sensitive to the sample size, especially when sample size exceeds 200. Due to the large sample size of the current study (525), the significant chi-square result was expected, so other model fit indices were taken into consideration. Four absolute model fit indices were examined. Excluding the effect of sample size, CMIN/*d.f.* is 2.125, which is lower than the cut-off point of 3.0, and is close to the admirable level of 2.0. The RMSEA value is lower than 0.08. The third absolute index, RMR, is 0.046, which is below the commonly agreed cut-off value of 0.05. However, the last index in this category, GFI, is 0.817, lower than usually used guideline 0.90. This is probably because this index was regarded as relatively sensitive to the sample size due to the effect of sample size on sampling distribution ([Hair et al., 2010](#); [Maiti & Mukherjee, 1991](#)). Next, the CFI, which is the most widely used incremental fit index, has the value of 0.909, which exceeds the CFI critical value of 0.90 and so reflects good model fit. Therefore, to sum up, the overall measurement model has an acceptably good model fit,

and then could go through further examination procedure: the construct validity and reliability examination.

The CR values were then calculated for these four key constructs to check the construct validity. Behavioral Intention's CR value only falls into the acceptable region. However, other three CR values are all greater than 0.8, which is even higher than the expected optimal level of 0.7. Therefore, overall, the key constructs in this model enjoys relatively good internal consistence.

In order to assess the convergent validity, the factor loadings and AVE values were examined. As Table 5.14 shows, all the standardized factor loadings are below the cut-off value of 0.5 and are statistically significant at the level of 0.001. Besides, the AVE values for destination image, overall attitude and behavioral intention are all greater than 0.5, and the AVE value of event image (48.87%) is only slightly lower than 0.5. To sum up, the results of these two aspects support that indicators of these four constructs converge well on its latent variable.

Table 5.14 Overall Measurement Model

Code	Latent and Observed Variables	Standardized Factor Loadings	Error Variance	p			
<i>Destination Image</i>							
DI_1	Cultural environment	0.752	0.354	***			
DI_2	Infrastructure	0.856	0.122	***			
DI_3	Tourism infrastructure	0.808	0.3	***			
DI_4	Political & economic environment	0.644	0.542	***			
DI_5	Benefit	0.745	0.235	***			
AVE=58.42%; CR=0.903							
<i>Event Image</i>							
EI_1	Benefit	0.736	0.472	***			
EI_2	Facility	0.602	0.267	***			
EI_3	Service	0.676	0.642	***			
EI_4	Theme	0.664	0.526	***			
EI_5	Event Content	0.801	0.308	***			
AVE=48.87%; CR=0.845							
<i>Overall Attitude toward the Destination</i>							
OA3	Positive	0.793	0.558	***			
OA2	Good	0.9	0.28	***			
OA1	Satisfactory	0.856	0.395	***			
AVE=72.39%; CR=0.841							
<i>Behavioral Intention toward the Destination</i>							
BI2	Revisit intention	0.825	0.658	***			
BI1	Recommend to others	0.766	0.885	***			
AVE=63.37%; CR=0.621							
Model Fit Indices							
CMIN	d.f.	CMIN/d.f.	p	GFI	RMSEA	RMR	CFI
1538.66	724	2.125	0	0.871	0.046	0.085	0.909

Note. ***: $p < 0.001$

The rigorous and conservative method of comparing AVE values for each factor with the squared inter-construct correlations associated with that factor was adopted to check the discriminant validity. The co-relationship between event image and destination image is worth of attention with a higher-than-AVE-value squared correlation. Theoretically, these two constructs has the same foundation for conceptualization and measurement. Besides, this study examined tourists' post-visit

evaluations of the event and the destination, so the image transfer between the event image and the destination image may have already begun and be going on. Therefore, the high correlation between them could be expected and justified. All other AVE values in Table 5.14 are greater than the correspondent squared correlation estimates in Table 5.15. Therefore, it can be concluded that there is no serious problem with the discriminant validity for each construct in this model.

Table 5.15 Correlation Matrix of the Overall Measurement Model

Latent Variables	Destination Image	Event Image	Overall Attitude	Behavioral Intention
Destination Image	1			
Event Image	0.814a	1		
	0.663b			
Overall Attitude	0.578	0.511	1	
	0.334	0.261		
Behavioral Intention	0.589	0.492	0.678	1
	0.347	0.242	0.460	

Note. a: correlation estimates

b: the square of the correlation estimate

5.5 Structural Modeling

The assessment of the overall structural model includes two stages as suggested by Hair et al. (2010). Firstly, the validity of the structural model is examined through the comparison of the model fit indices between the overall measurement and the overall structural model. Next, each hypothesized relationship in the structural model is evaluated through the statistical significance of the path estimates.

5.5.1 Assessment of Overall Structural Model

After examining the measurement model, the structural model was established with the relationships between constructs and the causal directions of these relationships specified. The results of the estimation, including factor loadings, error variance, and model fit indices, are arranged in Table 5.16.

Since this structural model is a recursive one, in which “the paths between the constructs all proceed only from the predictor to the dependent construct” (Hair et al., 2010, p. 734), the chi-square value of the structural model should be greater than the value of the measurement model. This is because a structural model can not have more relationships among constructs than in the measurement model. Besides, the theoretical model has one relationship (no relationship between event image and behavioral intention) less than the measurement model, which means it is not a saturated model. Therefore, an insignificant $\Delta\chi^2$ is strongly suggestive of adequate structural model fit.

In order to examine the validity of the structural model, the model fit indices were compared with the statistics of the measurement model (See Table 5.14). The $\Delta\chi^2$ value is only 0.34 with one degree of freedom, which suggests that there is no significant difference between the measurement model and the structural model at the level of 0.05. The differences between other indices are all very slight with $\Delta\text{CFI}=0.001$, $\Delta\text{GFI}=0.001$, and $\Delta\text{CMIN}/d.f.=0.003$. Then, the factor loading estimates were further checked to ensure the construct reliability and validity. After comparison, basically, the loading estimates have not significantly varied from the measurement model. Only three estimates have some variance, and the maximum change is 0.001. Therefore, the CR

values and AVE values, which were calculated through the factor loadings and error variances, remained stable. In summary, the validity of the overall structural model could be supported.

Table 5.16 Overall Structural Model

Code	Latent and Observed Variables	Standardized Factor Loadings	Error Variance	<i>p</i>			
<i>Destination Image</i>							
DI_1	Cultural environment	0.752	0.354	***			
DI_2	Infrastructure	0.856	0.121	***			
DI_3	Tourism infrastructure	0.808	0.299	***			
DI_4	Political & economic environment	0.644	0.543	***			
DI_5	Benefit	0.745	0.235	***			
AVE=58.42%; CR=0.903							
<i>Event Image</i>							
EI_1	Benefit	0.736	0.471	***			
EI_2	Facility	0.601	0.267	***			
EI_3	Service	0.677	0.642	***			
EI_4	Theme	0.664	0.526	***			
EI_5	Event Content	0.800	0.308	***			
AVE=48.87%; CR=0.845							
<i>Overall Attitude toward the Destination</i>							
OA3	Positive	0.793	0.558	***			
OA2	Good	0.900	0.280	***			
OA1	Satisfactory	0.856	0.395	***			
AVE=72.39%; CR=0.841							
<i>Behavioral Intention toward the Destination</i>							
BI2	Revisit intention	0.825	0.659	***			
BI1	Recommend to others	0.766	0.884	***			
AVE=63.37%; CR=0.621							
Model Fit Indices							
CMIN	d.f.	CMIN/d.f.	<i>p</i>	GFI	RMSEA	RMR	CFI
1538.70	725	2.122	0.000	0.870	0.046	0.085	0.910

Note. ***: $p < 0.001$

5.5.2 Path Analysis

Since the model fit and the validity of the structural model are relatively satisfactory through examination, the path estimates in this model were subsequently examined. Two aspects of the path analysis are worth of close attention: 1) the probability of each hypothesized relationship suggesting whether the independent variable has significant effect on the dependent variable; and 2) the standardized parameter estimates indicating the direction and the magnitude of the relationship between hypothesized variables. Cohen (1988) suggests that the absolute values of the path estimates less than 0.10 stand for a small effect, values around 0.30 a medium effect, and values equaling to or greater than 0.50 a large effect.

Table 5.17 demonstrates the results of path analysis of the overall structural model, including the unstandardized and standardized parameter estimates, standard error, and probability levels of each key relationship. According the probability levels (p values) in Table 5.17, the effect of event image on tourists' overall attitude toward the destination is insignificant ($p=0.248>0.1$), while all other relationship are all significant ($p<0.001$).

Among all the significant relationships, the direction of the effect is all positive ($\gamma>0$), suggesting a relationship between two variables in which change in one variable is associated with a change in the other variable in the same direction. As with the magnitude of the effect, the effect of destination image on tourists' behavioral intention toward the destination is medium ($\gamma=0.293$), while other relationships all have relatively large effect.

Reflected as image transfer process, the effect of event image on destination image is the as large as expected ($\gamma=0.813$). As a result of image transfer, the destination image has relatively great effect on tourists' overall attitude toward the destination ($\gamma=0.480$), and medium effect on behavioral intention toward the destination ($\gamma=0.293$). The direct effect of destination image on the behavioral intention was found to be insignificant, the overall attitude, because the relationship from overall attitude to the behavioral intention is also significantly large ($\gamma=0.509$).

To sum up, only one relationship, event image to the behavioral intention was

detected as insignificant, while other hypothesized relationships in the structural model are significantly positive, as previously expected.

Table 5.17 Path Analysis of the Structural Model

Structural Relationship	Unstandardized Parameter Estimate	Standard Error	<i>p</i>	Standardized Parameter Estimate
H1: EI→DI	0.740	0.080	0.000	0.813
H2: DI→BI	0.510	0.104	0.000	0.293
H3: DI→OA	0.688	0.157	0.000	0.480
H4: EI→OA	0.158	0.137	0.248	0.121
H5: OA→BI	0.619	0.071	0.000	0.509

Note. EI: Event Image; DI: Destination Image; OA: Overall Attitude toward the Destination; BI: Behavior Intention toward the Destination

5.6 Moderating Effect of Image Congruity

The moderating effect refers to “a third variable or construct changes the relationship between two related variable/construct” (Hair et al., 2010, p. 770). According to the congruity theory, it is proposed that image congruity will moderate the relationships among event image, destination image, tourists’ overall attitude and behavioral intention. The multiple group SEM analysis were used to prove the existence of the moderating effect of the image congruity, and also to find out how this moderator influence the relationships between various constructs, including the direction and magnitude of the influence.

Three 7-point semantic indicators were used to measure the image congruity construct: “Dissimilar - Similar”, “Inconsistent - Consistent”, and “Low fit – High fit”, and then were averaged to generate a new variable named the image congruity.

The median-split method was employed to divide the sample into two groups. According to the descriptive analysis for the image congruity variable, only 21 respondents rated this variable lower than middle level (3.5 in the 7 point scale). Therefore, due to the special distribution of this data set, these two groups were named as: moderate level of image congruity (N=358) and high level of image congruity (N=358). Due to the complexity of the baseline model of the current study, the full sample from the main survey was used to test the moderation effect to ensure sufficient sample size for each group.

5.6.1 Test for Measurement Invariance

The initial step of moderating effect testing is to establish the measurement invariance (Metric invariance) across two independent samples to ensure the measurement model is identical. Firstly, the configural model, which incorporates the baseline models for the two groups within the same file, was established and estimated using Maximum Likelihood method. In this configural model, all the parameters were freely estimated, and no constraints had been placed yet. According the results shown by Table 5.18, the unconstrained multigroup model has a chi-square value of 2731.743 with 1452 degrees of freedom. The CMIN/*d.f.*, CFI and RMSEA are 1.881 (<2.0), CFI (<0.90)

and 0.035 (<0.05) respectively. Although the CFI (0.879) is slightly lower than the admirable level 0.9, other indices are all within satisfactory level. Therefore, overall speaking the multigroup model has an acceptable model fit across the moderate congruity group and high congruity group.

Next, in order to test the measurement invariance, all the factor loadings of observed variables were constrained to be equal across the two different groups. More specifically, the parameters of the high-congruity group could be freely estimated, and all the measurement weights in the model of the moderate-congruity group were set equal to these of the first group. In current literature, there are two methods to test the measurement invariance, CFI difference and χ^2 difference. The first method is to evaluate the difference in CFI values, and the cut-off is 0.01 (Byrne, 2010). For the second method, some researchers (Byrne, 2010; Cheung & Rensvold, 2002) suggested that the $\Delta\chi^2$ value should be insignificant ($p>0.05$). Specifically speaking, the freely estimated model should not be significantly different from the constrained model, all of whose measurement weights have been set to be equal cross these two groups (full variance). In the present study, both of these two methods were used to test the measurement invariance.

