Change of Tourism Images of Beijing after 2008 Beijing Olympics based on Cognitive and Perceptive Elements of Inbound Tourists: Further on the Construction of Tourism Image of Pyeongchang Winter Olympic Games

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Abstract:
Tourism destination image is not only the best presentation of its brand, but also a sustainable resource in the development of tourism market. Tourism destination image is tourists' attitude and conception, including tourists' beliefs, views and general impression of tourism destination, which is evaluated via tourists' cognition and perception. Holding domestic or international events can improve and upgrade the tourism destination image, so as to attract more tourists, and thus it can be a good way to promote sustainable development of tourism. In this paper, the importance of tourism destination image is emphasized. Based on domestic and international previous research, the change of tourism images of Beijing before and after 2008 Olympics is empirically compared and analyzed by researching tourist cognition and perception. The result shows that there are five factors (modern, fashion, dynamic, convenient and stable) in the cognitive image of Beijing and four factors (tourism quality, view and convenience, charm and comfortable environment) in its perceptive images. T