Statistic analysis shows that the Δ CFI value is 0.002, which is below the suggested critical value of 0.01. The $\Delta\chi^2$ is 44.634 with $d.f.=28$. According to the chi-square distribution table, the probability value of this $\Delta\chi^2$ is 0.024, which is below the commonly agreed significant level of 0.05. However, some researchers (Hair et al., 2010; Horn, 1991) argue that the full invariance, which is achieved when the chi-square difference test is non-significant for the complete set of constraints when testing for measurement invariance in Multi-sample Confirmatory Factor Analysis (MCFA) (Hair et al., 2010, p. 690), is relatively conservative and hard to achieve due to the complexity of the model. Therefore, the partial invariance, which means only a subset of possible between-groups constraints are non-significant when testing measurement invariance (Hair et al., 2010, p. 691), is more widely used recently. More detailed, if two parameters per constructs are invariant, then partial invariance is found and the analysis can proceed to next stage (Hair et al., 2010). The previous analysis results shows that the

full invariance is not achieved, so the modification indices were checked so as to identify potential relationship which could be set to be freely estimated and further to achieve the partial invariance. Finally, the equality constraint on one measurement relationship between the latent variable Overall Attitude and its observed variable (Item 1 of Overall Attitude OA1: positive-negative) was decided for deletion. After freeing this relationship, Δx^2 value between the configural model and the revised constrained model (measurement weights b) reduced to 36.617 with 27 degrees of freedom, and correspondently the probability increased to 0.102, which supports the partial invariance.

Table 5.18 Test for Measurement Invariance across Groups

Model	x^2	d.f.	Chi-square/d.f.	p	CFI	RMSEA
Unconstrained	2731.743	1452	1.881	0.000	0.879	0.035
Measurement weights a	2776.377	1480	1.876	0.000	0.877	0.035
Measurement weights b	2768.360	1479	1.872	0.000	0.878	0.035

Note. a: all measurement weights cross two groups are constrained to be equal

b: all measurement weights (except the factor loadings of OA1)cross two groups are constrained to be equal

5.6.2 Test for Structural Invariance

After the measurement equality was established, the structural model estimate was assessed for the moderating effect by the comparison of two group models. The first group model (Measurement Weight) was estimated with all factor loadings constrained to be equal across two groups except for item OA1. For the second group model (Structural Weight), beside the factor loadings (except item OA1), all the structural regression estimates were also constrained to be equal cross these two groups. If the chi-square difference test is significant, the moderation effect is supported (Byrne, 2010; Hair et al., 2010). The rationale behind this practice is that some relationships among the latent constructs in the model do not operate equivalently across two groups. The computation of the Δx^2 between these two group models reveals a Δx^2 value of 26.583 with 12 degrees of freedom, which exceeds the critical value of 21.026 at the significant level of 0.05. Therefore, the structural invariance is not supported. In other words, the moderation effect exists.

Table 5.19 Test for Structural Invariance across Groups

Model	Chi-square	d.f.	Chi-square/d.f.	p	CFI	RMSEA
Measurement weights	2768.360	1479	1.872	0.000	0.878	0.035
Structural weights	2794.943	1491	1.875	0.000	0.877	0.035
Δ	26.583	12	0.001	0.009	-0.001	0.000

5.6.3 Test for Latent Mean Differences

The moderation effect is supported, which means that there is significant difference in the two models, specifically caused by some structural relationships in the models. Therefore, the next task is to identify the structural relationships which cause the difference. The model with constrains on the measurement weights and structural weights is the baseline model (Model A). For the other set of models (Model Bs), firstly all the measurement weights of these models were constrained equal cross different groups; then in each individual model, one specific structural relationship was released to be freely estimated. The chi-square difference between model A and model Bs were calculated. The results are summarized in Table 5.20. From the probability tests, it can be noticed that in total three relationships ($p < 0.01$) in the model significantly vary across two groups: destination image \rightarrow behavioral intention toward the destination, destination image \rightarrow overall attitude toward the destination, and overall attitude \rightarrow behavioral intention toward the destination.

Table 5.20 Chi-square Difference Test for Individual Paths

Path	Model A	Model B	$\Delta\chi^2$ Test	p
EI \rightarrow DI	2794.943(1491)	2794.256 (1490)	0.687 (1)	-
DI \rightarrow BI	2794.943(1491)	2783.440 (1490)	11.503 (1)	**
DI \rightarrow OA	2794.943(1491)	2786.550 (1490)	8.393 (1)	**
OA \rightarrow BI	2794.943(1491)	2787.848 (1490)	7.095 (1)	**

Note. EI: Event Image; DI: Destination Image; OA: Overall Attitude toward the Destination; BI: Behavioral Intention toward the Destination

Model A: the measurement weights and structural weights are constrained as equal cross groups

Model B: the path is set to be freely estimated

** : $p < 0.01$; - : > 0.1

Afterwards, these three paths were examined to identify the direction and magnitude of difference cross the high-congruity group and the moderate-congruity

group. First of all, the effect of destination image on tourists' behavioral intention of this destination is stronger in the moderate-congruity group than in the high-congruity group (high: $\gamma=0.264$, $p=0.01$; moderate: $\gamma=0.780$, $p<0.001$). Secondly, the path from destination image to tourists' overall destination attitude is stronger for the moderate-congruity group than the high-congruity group (high: $\gamma=0.223$, $p<0.001$; moderate: $\gamma=0.439$, $p<0.001$). Lastly, the effect of overall destination attitude on tourists' behavioral intention was also found to be bigger for the moderate-congruity group than for the high-congruity group with significant difference (high: $\gamma=0.507$, $p=0.001$; moderate: $\gamma=1.072$, $p<0.001$).

Table 5.21 Comparison of Path Estimates cross Groups

Path	High Level of Image Congruity		Moderate Level of Image Congruity	
	Estimate	<i>p</i>	Estimate	<i>p</i>
DI → BI	0.264	0.010	0.780	0.000
DI → OA	0.223	0.000	0.439	0.000
OA → BI	0.507	0.001	1.072	0.000

Note. EI: Event Image; DI: Destination Image; OA: Overall Attitude toward the Destination; BI: Behavioral Intention toward the Destination

5.7 Hypothesis Testing

On the basis of the analysis results, the hypothesis testing results of the current study are summarized in Table 5.22. In the conceptual framework of the present study, six research hypotheses were proposed, and finally, four of these six hypotheses were fully supported. Following, the six research hypotheses will be examined and discussed separately.

Table 5.22 Summary of Research Hypotheses

Research Hypotheses	Statistical results	Support/Reject
H1 Direct and positive effect of EI on DI	$\gamma = 0.740, p < 0.001$	Support
H2 Direct and positive effect of DI on BI	$\gamma = 0.510, p < 0.001$	Support
H3 Direct and positive effect of DI on OA	$\gamma = 0.688, p < 0.001$	Support
H4 Direct and positive effect of EI on OA	$\gamma = 0.158, p = 0.248 > 0.05$	Reject
H5 Direct and positive effect of OA on BI	$\gamma = 0.619, p < 0.001$	Support
H6 Moderation effect	$\Delta x^2 = 26.583(12), p < 0.05$	Support
H6a: EI → DI High-congruity > Moderate-Congruity	$\Delta x^2 = 0.687(1), p > 0.05$	Reject
H6b: DI → BI High-congruity > Moderate-Congruity	$\Delta x^2 = 11.503(1), p < 0.01$; high: $\gamma = 0.264, p = 0.01$; moderate: $\gamma = 0.780, p < 0.001$	Reject
H6c: DI → OA High-congruity > Moderate-Congruity	$\Delta x^2 = 8.393(1), p < 0.01$; high: $\gamma = 0.223, p < 0.001$; moderate: $\gamma = 0.439, p < 0.001$	Reject
H6d: OA → BI High-congruity > Moderate-Congruity	$\Delta x^2 = 7.095(1), p < 0.01$; high: $\gamma = 0.507, p = 0.001$; moderate: $\gamma = 1.072, p < 0.001$	Reject

Hypothesis 1 to hypothesis 5 were tested through two-stage Structural Equation Modeling analyses. According to the estimation results of both the measurement model and the structural model, the model fit, construct reliability and construct validity were found to reach the acceptable level, which indicates that the interrelationships among the constructs in this theoretical model are reliable and valid. Then, the separate relationship in this model correspondent to each hypothesis was examined.

Hypothesis 1 posited that “after tourists attended a mega-event held in a tourism destination, event image directly and positively affects destination image”, which is theorized as the image transfer theory. The structural equation model (SEM) analysis results demonstrated that the event image has significantly large and positive effect on the destination image construct. Therefore, this hypothesis was supported.

Hypothesis 2 proposed that “tourism destination image directly and positively affects tourists’ behavioral intentions toward the destination”. The second-order destination image construct was found to have significant and relatively large positive effect on the tourists’ behavioral intentions toward this destination. Therefore, this hypothesis was supported as well.

Hypothesis 3 of this study is “destination image directly and positively affects tourists’ overall attitude toward the destination”. According to the analysis results, the effect of destination image on tourists’ overall attitude toward this destination was not only found to be statistically significant, but also found to be greatly positive, which are consistent with the research expectation. Therefore this hypothesis was also supported.

Hypothesis 4 was set as “event image directly and positively affects tourists’ overall attitude toward the destination”. According to the parameter estimate and the probability level in the structural model, the direct effect of the event image was found to be insignificant on tourists’ overall attitude toward the host destination. Therefore, this hypothesis was opposite to the research expectation in the conceptual framework.

In order to identify possible reasons for this contradiction, several tests were conducted and it was found that the effect of the event image on the tourists’ overall attitude was suppressed by the mediator: destination image. In order to prove the mediation effect of the destination image, a multiple-step testing process ([Hair et al.](#),

2010, p. 767) was followed. In the first stage, the individual relationship of these three constructs should be established. Therefore, three separate models were set and estimated by Maximum Likelihood method. In Table 5.23, the standardized parameter estimates and the probability levels for these three individual relationships were displayed. These results indicate that the direct relationships of the event image on the destination image, the event image on tourists' overall attitude and the destination image on tourists' overall attitude indeed exist.

Table 5.23 Inter-construct Relationship Estimates

Relationship	Standardized Parameter Estimate	<i>p</i>
Event Image → Destination Image	0.812	0.000
Event Image → Overall Attitude	0.505	0.000
Destination Image → Overall Attitude	0.572	0.000

The second stage is the key part of mediation effect test. The results are summarized in Table 5.24. An initial model including event image and tourists' overall destination attitude was firstly established and estimated. Then another model with all three constructs was estimated. According to the model fit indices, these two models all demonstrates satisfactory model fit. The originally significant relationship between the event image and the overall attitude became statistically insignificant after the destination image was included as a mediating factor. Therefore, the full mediation effect of the destination image on the relationship of the event image on overall attitude was supported.

Table 5.24 Mediation Effect Testing

Model Element	Model A	Model B
Model Fit		
Chi-square	375.823	1438.625
<i>d.f.</i>	164	652
<i>p</i>	0.000	0.000
CMIN/ <i>d.f.</i>	2.292	2.206
CFI	0.952	0.907
RMSEA	0.050	0.048
Standardized parameter estimate		
EI→OA	0.505***	0.127a
EI→DI	N/A	0.813***
DI→OA	N/A	0.471***

Note. Model A: only contain EI and OA; Model B: contain EI, OA and DI
EI: Event Image; DI: Destination Image; OA: Overall Attitude toward the Destination
a: $p=0.222$; ***: $p<0.001$

Due to the model complexity of the current study, the Sobel test was also conducted to further validate the mediation effect of destination image. Sobel test is used to test whether a mediator carries the influence of an independent variable to a dependent variable. This test does not need to separately estimate the individual relationships in the model, and it can directly test the mediation effect using the parameter estimates from SEM analysis. Sobel statistics is 3.960, and the probability level is less than 0.001, which suggests that the indirect effect of event image on tourists' overall attitude via destination image is significantly different from zero.

Although an indirect effect of event image on overall destination attitude was identified through the mediation test and the Sobel test, the direct effect between these two construct was insignificant in the theoretical model. Therefore, hypothesis four was rejected.

Hypothesis 5 in the hypothesized conceptual model is “tourists’ overall attitude toward the destination directly and positively affects their behavioral intentions toward the destination”. As shown by related statistics, the relationship between tourists’ overall destination attitude and their behavioral intentions was statistically significant.

Additionally, the magnitude of the effect of the overall attitude on tourists' behavioral intentions is large. Therefore, this hypothesis was supported.

Hypothesis 6 is concerned with the moderation effect of image congruity, and includes a set of sub-hypotheses. The main hypothesis was set as "image congruity between the destination and the event will moderate the relationship among the event image, the destination image, tourists' overall attitude and their behavioral intentions toward the destination". The moderation effect of the image congruity on the overall theoretical model was tested by multi-group SEM analysis through AMOS. On the premises of the measurement invariance, the significant $\Delta \chi^2$ test between the measurement constrained model and the structural weights constrained model indicates that the image congruity indeed moderates the relationships in the structural model. Therefore, the moderation effect of this construct was supported. However, the effect of this moderator on each individual relationship in the model contradicted with the expected results.

H6a proposed that "for the high level of image congruity group, the effect of event image on destination image is stronger than for the moderate level of image congruity group". The $\Delta \chi^2$ test suggests that the relationship between the event image and the destination image has no significant difference across the high-congruity and moderate-congruity groups. Therefore, this hypothesis was rejected.

H6b posited that "for the high level of image congruity group, the effect of destination image on tourists' behavioral intention toward the destination is stronger than for the moderate level of image congruity group". The significant difference across these two groups on the relationship between the destination image and tourists' behavioral intentions was established. However, parameter estimates across these two groups show that the hypothesized relationship is stronger in the moderate-congruity group than in the high-congruity group. Therefore, this hypothesis was rejected.

H6c was formulated as "for the high level of image congruity group, the effect of destination image on tourists' overall destination attitude is stronger than for the moderate level of image congruity group". The difference of the effect of the destination image on the overall destination attitude between the two groups was found to be

significant. However, the path from the destination image to tourists' overall destination attitude is stronger for the moderate-congruity group than the high-congruity group. Therefore, this hypothesis was rejected.

H6d was that “for the high level of image congruity group, the effect of tourists' overall attitude on their behavioral intention toward the destination is stronger than for the moderate level of image congruity group”. Although there was significant difference existing cross these two groups in terms of the relationship of the overall attitude and behavioral intentions, the final analysis results was opposite to the expectation. Therefore, the last hypothesis was rejected.

To sum up, since the moderation effect was detected to exist for the overall structural model, but the expected the moderating effects on the individual relationships were not supported, the hypothesis 6 was partially supported.

5.8 Summary

In this chapter, the major data analysis results and the research findings were summarized and presented. The data collected from the main survey was firstly examined and screened. The profile of the survey respondents was reported, including their demographic background and their trip characteristics. Following, two important constructs, event image and destination image, were further validated through exploratory factor analysis and confirmatory factor analysis by two independent samples. Five underlying dimensions were identified for the event image, containing Benefit, Facility, Service, Theme, and Event Content. The destination image was also found to consist of five dimensions: Cultural environment, Infrastructure, Tourism infrastructure, Political & economic environment, and Benefit. Then, the overall measurement model and structural model were established and estimated, and were found to enjoy acceptably good model fit, reliability and validity. Finally, the moderation effect of image congruity between event image and destination image on the theoretical model was explored and supported. All these major findings will be discussed in the following chapter.

Chapter 6 Conclusion & Discussion

First, this chapter concludes the current study by reviewing the whole research project. Then, major findings are discussed mainly in the context of the research background and previous literature. Theoretical contributions and practical implications are discussed thereafter. Finally, limitations of this study are critically reviewed and concrete suggestions about future lines of investigations are given.

6.1 Research Overview

The overall objective of the current study is to understand the psychological mechanism and the responses of tourists who were involved in a mega event hosted in a tourism destination. Based on an extensive and intensive literature review, a conceptual model involving six research hypotheses was developed and empirically tested with data on Chinese domestic leisure travelers collected from the 2010 Shanghai World Expo. A total of 716 completed questionnaires were used for this study.

The statistical analysis of visitors' profiles revealed that the sample was distributed almost equally between male and female respondents and between single and accompanied travelers. Over 90% of the visitors were younger than 45 years old and the 19-to-25-year-old group is the largest group (36.39%), followed by the 26-to-35-year-old group (22.14%). The income level in most of the respondents was lower than 5,000 RMB and their average education level was relatively high. Except for the 39.50% unemployed visitors, which includes students, retired people, and others, the occupations of other respondents were diversified. A large proportion of student sample, both university students as independent travelers and high/secondary school students accompanied by their parents, may be because the survey was conducted in August, when most students had their summer vacation. Although these students did not have any income, they were usually financed by their parents and had flexible and plenty of time the whole summer. Moreover, the World Expo exhibited various modern and interesting innovations and technologies, and was a huge platform to display diversified

cultures from all over the world, which appealed to the student market.

A majority of the visitors (87.71%) attended the World Expo for the first time, which indicated that, for Chinese tourists, traveling to a foreign country for mega events is comparatively unrealistic probably because of visa, financial, or time issues. Although China's outbound tourism market is rapidly growing, it is still in its infancy, and development in China's event tourism market is largely confined to domestic events. Most of the respondents visited the Expo Park only once and stayed there for 8-10 hours although their average length of stay in Shanghai was 4-7 days. This indicated that visiting the World Expo might be the primary reason for the respondents to visit Shanghai. They gave the tourism industry in the city, as well as its peripheral areas, a boost. The multiple effects of mega events, especially attraction and catalytic effects (Getz, 2008), were further confirmed.

A five-dimension measurement scale of event image was developed through a set of rigorous procedures. These dimensions are Benefit, Facility, Service, Theme, and Event Content. A measurement scale for destination image was also developed, which was composed of five dimensions, namely, Cultural Environment, Infrastructure, Tourism Infrastructure, Political and Economic Environment, and Benefit. Statistical results showed that the event image was positively related to the destination image, which empirically supported the image transfer theory. As the outcome of the image transfer process, tourists' psychological responses, containing their overall attitudes and behavioral intentions toward the destination, were all significantly and positively associated with the destination image. Only one hypothesized relationship, the effect of the event image on tourists' overall attitudes toward the destination, was statistically insignificant because of the mediation effect of the destination image. From another perspective, this insignificant finding shows that the event image could have indirect and positive impact on the tourists' overall attitude. Image congruity between the event and the destination was a moderator for the image transfer model, and three paths were significantly different across the groups (high level of image congruity vs. moderate level of image congruity). These three paths were relationships between the destination image and tourists' overall attitude, between the destination image and tourists' behavioral intentions, and between tourists' overall attitude and behavioral intentions.

Opposite previous expectations, these three relationships were stronger for the moderate-congruity group than for the high-congruity group.

6.2 Research Discussion

6.2.1 Event Image

The event has been acknowledged in existing literature as an increasingly important catalyst for tourism destination development (Getz, 2005; Getz, 2008; Hall, 1987; Jaffe & Nebenzahl, 1993; S. S. Kim & Morrision, 2005; C. K. Lee et al., 2005), and the success or the effect of an event is usually measured through various kinds of benefit or development gained by the destination, such as social, political, economic impacts, and so on. Among all the stakeholders in the event tourism industry the event attendees are the key and the eventual evaluators of the event. Current literature on event attendees focuses on their motivations, satisfaction, and behavioral intentions (Getz, 1991). There are only a limited number of studies devoted to a comprehensive assessment of an event from the viewpoint of event attendees (Foxall, 1996; Mehrabian, 1980; Osgood et al., 1957; Xing & Chalip, 2006). Among these studies, the construct of the event image is proposed and adopted to evaluate event participants' perceptions of the event.

The event image in this study is defined as “perceptions about an event as reflected by the associations held in consumer memory” (Keller, 1993, p. 3). This conceptualization, to some extent, incorporated both destination image and brand image research. On one hand, it adopted the theoretical foundation of the brand image, i.e., the Association Network Memory Model (Keller, 1993), which illustrated the fundamental mechanisms of image formation in an individual's mind. On the other hand, it confirmed the cognitive nature of this construct, which was consistent with most destination image studies (K. E. Boulding, 1956; Gartner, 1989; Scott, 1965). No matter if it is in the area of tourism or in branding literature, the image construct is generally viewed to contain multiple dimensions. In the current study, the image construct was therefore theorized to consist of two dimensions, namely, attribute-related perceptions and benefits.

An extensive review of literature in Chapter Two reveals that the image construct

includes similar dimensions in both destination image and brand image studies. They are attribute (cognitive), benefit (affective), and attitude (global). Inasmuch as the current study believes that global evaluation of an image is not on the same level as attribute and affective images, and that it has been measured with the overall attitude construct, the attitude (global) dimension was not incorporated as one of the dimensions.

Five dimensions of the event image, namely, Benefit, Facility, Service, Theme, and Event Content, were detected from the scale development. Benefit dimension refers to the benefits gained from the visit experience from this event. Some of the benefits were derived from the fulfillment of the original motivations to the events, whereas some were unexpected gains. This benefit component was consistent with the benefit dimension of the brand image in Keller's framework (1993) and the affective dimension of destination image studies (Baloglu & McCleary, 1999; Gartner, 1993). Among all the five dimensions, benefit was perceived as the most important aspect of the event image, probably because this factor is most related to visitors' personal gains and losses. As an international and world-class educational event, the World Expo not only helped visitors improve themselves by satisfying their curiosity, broadening their horizons, and experiencing various new cultures and ideas, but also provided them with a great social opportunity to improve their relationship with friends and relatives and to increase communication with others. By understanding the benefits of the event, the event organizer would, from another perspective, evaluate the success of this event, and have an insight of whether the projected purposes of this event for its target were attained.

All other dimensions of the event image were concerned with the cognitive evaluation of various aspects of this event, such as visitors' facilities, service quality, event content, and event theme. Among the perceived attributes of the event image, event content, which, in the current study, stands for diversified exhibitions, activities, and performances in the event, is basically consistent with some empirical event image studies (Foxall, 1996; Mehrabian, 1980; Osgood et al., 1957), in which event activities are identified as an important dimension of the event. For the event organizer, the event content identified in this study could suggest that the contents of the event and the format of these contents are equally important for the success of an event.

Facility designed for the visitors during the event, which covers a wide range of facilities and equipment, was evaluated as the second most important component of the event image. It should be noted that the innovative technology adopted in this event attracted tourists' attention and was highly praised as well. Among the traditional facilities in the event, resting areas, drinking spots, washrooms, and security areas were consistently paid attention to, possibly because these were the most frequently-used facilities by visitors during their visit experience. This result provides some insights to the event developer about some important concerns from visitors' point of view.

In addition to the tangible facilities, Service, the intangible aspect, was also regarded as a very critical aspect of the event image. Service was not only confined to service provided by the working staff in various pavilions, but also referred to service offered by volunteers. For any large-scale event, volunteers play an essential role. In this case, the 2010 Shanghai World Expo organization recruited and trained more than 1.7 million volunteers from universities and the public. The role of volunteers in this World Expo was more significant, because the Shanghai World Expo covered an area of 5.28 **km²** and had almost 100 pavilions ([Expo 2010 Shanghai China, 2010a](#)). In such a huge event, visitors are easily lost, so the arrangement and the distribution of these well-trained volunteers were a key consideration in the event preparation process.

The theme of the event was identified as a noteworthy aspect of this event. The theme of the World Expo was "better city, better life", and had five sub-themes, namely, Blending of Diverse Cultures in the City, Economic Prosperity in the City, Innovation of Science and Technology in the City, Remodeling of Communities in the City, and Rural-Urban Interaction ([Expo 2010 Shanghai China, 2010b](#)). The new and unique theme of the event attracted great attention, and projection of this theme was also thought of as good and wide. For the event organizer and the developer, this illustrated that the design of the event theme was also very important and a significant attraction for potential tourists.

6.2.2 Destination Image

Destination image is defined as "perceptions about a place as reflected by associations held in consumers' memory" ([Cai, 2002, p. 721](#)). The destination image

bore multiple dimensions, featuring Cultural Environment, Infrastructure, Tourism Infrastructure, Political and Economic environment, and Benefit. The Benefit dimension is consistent with the benefit component in Keller's (1993) framework of brand image, and with the affective image in Beerli and Martin's (2004b) theory. Other identified dimensions were correspondent to the attribute component of the brand image and the cognitive destination image.

Although Benefit is not the most important factor in the destination image, it is still a factor worthy of attention. The benefit dimension for the Shanghai image was somehow different from the perceived benefits of the event because all benefits were the commonly expected outcomes for the Shanghai trip, such as shopping, enjoying times with relatives or friends, and satisfying one's curiosity of Shanghai. Besides, the results also reflected the most common purposes of leisure trips.

The commonly perceived attributes of Shanghai as a tourism destination include cultural environment, infrastructure, tourism infrastructure, and political and economic environments of Shanghai. Compared with a comprehensive summary of destination image dimensions and attributes by Beerli and Martin (2004b), some dimensions were not found in the case of Shanghai, such as natural resources, social environment, and so on, because of the uniqueness of each destination image.

The most important dimension of the Shanghai destination image is the cultural environment, which features cuisines, handcrafts, cultural events, and special customs. Shanghai, as one of the first groups of cities in China open to the outside world, has not only been constantly at the frontline of various western cultural influences, but has been also preserving its own special customs and lifestyle. This may be the reason why cultural aspects are the primary image of Shanghai.

The infrastructure and the tourism infrastructure of Shanghai are mainly concerned with the city's basic development and tourism growth. These two dimensions were commonly identified in tourism destination image studies (Beerli & Martin, 2004a; Beerli & Martin, 2004b; Castro et al., 2007; Pike & Ryan, 2004; Qu et al., 2011), perhaps because when tourists arrive at a destination, they immediately view or experience these aspects and consequently form related evaluation or attitude. In the

case of Shanghai, because all the respondents were leisure tourists who attended the World Expo, they at least saw or experienced these aspects during their travel to Shanghai.

Economic and political environment is also an important dimension of the Shanghai destination image. Shanghai is always regarded as a very well-developed international tourism destination (Hsu, Cai & Wong, 2007). Further, Shanghai's economy is widely regarded as highly developed. In addition, tourists visiting Shanghai are also very concerned with its political stability and security level. When tourists plan their trips, security is a very fundamental concern for them (Maslow, 1943; Pearce & Caltabiano, 1983). Principally, when there is a large-scale and international event held in this place, the city's overall stability and security outrank other tourists' concerns.

6.2.3 Image Transfer and Outcomes

The first research objective of the current study was to investigate the fundamental mechanism by which the image of a mega event can modify the image of the hosting tourism destination, and to empirically detect the relationship between the event image and the destination image. To fulfill this objective, both theoretical exploration and empirical investigation were carried out. Event has been well recognized as a catalyst for tourism development and destination image enhancement (Getz, 2008; Jaffe & Nebenzahl, 1993; S. S. Kim & Morrision, 2005; C. Lee et al., 2005). Despite the many impacts identified in previous studies, the mechanism of how an event, as a social phenomenon, influences destination image as an individual's psychological concept remains unclear in tourism literature. Grounded in the Image Transfer Theory and the Associative Network Memory Model, the current study offered an explanation by empirically testing the relationship between event image and destination image. Statistical analysis through SEM showed that event image had a large positive effect on the destination image, which supported the proposed hypothesis. Thus, the first research objective was achieved. This finding confirms the existence of image transfer in event tourism as suggested by Xing and Chalip (2006). The transfer was also statistically significant.

The second research objective of the present study was the investigation of the

influence of destination associations inferred from a mega event on tourists' psychological responses (containing tourists' overall attitude toward the destination, and their behavioral intentions). Destination image was an important factor in the study of tourists' travel decision-making process. Tourists' attitude toward the destination and their behavioral intentions were consequences of the destination image. However, whether and how this relationship holds in the context of event tourism is yet to be explored.

To achieve the second research objective, four hypotheses were proposed and empirically tested. Study results revealed that after the destination image changed because of the effects of the event image, it still had positive and a relatively large influence on tourists' psychological responses (H2, H3, and H5). The event image was also identified to have significant indirect effects on tourists' responses (H4). These findings are consistent with previous studies on event sponsorship (e.g. [Bigné Sánchez, & Sánchez, 2001](#); [W. Boulding, Kalra, Staelin, & Zeithaml, 1993](#); [Castro et al., 2007](#); [Chen & Tsai, 2007](#); [Cronin & Taylor, 1992](#); [C. Lee et al., 2005](#); [Parasuraman, Berry, & Zeithaml, 1991](#)).

Tourists' overall attitude toward the destination was influenced positively by both destination image and event image (H3 and H4). According to the attitude formation theory ([Schiffman & Kanuk, 2010](#)), attitude is learned through various sources of influences, such as personal experience, influence of the reference group, direct marketing, the Internet, and so on. Whether it is a destination or an event, the image in tourists' mind is the total perception of an object, and perception is the selected, organized and interpreted information stimulus through a human being's sensory organs. When tourists travel to a destination to attend an event, images of the destination and the event could be formed via a variety of ways, for instance, their personal experience, travel companions, and different information through various public information channels. Therefore, the destination image and the event image can exert positive influence on their overall destination attitude. Further, the identified positive relationship between destination image and tourists' overall attitude is consistent with many previous empirical studies ([Bigné et al., 2001](#); [Chi & Qu, 2008](#); [Pike & Ryan, 2004](#); [Qu et al., 2011](#)).

However, the effects of these two images on tourists' overall attitude were not systematic. Destination image showed direct impact on tourists' attitude, whereas event image only displayed indirect effects. Additionally, further examination reveals that the impact of the event image on tourists' overall attitude is suppressed by the mediating effect of the destination image. This finding to some extent supports our previous theoretical expectation. When a destination hosts an event, this event indeed has become an essential part of this destination, so the destination image and the event image are simultaneously influencing tourists' attitude toward the destination. However, the destination image is still the dominant influencer, because it not only exerts stronger impact, but also mediates the effect of event image on tourists' destination attitude. Furthermore, these findings from another perspective confirm and reveal more insights of the image transfer theory. Previous studies on the image transfer theory (e.g. Gwinner, 1997; Jagre, Watson, & Watson, 2001; McDaniel, 1999; Speed & Thompson, 2000) only suggest that event image affects the brand image through the image transfer mechanism, and that consumers' attitude is only affected by the brand image. They never proposed any direct relationship between event image and consumers' brand attitude, not to mention explain the reason behind it. The finding of this study could help us further understand the image transfer theory and its outcome. In fact, the event image does to some extent have some impact on tourists' destination attitude, but in the presence of destination image, the effect is not manifest due to the full mediating effect of the destination image. Therefore, the finding that the event image only demonstrated indirectly positive impact on tourists' attitudinal responses is not only far from surprising, but at the same time provides more insights into the image transfer theory and its outcomes.

Behavioral intention toward the destination was found to have two significant antecedents, namely, destination image and tourists' overall destination attitude (H2 and H5). Effects of the destination image on tourists' behavioral intentions detected in the current study (H2) confirm the findings of previous studies (Bigné et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008; Pike & Ryan, 2004; Qu et al., 2011). These empirical findings can be explained by an important characteristic of attitude, which is its consistency with the behavior it reflects. Specifically, when tourists form positive or

negative attitude toward the destination, their relevant behavior, such as visiting or revisiting this destination, commonly follows the same direction. According to the Theory of the Reasoned Action (Ajzen, 1991; Fishbein & Ajzen, 1975), consumers' behavioral intentions are influenced by the attitude and the subjective norms. Attitude is formed by consumers' beliefs that the behavior leads to certain outcomes and the evaluation of these outcomes. This is usually the theoretical explanation for relationships among destination image, attitude, and behavioral intention. Besides, many previous empirical research (C. K. Lee et al., 2005) in the tourism field also detected the same findings as the current study (H5).

6.2.4 Image Congruity

To enrich the understanding of how to better utilize an event in destination branding strategies, the present study investigated how image congruity influences the image transfer process and tourists' attitudinal and behavioral responses in the third and in the last research objectives. Based on literature review of the image congruity theory in various areas, particularly in the event sponsorship field, the present study formulated the last set of research hypotheses, which proposed a moderating effect of image congruity between destination image and event image on the event-destination image transfer model. More specifically, it was expected that image congruity would facilitate image transfer from the event to the destination and result in better responses from tourists.

The descriptive analysis of the data exhibited that among 716 respondents, only a very small portion regarded event image and destination image as incongruous. Therefore, the overall image transfer model was primarily estimated under the condition that the event image and the destination image are mainly consistent, and that only the difference between high congruity and moderate congruity was examined. After partial invariance of the measurement model across these two groups was established, structural invariance across different groups was statistically insignificant, which confirmed the existence of moderating effects of image congruity (H6). This finding further supported that, in the context of the event tourism, image congruity still acts as a key factor in event-destination image transfer process; besides, the results demonstrated

positive relationships between image transfer and tourists' attitudes, and behavioral responses. These results are consistent with findings from the event sponsorship area (Speed & Thompson, 2000; Weeks et al., 2008; Xing & Chalip, 2006), which show that various levels of image congruity or incongruity only change the magnitude, instead of the directions, of relationships in the brand image transfer model.

The next task was to investigate how different levels of the moderating factor (high level of image congruity vs. moderate level of image congruity) exert influence on the magnitude of specific relationships in the overall image transfer model. Statistical results indicated that the image transfer process from event image to destination image had no significant difference between high congruity and moderate congruity situations.

This finding seems contradicting, not only to the image congruity theory, but also to some previous empirical studies. For example, Weeks et al. (2008) examined the use of the Internet to leverage sponsorship to enhance consumers' attitudes toward a sponsoring brand. Through a series of experiments, researchers found that high-congruity sponsorship was rated more favorably than low-congruity sponsorship for both brand and company. However, in their study, they did not specify the degree of congruity for these two situations. Besides, their study simultaneously investigated the influence of activation. Articulation factors expect congruity on consumers' attitudes, which could complicate the findings. Moreover, image congruity in different areas is usually discussed in two opposite situations, that is, image congruity vs. image incongruity. Image congruity is generally believed to generate better outcomes than image incongruity. However, because of special characteristics of the sample in the current study, the overall theoretical model was examined between two different levels of image congruity. Also, the present study examined tourists' post-visit phrase, in which the event-destination image transfer started and may still continue. Therefore, it is reasonable to infer that after or in the process of event-destination image transfer, we can reasonably infer that image congruity only exerts significantly different moderating effects on the process compared with image incongruity.

Follow-up analyses reveal that even if not significant, the effect of event image on destination image was shown stronger in the moderate congruity group, and that as

the outcome of the image transfer between the destination and the event, tourists' responses are significantly stronger in the moderate congruity group than in the high congruity group.

As mentioned previously, the moderating effect of image congruity is usually examined with comparison of image incongruity. Comparison between two different levels of image congruity was hardly discussed or investigated, but can be explained by the schema congruity/incongruity theory. According to [Mandler \(1982\)](#), the schema is “a category of mental structures that organize past experience” (p. 16) and is “built up in the course of interaction with the environment” (p. 16). Schemas could range from the most concrete and specific elements to the most abstract representations of environmental regularities. The judgment of positive values is formed because of congruity between people's generic or personal expectations (activated schemas) and the external environment (p. 20), which is the schema congruity theory. However, when discussing schema congruity, [Mandler \(1982\)](#) pointed out that it is not only the perfect fit between evidence and schema that produces positive values, because “fitting the evidence to our schema is at times complex cognitive work” (p. 20). As long as discrepancy between the environment and the schema can be tolerated or accepted in a wide sense, positive values could occur.

Furthermore, [Mandler \(1982\)](#) theoretically discussed several possible situations of congruity/incongruity, and values and affective intensity (Figure 6.1). Although perfect fit (congruity) can result in positive values, affective intensity is marginal. When there is slight incongruity, the existing schema can “incorporate the new information without any major structural changes” ([Mandler, 1982, p. 22](#)), and relatively better values can be expected. When incongruity is so severe that it cannot be easily assimilated, deeper structural changes of the existing schema are needed to accommodate the new information, and outcomes become uncertain depending on the broader evaluation of the context. Whether the final value is negative or positive depends on two factors, namely, sense of usefulness and disruptive situation.

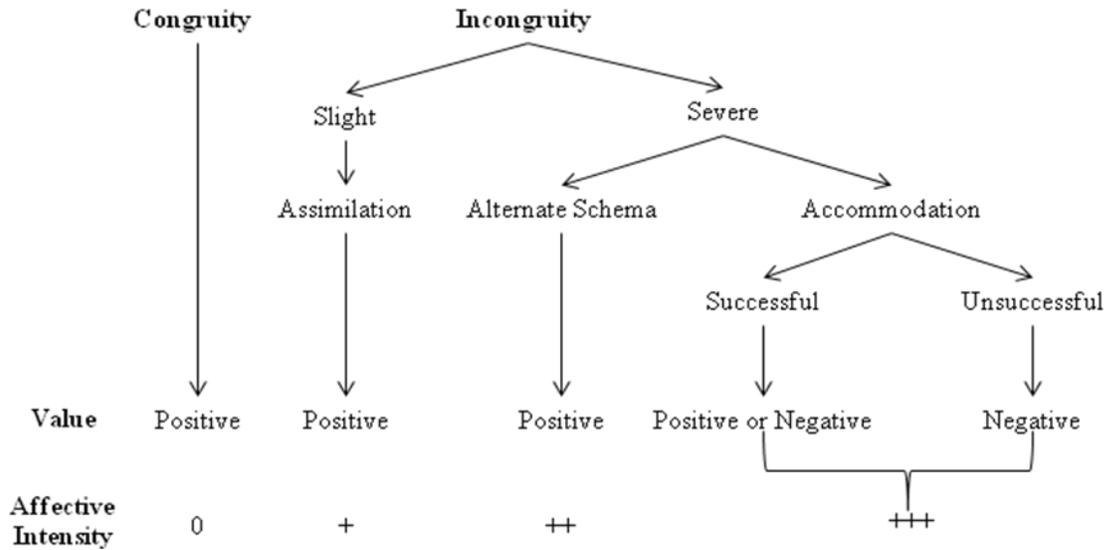


Figure 6.1 Several Outcomes of Schema Congruity and Incongruity in terms of both Values and Affective Intensity (Mandler, 1982)

On the basis of the schema congruity and incongruity theory, the current study can regard the high congruity group as there is almost a perfect fit between the existing schema and the actual evidence. However, in terms of the affective intensity of this group, the positive responses of this group are marginal. For the moderate congruity group, differences between event image and destination image are slight, which can be easily assimilated by tourists without major structural changes in the existing schema. Considering the complex context of the current research, tourists' evaluations involve complex information processing and cognitive works. This group of respondents displays more positive evaluation for the issue. Therefore, compared with a high congruity situation, the moderate congruity could generate higher intensity of positive evaluation from the tourists.

Although some results contradict previous theoretical expectations, appropriate theoretical interpretations and explanations have been made. Therefore, the last research objective has been, to some extent, fulfilled through empirical investigation.

6.3 Research Contribution

6.3.1 Theoretical Contribution

This study extends the body of knowledge on destination image in the context of

event tourism. Building upon previous theories, study findings demonstrated that event image could influence destination image and tourists' psychological responses through the image transfer mechanism, and that image congruity between event and hosting destination acts as a key moderator in the event-destination image transfer model.

Theoretically, the first contribution of this study is the discussion on event image. Although event image has been discussed in the sport event tourism area, studies on this topic are criticized as lacking solid theoretical foundation. In the current study, the conceptual meaning and the dimensionality of event image was explored and proposed by referring to the Associative Network Memory Model, which explains image structure and formation mechanism. From literature review, previous measurement scales for event image either adopted holistic approach or focused on limited dimensions only, which lack comprehensiveness. Through rigorous and systematic qualitative and quantitative methodology triangulation of free association, this study developed a comprehensive, reliable, and valid measurement scale for the event image of the 2010 Shanghai World Expo. Five underlying dimensions of event image, which cover not only various cognitive attributes of the event but also event benefits dimension, were identified. Therefore, this study could contribute to event image literature by exploring its psychological formation mechanism, conceptualization ground, and dimensionality framework.

Most research that studied tourists' behaviors in the context of event tourism simply applied and examined some widely investigated consumer behavior or tourist behavior frameworks. This study successfully introduced a newly proposed psychological factor, event image, into a traditional cognitive-affective-conative consumer behavior model based on the image transfer theory. Specifically, the positive effect of event image on destination image was supported by empirical evidence, which suggests that the image transfer theory can be applied into the tourism area to link the event with the destination branding strategy. Additionally, as for the image transfer process' outcomes, tourists demonstrated positive psychological responses, containing the attitude and their behavioral intentions toward the destination. Therefore, the second contribution of this study is the introduction of the event image construct and the application of the image transfer theory into a conventional tourist behavior model,

which could greatly enrich our understanding of the phenomenon of events held by tourism destinations from tourists' psychological perspective.

Another contribution made by this study is the discussions and the findings about image congruity. Even if the effect of event image on destination image is validated, knowledge on how to control and manipulate this kind of relationship is almost blank in the tourism field. This study provides important evidence that image congruity, which refers to consistency or matchup perceived by tourists between an event and the hosting place, plays a pivotal role in conditioning tourists' responses to the image transfer process. More specifically, moderate image congruity between a destination and an event could better facilitate the generation of positive attitudes and tourists' behavioral intentions toward the destination compared with high image congruity. Although both high and moderate levels of image congruity could result in tourists' positive evaluation and behavioral intentions, reasonable and acceptable discrepancy could probably improve tourists' affective and behavioral intensity of judgment. Although there is only partial support for the moderating hypotheses, this may suggest that Chinese tourists' psychological mechanism in tourism event context cannot be easily explained by the congruity theory. As an alternative, the schema congruity/incongruity theory has been found to address and explain tourists' judgments and responses to the event-destination image congruity. Hopefully, findings and discussions on image congruity in the current study could offer helpful implications for future studies on event tourism.

Special research context is also one of the contributions of the current study. Most research related to mega event tourism are conducted on a Western background, and almost all theoretical models on this topic are developed and validated in Western countries. Therefore, the present research can serve as an important and useful cross-cultural validation evidence for the image transfer framework. Although cultural influence is so natural and invisible, numerous cross-cultural studies found that culture could affect people's thinking and behavior, including their traveling behaviors. Through investigation on Chinese mega event attendees' psychology, the current study was able to successfully identify and confirm the image transfer and schema congruity/incongruity mechanism. This, from another perspective, substantiates the

external validity of the image transfer theory and the schema congruity/incongruity theory.

The last contribution of the current study lies in its implication for the China mega event market. The study was conducted in a specific context, an international mega event held in China. International mega events, such as the Olympic Games, the World Expo, and the World Cup, are seldom held in Asian countries. The 2010 Shanghai World Expo was the second world-class mega event hosted by China after the 2008 Beijing Olympic Games. Therefore, literature concerning the China mega event tourism market is very limited. Further, majority of these studies suffer from lack of conceptual framework, especially from a micro perspective. Thus, the current study could not only offer a glimpse at China's mega event market, but also enrich an understanding of the Chinese domestic mega event tourists' psychological mechanism. Detailed practical implications for event organizers, tourism destinations, and other relevant stakeholders are illustrated in the succeeding section.

6.3.2 Practical Contribution

Since the 1980s, the MICE industry in China has been one of the pillars in China's service industry and has been going through very rapid development. However, the development of the MICE industry in China still lags behind most developed countries. Therefore, the Chinese government actively engages in mega events to further boost the development of the industry. The 2008 Beijing Olympics Games was the first international mega event China hosted, which was a logistical success and was accepted by the world's media. This event provided a great opportunity for China to be understood globally, thus, greatly improving its image (Zhang & Zhao, 2009). Two years later, the 2010 Shanghai World Expo was held in Shanghai, China. This World Expo introduced numerous best urban practices and concepts from all over the world, which the organizers hoped would be a lasting legacy that would result to better urban life in China and around the world.

According to statistics released in the official website of the 2010 Shanghai World Expo, there were 73,084,400 visitors. By estimation, approximately 94% of the attendees were Chinese nationals (Expo 2010 Shanghai China, 2010a). However,

because of the long duration and the large number of visitors, detailed statistics of the visitation was hard to attain. Although the current study adopted a non-random sampling method, whose focus was on domestic tourists, information collected from the present study could, to some extent, offer a close look at the Chinese domestic event tourism market.

In the present study, attendees to the World Expo were quite diversified in terms of age, occupation, education level, and income level. As a world-class mega event, the 2010 Shanghai World Expo successfully attracted great attention and interest from the Chinese domestic market with different backgrounds, which suggests a huge potential for China's event tourism market. The student market is also worthy of attention.

Although this study may not be representative of the situation of each the attendee to the event, at least some trends can be identified. China's mega event tourism market possesses vast potentials, but, at the current stage, is mainly confined to domestic and outbound mega events. International mega events have huge attraction for Chinese tourists, but because of various travel constraints, mega events held in China are more realistic compared with those held in foreign countries. In addition, for these mega events with long duration and educational purpose, family travel market and student market could be very significant markets. Besides, as previous studies (Getz, 2005; Getz, 2008; S. S. Kim & Petrick, 2005) have pointed out, the effects of mega events to the hosting destination are reflected in various aspects. The benefits are not only restricted to direct revenues from the events, but also to other tourism sectors, such as accommodations, foods and beverages, and so on.

The event image identified for the 2010 Shanghai World Expo could provide useful implications for the organizers of the Shanghai World Expo and other mega events. From the visitors' point of view, this study confirmed the success of the 2010 Shanghai World Expo, which was detailed to specific aspects, such as events facilities, service, theme selection and projection, and events content. Qualitative results also revealed some problems in this event, such as the queen management issue and the regulative issue of visitors' behaviors. Other mega event organizers could also learn from this study, that besides traditional aspects of a mega event, some other aspects,

such as service and theme, play an equally significant role in attendees' evaluation and responses.

For the tourism destination, the importance of events in its branding or marketing strategies is, foremost, accentuated and reemphasized by solid theoretical and empirical evidence. From a consumer's inner psychological perspective, the current study can assist the destination marketer to better understand why and how a social phenomenon or event can modify destination image. After a better understanding of target customers' psychological mechanism, more effective strategies could be established accordingly.

Moreover, this study can also aid tourism destination marketers enhance their understanding of customers, based on which more effective strategies can be designed. The destination image of Shanghai could reflect how tourists perceive Shanghai as a tourism destination. One important aspect of Shanghai's destination image is the benefit dimension, so destination marketers should try their best to diversify travel experiences and options in Shanghai for tourists, to maximize travel outcomes. Among other commonly perceived aspects of Shanghai, its cultural environment is the most important image for tourists, which means that the special culture in Shanghai could serve as an attraction for potential Chinese domestic tourists. Moreover, infrastructure and tourism infrastructure of Shanghai are also important for tourists' perception about this destination. As such, Shanghai should also further devote continuous efforts to city and tourism development to establish a more successful image.

Further, the results of this study offer some important strategic implications for the destination marketer who aims to enhance tourists' destination attitude and behavioral intentions. Utilizing mega events is an effective way to modify the destination image of the host city and to change the tourists' attitude and behavioral intention toward the destination in a consistent way. However, the effectiveness of effects of events requires careful considerations and planning. One important criterion to select appropriate events incorporated into destination branding scheme can be inferred. Images of the event and the destination should be perceived as moderately consistent by target tourists. Although a perfect matchup between destination image and event image

could generate positive responses, it might not be able to maximize the outcomes. Reasonable and acceptable discrepancies between event image and destination image should be one key criterion so that deeper structural schema change could be obtained and higher level of positive responses could be generated. In addition, after selecting suitable events, attention is still needed in many aspects, such as publicity, advertisement, infrastructure construction and so forth. Since the event image and the destination image will work in a combination to influence tourists' responses and the destination image plays as a key factor and a connection between the event image and tourists' responses, balanced efforts should be made for the event and the destination. When the destination and the event organizer promote the events through various channels, such as media, online, newspapers and so on, focus should not just be put on the events, and the destination should be emphasized, so that strong bond could be built between the event and the destination, further facilitating image transfer. Moreover, when preparing for the events, the destination and the event organizer should closely collaborate with each other. Visiting an event is not a single activity, because it involves not only attending the event, but also travelling, living and dining in the host city. Therefore, high-quality construction and preparation for the event are not enough for the success. At the same time, continuous efforts should be made to improve the general and tourism infrastructures of the host city to ensure the tourist has a satisfactory trip in the destination. Only in this way could a beneficial cycle (the image transfer process) be built between the host city and the event, and optimal responses from tourists be generated.

Although the focus of this study was mainly on tourism destination perspective, still it can offer some helpful insights to other event stakeholders. A tourism destination that hosts events is a complex phenomenon with multiple stakeholders. Participants have to deal with each other to maximize mutual benefits. Therefore, this study projects an alternative angle for various stakeholders to look at this problem so that they have more advantages. In doing this, better collaboration or cooperation may result.

6.4 Research Limitations & Future Studies

Despite contributions made by this study, recognition of its theoretical and

methodological limitations is equally important for interpreting and applying research results.

Theoretically, comprehensiveness and validity of the event image and the event-destination image transfer model still call for further scrutiny and more follow-up studies. Regarding event image construct, many other key issues around this construct still call for constant discussions and explorations inasmuch as in the current study only several aspects of the event image construct were discussed and empirically examined. Similar to destination image and brand image, event image is a dynamic psychological construct affected by various internal and external variables, so future research need to focus on developing a comprehensive framework for event image formation and change, and on exploring related possible influencing factors. Additionally, the measurement scale of this construct still requires more empirical studies in as many different contexts as possible, including various events and cultural backgrounds.

At the same time, the event-destination image transfer model still demands continuous and further theoretical and empirical efforts. The first issue about this model is its generalization problems, so cross-events and cross-cultural examinations could be one possible research direction. Besides, the event-destination image transfer model is a complex psychological process requiring much cognitive processing. However, only image congruity was discussed and explored in this study. Exploration of other possible influencing variables on this issue could, thus, be a noteworthy research direction.

Five shortcomings of the methodology design are worthy of attention, and caution is warranted in interpreting the results.

The first limitation is the nature of the current study because the single-case study nature greatly restricts generalization of theoretical concepts and the theoretical model. Although the theoretical discussions around event image, event-destination image transfer, and image congruity effects are very pioneering in the tourism area, empirical examination was only confined to one mega event, the 2010 Shanghai World Expo, in the special cultural background of China. The Chinese culture is a very special and distinct civil existence and acts as a key factor in regulating and directing society's members' behaviors and psychological working mechanisms. Further, the event tourism

industry in developed Western countries is far more advanced, so the findings identified in Shanghai, China could only provide limited implications for other countries. Therefore, in a distinct cultural background or market, this destination-event image transfer framework might generate very different results.

The cross-sectional nature of this study is another limitation. Since cross-sectional data can only reflect observations of many subjects (e.g. individuals, firms or countries/regions) without regard to differences in time, any casual relationship can not be established or confirmed. Therefore, the image transfer process between event image and destination image can not be confirmed in this study, because the sequence criteria of cause-and-effect relationship between the event image and the destination image can not be met. The image transfer theory only serves as a theoretical explanation for the detected relationship between the event image and the destination image.

The third limitation lies in the selection of the target sample. The research population is composed of all the leisure tourists who visited the 2010 Shanghai World Expo. Shanghai, which aims to establish itself as an international and competitive destination, also expected through this mega event of having the opportunity to enhance its image globally, so that opinions from foreign visitors might offer it valuable implications. Ideally, foreign visitors should have been included in the target sample. However, in specifying the research sample, foreign tourists were excluded because of an expected small sampling portion and identification difficulty which might have led, to a great extent, to ignoring important insights of foreign visitors.

This study adopted the judgmental sampling method, which is a non-random sampling method. Hence, because of the non-random selection of the respondents, this method does not allow the estimation of sampling errors. These conditions give rise to exclusion bias, placing limits on how much information a sample can provide about the population. Information on the relationship between sample and population is limited, making it difficult to extrapolate from the selected sample to the general population. Therefore, this also limited markedly the generalization of the results of the present study.

Finally, this study empirically analyzed relationships among some psychological

constructs in a real tourism setting. However, because of the complex nature of these psychological concepts, many other unidentified factors may also exert significant effects on the examined relationships. For example, image congruity might be a key but not the only influencer on image transfer process and its outcomes.

Therefore, to avoid previous issues, the experiment design could be a useful tool in investigating preceding research issues in future studies. The image transfer process or the causal relationship between event image and destination image can be testified through careful experimental works. Besides, considering that the event-destination image transfer process involves many potential influential factors, these variables may generate outcome in a real event visit or travel experience, complicating research findings. Hence, in a laboratory environment, the effect of each single influencer could be easily and clearly identified and confirmed by manipulating various factors. In addition, cross-event and cross-cultural validations for event image and for the image transfer process can be achieved through experiments because multiple distinct contexts can be easily created and manipulated with the assistance of artificial tools.

6.5 Summary

This study aimed to investigate tourists' inner psychological activities concerning destination image in the context of a mega event hosted in this destination. Through literature review and theoretical discussions, a relatively comprehensive framework, the event-destination image transfer model, was developed. Through empirical data analysis, this theoretical framework and correspondent research hypotheses were examined, with a majority of them supported. Then, research results were discussed and unexpected findings were explained as well. From these research findings, both theoretical and practical implications were drawn. Finally, research limitations of the current research were critically acknowledged and recommendations for future research were given to further advance and consolidate this research topic.

Appendix I: Questionnaire for Pilot Study (Chinese)

问卷编号:

日期:

School of  Hotel & Tourism Management

香港理工大学 酒店与旅游管理学院



关于 2010 上海世博会与上海城市形象的调查问卷

我们现在代表香港理工大学酒店与旅游管理学院进行一项关于 2010 上海世博会以及上海城市形象的问卷调查。请您就下列一些陈述提出您的看法。您的所有资料将绝对保密。

为感谢您的参与，我们将会赠送一份纪念品给您。

非常感谢您的合作！

邓倩

香港理工大学硕士研究生

2010 年 7 月

第一部分：2010 上海世博会形象

以下陈述是关于您对世博会的感知。请您对于这些陈述的认同度给与评分。请圈出○您认为比较合适的数字 (1 代表非常不同意；7 代表非常同意)。

编号	我认为:	非常不同意			中立		非常同意	
1-1	世博会规模大	1	2	3	4	5	6	7
1-2	世博会的社会宣传范围广	1	2	3	4	5	6	7
1-3	世博会的主题新颖	1	2	3	4	5	6	7
1-4	世博会主题鲜明突出	1	2	3	4	5	6	7
1-5	世博会展示了先进的科技元素及设计理念	1	2	3	4	5	6	7
1-6	场馆的外观独特，新颖，有吸引力	1	2	3	4	5	6	7
1-7	世博会纪念品繁多，有特色（特许商品，世博护照等）	1	2	3	4	5	6	7
1-8	园区内的世博纪念品销售点多，且方便	1	2	3	4	5	6	7
1-9	世博会的治安良好	1	2	3	4	5	6	7
1-10	园区内的厕所方便，干净	1	2	3	4	5	6	7
1-11	园区内的饮水点设置多，便利	1	2	3	4	5	6	7
1-12	园区内提供给参观者的休息点多	1	2	3	4	5	6	7
1-13	园区内的游客咨询中心分布点多，便利	1	2	3	4	5	6	7
1-14	园区内的等候区，休息区的降暑设备先进（降暑喷雾）	1	2	3	4	5	6	7
1-15	园区内的广播及电子屏为游客提供有用信息，起到沟通交流作用	1	2	3	4	5	6	7
1-16	园区内有提供给特殊群体的设施（绿色通道，轮椅，婴儿车...）	1	2	3	4	5	6	7
1-17	园区内的餐饮品种繁多，价格由低到高都有	1	2	3	4	5	6	7
1-18	餐饮店分布合理	1	2	3	4	5	6	7

编号	我认为:	非常不同意			中立		非常同意	
1-19	园区内以及各个场馆的表演有特色	1	2	3	4	5	6	7
1-20	场馆内的展览凸现其自身特色	1	2	3	4	5	6	7
1-21	场馆内一些与参观者的互动活动/体验区有吸引力	1	2	3	4	5	6	7
1-22	场馆的工作人员形象良好	1	2	3	4	5	6	7
1-23	场馆内工作人员服务周到, 讲解详细, 态度热情	1	2	3	4	5	6	7
1-24	园区内志愿者服务周到, 热情	1	2	3	4	5	6	7
1-25	世博会的门票种类多, 适合各种人群	1	2	3	4	5	6	7
1-26	世博会门票的销售点多, 购票方便	1	2	3	4	5	6	7
1-27	世博会某些场馆的票务预约机制好, 起到控制人流的作用	1	2	3	4	5	6	7
1-28	热门场馆排队等候时间长	1	2	3	4	5	6	7
1-29	场馆内的参观人数太多, 较拥挤, 难以慢慢欣赏	1	2	3	4	5	6	7
1-30	等候队伍较有秩序	1	2	3	4	5	6	7
1-31	普遍存在游客的不文明行为	1	2	3	4	5	6	7
1-32	到达世博园的交通方便, 选择多(地铁, 公交, 世博专线)	1	2	3	4	5	6	7
1-33	满足了自身的好奇感	1	2	3	4	5	6	7
1-34	开阔了眼界, 接触了解了不同国家的文化	1	2	3	4	5	6	7
1-35	接受及学习到了一些先进的环保, 生活, 科技, 设计理念	1	2	3	4	5	6	7
1-36	拉近了与身边人的距离, 增进了感情, 增加沟通交流	1	2	3	4	5	6	7
1-37	身心得到了放松	1	2	3	4	5	6	7

第二部分: 上海形象

以下陈述是关于您对上海的感知。请您对于这些陈述的认同度给与评分。请圈出○您认为比较合适的数字(1代表非常不同意; 7代表非常同意)。

编号	我认为:	非常不同意			中立		非常同意	
2-1	上海拥有适宜的气候	1	2	3	4	5	6	7
2-2	上海有良好的城市绿化及景观	1	2	3	4	5	6	7
2-3	上海有高质量的道路设施	1	2	3	4	5	6	7
2-4	上海的机场设施先进且便利	1	2	3	4	5	6	7
2-5	上海拥有良好的私人及公共交通设施	1	2	3	4	5	6	7
2-6	上海提供良好的健康服务	1	2	3	4	5	6	7
2-7	上海的通讯设施及服务方便	1	2	3	4	5	6	7

编号	我认为:	非常不同意			中立		非常同意	
2-8	上海有发达的商业基础设施	1	2	3	4	5	6	7
2-9	上海的建筑发展良好	1	2	3	4	5	6	7
2-10	上海有足够的高质量酒店及自助式住宿	1	2	3	4	5	6	7
2-11	上海有品种繁多且具有吸引力的餐厅	1	2	3	4	5	6	7
2-12	上海有方便的酒吧, 舞厅以及俱乐部	1	2	3	4	5	6	7
2-13	上海是一个容易到达的旅游目的地	1	2	3	4	5	6	7
2-14	上海有足够及方便的游客服务中心	1	2	3	4	5	6	7
2-15	上海有完善的游客信息网络	1	2	3	4	5	6	7
2-16	上海有许多有趣的主题乐园	1	2	3	4	5	6	7
2-17	上海有多种多样的娱乐及体育设施	1	2	3	4	5	6	7
2-18	上海许多很好的历史文化建筑 (博物馆, 历史建筑, 纪念碑等)	1	2	3	4	5	6	7
2-19	上海有丰富多彩的节庆活动	1	2	3	4	5	6	7
2-20	上海有许多有趣的手工艺品	1	2	3	4	5	6	7
2-21	上海有许多美食	1	2	3	4	5	6	7
2-22	上海许多有趣的民间风俗及传说	1	2	3	4	5	6	7
2-23	上海有独特的新传统和生活方式	1	2	3	4	5	6	7
2-24	上海的政治稳定	1	2	3	4	5	6	7
2-25	上海的经济高度发展	1	2	3	4	5	6	7
2-26	上海治安良好	1	2	3	4	5	6	7
2-27	上海的物价/旅游成本低	1	2	3	4	5	6	7
2-28	上海拥挤	1	2	3	4	5	6	7
2-29	上海的环境污染程度低	1	2	3	4	5	6	7
2-30	上海的当地人好客友好	1	2	3	4	5	6	7
2-31	上海的贫穷程度低	1	2	3	4	5	6	7
2-32	上海的生活质量高	1	2	3	4	5	6	7
2-33	在上海感觉没有语言障碍	1	2	3	4	5	6	7
2-34	在上海购物方便及品种繁多	1	2	3	4	5	6	7
2-35	增进与家庭成员/朋友之间的感情	1	2	3	4	5	6	7
2-36	满足了对上海的好奇感	1	2	3	4	5	6	7
2-37	放松了身心, 减轻了工作生活的压力	1	2	3	4	5	6	7

第三部分: 个人资料 (无记名)

- 6.1 这是我第 _____ 次来上海.
- 6.2 这是我第 _____ 次参观世界博览会 (包括以往所有世界博览会).
- 6.3 您将在上海停留多长时间? _____
- 6.4 到目前为止, 您总共参观 2010 上海市博会几次了? _____
- 6.5 平均来说, 您每次在世博会会停留多久? _____
- 6.6 来自的省/市: _____

- 6.7 性别: 男 女
- 6.8 婚姻状况: 已婚 未婚
- 6.9 年龄: 18 以下 18-25 26-35 36-45
 46-55 高于 55
- 6.10 最高学历: 小学或以下 初中 高中 专科
 本科 研究生及以上
- 6.11 职业: 国家机关、党群组织、企业、事业单位负责人 专业技术人员
 办事人员和有关人员 商业、服务业人员
 农、林、牧、渔、水利业生产人员 生产、运输设备操作人员及有关人员
 不便分类的其他从业人员 未业人员（学生，退休人员等）
- 6.12 个人月收入: 少于或等于¥1,000 ¥1,000 – ¥2,999 ¥3,000 – ¥4,999
 ¥5,000 – ¥7,999 ¥8,000 – ¥9,999 等于或多于¥10,000

- 非常感谢您的配合! -

Appendix II: Questionnaire for Pilot Study (English)

Code: Date:

School of 
Hotel & Tourism Management



Questionnaire on the 2010 Shanghai Expo' Image and Destination Image of Shanghai

Dear Respondent,

We are currently conducting a survey on behalf of School of Hotel and Tourism Management, Hong Kong Polytechnic University regarding the perception of about 2010 Shanghai Expo and Shanghai. Please indicate your viewpoints about following statements. Your answers will be treated with anonymity and confidentiality.

I would be very grateful if you could please spare 15 minutes of your time to complete this questionnaire. In appreciation of your participation, we would like to give you a souvenir.

Thank you for your cooperation!

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

Part I: Event Image of 2010 Shanghai World Expo

For each statement, please indicate the number that represents the relative level of your agreement. Please circle the most appreciate one.

Code	I think:	Strongly Disagree		Neutral			Strongly Agree	
1-1	The Expo is large-scale	1	2	3	4	5	6	7
1-2	The Expo's publicity is effective and wide	1	2	3	4	5	6	7
1-3	The theme of the Expo is new and unique	1	2	3	4	5	6	7
1-4	The theme of the Expo is well projected	1	2	3	4	5	6	7
1-5	The Expo displays advanced technologies and design concept	1	2	3	4	5	6	7
1-6	Pavilions of the Expo are attractive and unique	1	2	3	4	5	6	7
1-7	Souvenir stores in the Expo Park are conveniently located	1	2	3	4	5	6	7
1-8	The Expo has good security	1	2	3	4	5	6	7
1-9	The Expo has convenient and clean washrooms	1	2	3	4	5	6	7
1-10	Drinking spots in the Expo Park are sufficient and convenient	1	2	3	4	5	6	7
1-11	Resting areas in the Expo Park are sufficient	1	2	3	4	5	6	7
1-12	Visitor information centers in the Expo Park are well-distributed and convenient	1	2	3	4	5	6	7
1-13	The Expo is equipped with advanced cooling systems	1	2	3	4	5	6	7

Code	I think:	Strongly Disagree			Neutral			Strongly Agree	
1-14	There are varied F&B services in the Expo Park	1	2	3	4	5	6	7	
1-15	F&B services in the Expo Park are well distributed	1	2	3	4	5	6	7	
1-16	The shows in the Expo are special and interesting	1	2	3	4	5	6	7	
1-17	There are unique and attractive exhibitions in the pavilion	1	2	3	4	5	6	7	
1-18	There are appealing interactive activities in the pavilion	1	2	3	4	5	6	7	
1-19	The staffs in the Expo are professional and well groomed	1	2	3	4	5	6	7	
1-20	Staffs in the pavilion provide high-quality service	1	2	3	4	5	6	7	
1-21	Volunteers in the Expo Park are friendly and helpful	1	2	3	4	5	6	7	
1-22	The Expo sells varied kinds of tickets, which satisfy the needs of different people	1	2	3	4	5	6	7	
1-23	Purchase of tickets is convenient	1	2	3	4	5	6	7	
1-24	The appointment systems in some pavilions can effectively control the flow of visitors	1	2	3	4	5	6	7	
1-25	Waiting lines are orderly	1	2	3	4	5	6	7	
1-26	This visit satisfies my curiosity	1	2	3	4	5	6	7	
1-27	This visit broadens my horizon by proving me the opportunities to experience different cultures	1	2	3	4	5	6	7	
1-28	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	1	2	3	4	5	6	7	
1-29	This visit improves relationships and increases communication with my friends/relatives	1	2	3	4	5	6	7	
1-30	This visit makes me relaxed	1	2	3	4	5	6	7	
1-31	The Expo is large-scale	1	2	3	4	5	6	7	
1-32	The Expo's publicity is effective and wide	1	2	3	4	5	6	7	
1-33	The theme of the Expo is new and unique	1	2	3	4	5	6	7	
1-34	The theme of the Expo is well projected	1	2	3	4	5	6	7	
1-35	The Expo displays advanced technologies and design concept	1	2	3	4	5	6	7	
1-36	Pavilions of the Expo are attractive and unique	1	2	3	4	5	6	7	

Code	I think:	Strongly Disagree			Neutral		Strongly Agree	
		1	2	3	4	5	6	7
1-37	Souvenir stores in the Expo Park are conveniently located	1	2	3	4	5	6	7

Part II: Destination Image of Shanghai

For each statement, please indicate the number that represents the relative level of your agreement. Please circle the most appreciate one.

Code	I think:	Strongly Disagree			Neutral		Strongly Agree	
		1	2	3	4	5	6	7
2-1	Shanghai has developed and convenient airports	1	2	3	4	5	6	7
2-2	Shanghai has good private and public transport facilities	1	2	3	4	5	6	7
2-3	Shanghai has good health services	1	2	3	4	5	6	7
2-4	Shanghai has good and convenient telecommunication services	1	2	3	4	5	6	7
2-5	Shanghai has highly developed commercial infrastructures	1	2	3	4	5	6	7
2-6	Architecture development in Shanghai is good	1	2	3	4	5	6	7
2-7	Shanghai is well provided with high-quality hotels and self-catering accommodations	1	2	3	4	5	6	7
2-8	Shanghai is available of convenient bars, discotheques and clubs	1	2	3	4	5	6	7
2-9	Shanghai is a easily accessible destination	1	2	3	4	5	6	7
2-10	Shanghai is well provided with convenient tourist centers	1	2	3	4	5	6	7
2-11	Shanghai has developed tourist information networks	1	2	3	4	5	6	7
2-12	Shanghai has abundant and attractive theme parks	1	2	3	4	5	6	7
2-13	Shanghai has many historical and cultural buildings	1	2	3	4	5	6	7
2-14	Shanghai has a variety of rich and colorful festivals, concerts, etc.	1	2	3	4	5	6	7
2-15	Shanghai has interesting handicrafts	1	2	3	4	5	6	7
2-16	Shanghai has many cuisine	1	2	3	4	5	6	7
2-17	Shanghai has interesting folklore	1	2	3	4	5	6	7
2-18	Customs and lifestyle in Shanghai are special and unique	1	2	3	4	5	6	7
2-19	Shanghai has a stable political environment	1	2	3	4	5	6	7
2-20	Shanghai has a high level of economic	1	2	3	4	5	6	7

Code	I think:	Strongly Disagree			Neutral			Strongly Agree	
	development								
2-21	Security in Shanghai is good	1	2	3	4	5	6	7	
2-22	The travel cost in Shanghai is low	1	2	3	4	5	6	7	
2-23	Shanghai is not crowded	1	2	3	4	5	6	7	
2-24	Shanghai has a low level of environment pollution	1	2	3	4	5	6	7	
2-25	Shanghai local residents are hospital and friendly	1	2	3	4	5	6	7	
2-26	Shanghai has a low poverty level	1	2	3	4	5	6	7	
2-27	Life quality in Shanghai is high	1	2	3	4	5	6	7	
2-28	There is no language barriers in Shanghai	1	2	3	4	5	6	7	
2-29	Shanghai is convenient for shopping	1	2	3	4	5	6	7	
2-30	This trip improves my relationship with relatives/ friends	1	2	3	4	5	6	7	
2-31	This trip satisfies my curiosity for Shanghai	1	2	3	4	5	6	7	
2-32	This trip makes me relaxed	1	2	3	4	5	6	7	
2-33	Shanghai has developed and convenient airports	1	2	3	4	5	6	7	
2-34	Shanghai has good private and public transport facilities	1	2	3	4	5	6	7	
2-35	Shanghai has good health services	1	2	3	4	5	6	7	
2-36	Shanghai has good and convenient telecommunication services	1	2	3	4	5	6	7	
2-37	Shanghai has highly developed commercial infrastructures	1	2	3	4	5	6	7	

Part III: Socio-demographic Information

- This is my _____ time in Shanghai.
- This is my _____ time to attend the World Expo (including any previous world expo).
- How long will you stay in Shanghai? _____
- How many times have you ever attended the 2010 Shanghai World Expo?
 1-2 3-4 5-8 More than 8
- On average, how many hours did you spend in the World Expo each time?
 1-4 5-8 8-11 12-15
- Province : _____
- Gender: Male Female
- Marriage status: Married Unmarried
- Age group: 18-25 26-35 36-45 46-55 above 55
- Your highest level of education attained:
 Primary or below Junior High School Senior High School
 Higher Diploma Undergraduate Degree Post-graduate Degree

11. Occupation:

- Government, government owned enterprise Technician Clerk
 Service industry Primary industry Manufacturing, transportation industry
 Other Unemployed (students, retired, etc)

12. Personal Monthly income:

- Less than ¥1,000 ¥1,000 – ¥2,999 ¥3,000 – ¥4,999
 ¥5,000 – ¥7,999 ¥8,000 – ¥9,999 More than ¥10,000

- Thank you very much! -

Appendix III: Questionnaire for Main Survey (Chinese)

问卷编号:

日期:

关于 2010 上海世博会与上海城市形象的调查问卷

我们现在代表香港理工大学酒店与旅游管理学院进行一项关于 2010 上海世博会以及上海城市形象的问卷调查。请您就下列一些陈述提出您的看法。您的所有资料将绝对保密。

为感谢您的参与，我们将会赠送一份纪念品给您。

非常感谢您的合作！

邓倩
香港理工大学硕士研究生
2010 年 8 月

第一部分：2010 上海世博会形象

以下陈述是关于您对世博会的感知。请您对于这些陈述的认同度给与评分。请圈出○您认为比较合适的数字 (1 代表非常不同意；7 代表非常同意)。

编号	我认为:	非常不同意			中立			非常同意	
1-1	世博会规模大	1	2	3	4	5	6	7	
1-2	世博会的社会宣传范围广	1	2	3	4	5	6	7	
1-3	世博会的主题新颖	1	2	3	4	5	6	7	
1-4	世博会主题鲜明突出	1	2	3	4	5	6	7	
1-5	世博会展示了先进的科技元素及设计理念	1	2	3	4	5	6	7	
1-6	场馆的外观独特，新颖，有吸引力	1	2	3	4	5	6	7	
1-7	园区内的世博纪念品销售点多，且方便	1	2	3	4	5	6	7	
1-8	世博会的治安良好	1	2	3	4	5	6	7	
1-9	园区内的厕所方便，干净	1	2	3	4	5	6	7	
1-10	园区内的饮水点设置多，便利	1	2	3	4	5	6	7	
1-11	园区内提供给参观者的休息点多	1	2	3	4	5	6	7	
1-12	园区内的游客咨询中心分布点多，便利	1	2	3	4	5	6	7	
1-13	园区内的等候区，休息区的降暑设备先进（降暑喷雾）	1	2	3	4	5	6	7	
1-14	园区内的餐饮品种繁多，价格由低到高都有	1	2	3	4	5	6	7	
1-15	餐饮店分布合理	1	2	3	4	5	6	7	
1-16	园区内以及各个场馆的表演有特色	1	2	3	4	5	6	7	
1-17	场馆内的展览凸现其自身特色	1	2	3	4	5	6	7	

编号	我认为:	非常不同意			中立		非常同意	
1-18	场馆内一些与参观者的互动活动/体验区有吸引力	1	2	3	4	5	6	7
1-19	场馆的工作人员形象良好	1	2	3	4	5	6	7
1-20	场馆内工作人员服务周到, 讲解详细, 态度热情	1	2	3	4	5	6	7
1-21	园区内志愿者服务周到, 热情	1	2	3	4	5	6	7
1-22	世博会的门票种类多, 适合各种人群	1	2	3	4	5	6	7
1-23	世博会门票的销售点多, 购票方便	1	2	3	4	5	6	7
1-24	世博会某些场馆的票务预约机制好, 起到控制人流的作用	1	2	3	4	5	6	7
1-25	等候队伍较有秩序	1	2	3	4	5	6	7
1-26	满足了自身的好奇感	1	2	3	4	5	6	7
1-27	开阔了眼界, 接触了解了不同国家的文化	1	2	3	4	5	6	7
1-28	接受及学习到了一些先进的环保, 生活, 科技, 设计理念	1	2	3	4	5	6	7
1-29	拉近了与身边人的距离, 增进了感情, 增加交流沟通	1	2	3	4	5	6	7
1-30	身心得到了放松	1	2	3	4	5	6	7

第二部分: 上海形象

以下陈述是关于您对上海的感知。请您对于这些陈述的认同度给与评分。请圈出○您认为比较合适的数字 (1 代表非常不同意; 7 代表非常同意)。

编号	我认为:	非常不同意			中立		非常同意	
2-1	上海的机场设施先进且便利	1	2	3	4	5	6	7
2-2	上海拥有良好的私人及公共交通设施	1	2	3	4	5	6	7
2-3	上海提供良好的健康服务	1	2	3	4	5	6	7
2-4	上海的通讯设施及服务方便	1	2	3	4	5	6	7
2-5	上海有发达的商业基础设施	1	2	3	4	5	6	7
2-6	上海的建筑发展良好	1	2	3	4	5	6	7
2-7	上海有足够的高质量酒店及自助式住宿	1	2	3	4	5	6	7
2-8	上海有方便的酒吧, 舞厅以及俱乐部	1	2	3	4	5	6	7
2-9	上海是一个容易到达的旅游目的地	1	2	3	4	5	6	7
2-10	上海有足够及方便的游客服务中心	1	2	3	4	5	6	7
2-11	上海有完善的游客信息网络	1	2	3	4	5	6	7
2-12	上海有许多有趣的主题乐园	1	2	3	4	5	6	7
2-13	上海许多很好的历史文化建筑 (博物馆, 历史建筑, 纪念碑等)	1	2	3	4	5	6	7

编号	我认为:	非常不同意			中立		非常同意	
2-14	上海有丰富多彩的节庆活动	1	2	3	4	5	6	7
2-15	上海有许多有趣的手工艺品	1	2	3	4	5	6	7
2-16	上海有许多美食	1	2	3	4	5	6	7
2-17	上海许多有趣的民间风俗及传说	1	2	3	4	5	6	7
2-18	上海有独特的新传统和生活方式	1	2	3	4	5	6	7
2-19	上海的政治稳定	1	2	3	4	5	6	7
2-20	上海的经济高度发展	1	2	3	4	5	6	7
2-21	上海治安良好	1	2	3	4	5	6	7
2-22	上海的物价/旅游成本低	1	2	3	4	5	6	7
2-23	上海拥挤	1	2	3	4	5	6	7
2-24	上海的环境污染程度低	1	2	3	4	5	6	7
2-25	上海的当地人好客友好	1	2	3	4	5	6	7
2-26	上海的贫穷程度低	1	2	3	4	5	6	7
2-27	上海的生活质量高	1	2	3	4	5	6	7
2-28	在上海感觉没有语言障碍	1	2	3	4	5	6	7
2-29	在上海购物方便及品种繁多	1	2	3	4	5	6	7
2-30	增进与家庭成员/朋友之间的感情	1	2	3	4	5	6	7
2-31	满足了对上海的好奇感	1	2	3	4	5	6	7
2-32	放松了身心,减轻了工作生活的压力	1	2	3	4	5	6	7

第三部分：对于上海总体态度

请回答以下问题，并圈出○您认为最合适的答案。

3. 您对上海的总体感觉是?								
非常不满意			中立			非常满意		
1	2	3	4	5	6	7		
非常差			中立			非常好		
1	2	3	4	5	6	7		
非常负面			中立			非常正面		
1	2	3	4	5	6	7		

第四部分：形象契合度

请用几秒钟回想一下 2010 上海世博会。尝试回想一下您在参观世博会期间的各种经历及所见所闻。接下来用一些您能够想到的形容词来描述您眼中的世博会（例如：令人激动的，传统的，年轻的，保守的，性感的或者其他任何关于世博会的词语）。接下来，用几秒钟回想一下上海，用一些您能够想到的形容词来描述您眼中的上海。对于以下陈述，请根据您的判断，圈出○最合适的数字。

4. 2010 上海世博会的形象和上海的形象…						
非常不相似		中立		非常相似
1	2	3	4	5	6	7
非常不一致		中立		非常一致
1	2	3	4	5	6	7
非常不相配		中立		非常相配
1	2	3	4	5	6	7

第五部分：行为意向

请回答以下问题，并圈出○您认为最合适的答案。

问题	绝对不会	不确定	绝对会
5-1. 您会推荐其他人来上海及其周边旅游吗？	1	2	3	4	5 6 7
5-2. 您以后还会来上海旅游吗？	1	2	3	4	5 6 7

第六部分：个人资料（无记名）

- 6.13 这是我第 _____ 次来上海。
- 6.14 这是我第 _____ 次参观世界博览会 (包括以往所有世界博览会)。
- 6.15 您将在上海停留多长时间? _____
- 6.16 到目前为止，您总共参观 2010 上海市博会几次了? _____
- 6.17 平均来说，您每次在世博会会停留多久? _____
- 6.18 来自的省/市: _____
- 6.19 性别: 男 女
- 6.20 婚姻状况: 已婚 未婚
- 6.21 年龄: 18 以下 18-25 26-35 36-45 46-55
 高于 55
- 6.22 最高学历: 小学或以下 初中 高中 专科
 本科 研究生及以上
- 6.23 职业: 国家机关、党群组织、企业、事业单位负责人 专业技术人员
 办事人员和有关人员 商业、服务业人员
 农、林、牧、渔、水利业生产人员 生产、运输设备操作人员及有关人员
 不便分类的其他从业人员 未业人员 (学生, 退休人员等)
- 6.24 个人月收入: 少于或等于¥1,000 ¥1,000 – ¥2,999 ¥3,000 – ¥4,999
 ¥5,000 – ¥7,999 ¥8,000 – ¥9,999 等于或多于¥10,000

- 非常感谢您的配合! -

Appendix IV: Questionnaire for Main Survey (English)

Code: Date:

School of
Hotel & Tourism Management



Questionnaire on the 2010 Shanghai Expo' image and Destination Image of Shanghai

Dear Respondent,

We are currently conducting a survey on behalf of School of Hotel and Tourism Management, Hong Kong Polytechnic University regarding the perception of about 2010 Shanghai Expo and Shanghai. Please indicate your viewpoints about following statements. Your answers will be treated with anonymity and confidentiality.

I would be very grateful if you could please spare 15 minutes of your time to complete this questionnaire. In appreciation of your participation, we would like to give you a souvenir.

Thank you for your cooperation!

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Part I: Event Image of 2010 Shanghai World Expo

For each statement, please indicate the number that represents the relative level of your agreement. Please circle the most appreciate one.

Code	I think:	Strongly Disagree		Neutral			Strongly Agree	
1-1	The Expo is large-scale	1	2	3	4	5	6	7
1-2	The Expo's publicity is effective and wide	1	2	3	4	5	6	7
1-3	The theme of the Expo is new and unique	1	2	3	4	5	6	7
1-4	The theme of the Expo is well projected	1	2	3	4	5	6	7
1-5	The Expo displays advanced technologies and design concept	1	2	3	4	5	6	7
1-6	Pavilions of the Expo are attractive and unique	1	2	3	4	5	6	7
1-7	Souvenir stores in the Expo Park are conveniently located	1	2	3	4	5	6	7
1-8	The Expo has good security	1	2	3	4	5	6	7
1-9	The Expo has convenient and clean washrooms	1	2	3	4	5	6	7
1-10	Drinking spots in the Expo Park are sufficient and convenient	1	2	3	4	5	6	7
1-11	Resting areas in the Expo Park are sufficient	1	2	3	4	5	6	7
1-12	Visitor information centers in the Expo Park are well-distributed and convenient	1	2	3	4	5	6	7
1-13	The Expo is equipped with advanced cooling systems	1	2	3	4	5	6	7

Code	I think:	Strongly Disagree			Neutral			Strongly Agree	
1-14	There are varied F&B services in the Expo Park	1	2	3	4	5	6	7	
1-15	F&B services in the Expo Park are well distributed	1	2	3	4	5	6	7	
1-16	The shows in the Expo are special and interesting	1	2	3	4	5	6	7	
1-17	There are unique and attractive exhibitions in the pavilion	1	2	3	4	5	6	7	
1-18	There are appealing interactive activities in the pavilion	1	2	3	4	5	6	7	
1-19	The staffs in the Expo are professional and well groomed	1	2	3	4	5	6	7	
1-20	Staffs in the pavilion provide high-quality service	1	2	3	4	5	6	7	
1-21	Volunteers in the Expo Park are friendly and helpful	1	2	3	4	5	6	7	
1-22	The Expo sells varied kinds of tickets, which satisfy the needs of different people	1	2	3	4	5	6	7	
1-23	Purchase of tickets is convenient	1	2	3	4	5	6	7	
1-24	The appointment systems in some pavilions can effectively control the flow of visitors	1	2	3	4	5	6	7	
1-25	Waiting lines are orderly	1	2	3	4	5	6	7	
1-26	This visit satisfies my curiosity	1	2	3	4	5	6	7	
1-27	This visit broadens my horizon by proving me the opportunities to experience different cultures	1	2	3	4	5	6	7	
1-28	I learn about new lifestyle, technology, environment protection and design ideas in the Expo	1	2	3	4	5	6	7	
1-29	This visit improves relationships and increases communication with my friends/relatives	1	2	3	4	5	6	7	
1-30	This visit makes me relaxed	1	2	3	4	5	6	7	

Part II: Destination Image of Shanghai

For each statement, please indicate the number that represents the relative level of your agreement. Please circle the most appreciate one.

Code	I think:	Strongly Disagree			Neutral			Strongly Agree	
2-1	Shanghai has developed and convenient airports	1	2	3	4	5	6	7	
2-2	Shanghai has good private and public	1	2	3	4	5	6	7	

Code	I think:	Strongly Disagree			Neutral			Strongly Agree	
	transport facilities								
2-3	Shanghai has good health services	1	2	3	4	5	6	7	
2-4	Shanghai has good and convenient telecommunication services	1	2	3	4	5	6	7	
2-5	Shanghai has highly developed commercial infrastructures	1	2	3	4	5	6	7	
2-6	Architecture development in Shanghai is good	1	2	3	4	5	6	7	
2-7	Shanghai is well provided with high-quality hotels and self-catering accommodations	1	2	3	4	5	6	7	
2-8	Shanghai is available of convenient bars, discotheques and clubs	1	2	3	4	5	6	7	
2-9	Shanghai is a easily accessible destination	1	2	3	4	5	6	7	
2-10	Shanghai is well provided with convenient tourist centers	1	2	3	4	5	6	7	
2-11	Shanghai has developed tourist information networks	1	2	3	4	5	6	7	
2-12	Shanghai has abundant and attractive theme parks	1	2	3	4	5	6	7	
2-13	Shanghai has many historical and cultural buildings	1	2	3	4	5	6	7	
2-14	Shanghai has a variety of rich and colorful festivals, concerts, etc.	1	2	3	4	5	6	7	
2-15	Shanghai has interesting handicrafts	1	2	3	4	5	6	7	
2-16	Shanghai has many cuisine	1	2	3	4	5	6	7	
2-17	Shanghai has interesting folklore	1	2	3	4	5	6	7	
2-18	Customs and lifestyle in Shanghai are special and unique	1	2	3	4	5	6	7	
2-19	Shanghai has a stable political environment	1	2	3	4	5	6	7	
2-20	Shanghai has a high level of economic development	1	2	3	4	5	6	7	
2-21	Security in Shanghai is good	1	2	3	4	5	6	7	
2-22	The travel cost in Shanghai is low	1	2	3	4	5	6	7	
2-23	Shanghai is not crowded	1	2	3	4	5	6	7	
2-24	Shanghai has a low level of environment pollution	1	2	3	4	5	6	7	
2-25	Shanghai local residents are hospital and friendly	1	2	3	4	5	6	7	
2-26	Shanghai has a low poverty level	1	2	3	4	5	6	7	
2-27	Life quality in Shanghai is high	1	2	3	4	5	6	7	
2-28	There is no language barriers in	1	2	3	4	5	6	7	

Code	I think:	Strongly Disagree		Neutral			Strongly Agree	
	Shanghai							
2-29	Shanghai is convenient for shopping	1	2	3	4	5	6	7
2-30	This trip improves my relationship with relatives/ friends	1	2	3	4	5	6	7
2-31	This trip satisfies my curiosity for Shanghai	1	2	3	4	5	6	7
2-32	This trip makes me relaxed	1	2	3	4	5	6	7

Part III: Overall Attitude toward Shanghai

Please answer the following question and circle the most appreciate one.

3. What's your attitude towards Shanghai?								
Very unsatisfactory			Neutral			Very satisfactory		
1	2	3	4	5	6	7		
Very bad			Neutral			Very good		
1	2	3	4	5	6	7		
Very negative			Neutral			Very positive		
1	2	3	4	5	6	7		

Part IV: Image Congruity

Take a moment to think about the **2010 Shanghai World Expo**. Think about the various images and experiences one would encounter when they attended or watched the World Expo. Imagine this event in your mind and then describe the event using several adjectives such as: exciting, traditional, young, conservative, sexy, or whatever adjectives you think describe the image of this event.

For **the following statement**, please indicate the number that represents the relative level of your agreement. Please circle the most appreciate one.

4. The image of the 2010 World Expo and the image of Shanghai are ...								
Extremely dissimilar			Neutral			Extremely similar
1	2	3	4	5	6	7		
Extremely inconsistent			Neutral			Extremely dissimilar
1	2	3	4	5	6	7		
Extremely low fit			Neutral			Extremely high fit
1	2	3	4	5	6	7		

Part V: Behavioral Intentions

Please answer the following question and circle the most appreciate one.

Question	Definitely No	...	Can not decide	...	Definitely Yes		
5-1. Will you recommend that others visit this destination and its surroundings?	1	2	3	4	5	6	7
5-2. Will you return to visit Shanghai again?	1	2	3	4	5	6	7

Part III: Socio-demographic Information

- This is my _____ time in Shanghai.
- This is my _____ time to attend the World Expo (including any previous world expo).
- How long will you stay in Shanghai? _____
- How many times have you ever attended the 2010 Shanghai World Expo?
 1-2 3-4 5-8 More than 8
- On average, how many hours did you spend in the World Expo each time?
 1-4 5-8 8-11 12-15
- Province : _____
- Gender: Male Female
- Marriage status: Married Unmarried
- Age group: 18-25 26-35 36- 45
 46-55 above 55
- Your highest level of education attained:
 Primary or below Junior High School Senior High School
 Higher Diploma Undergraduate Degree Post-graduate Degree
- Occupation:
 Government, government owned enterprise Technician Clerk
 Service industry Primary industry Manufacturing, transportation industry
 Other Unemployed (students, retired, etc)
- Personal Monthly income:
 Less than ¥1,000 ¥1,000 – ¥2,999 ¥3,000 –¥4,999
 ¥5,000 –¥7,999 ¥8,000 –¥9,999 More than ¥10,000

- Thank you very much! -

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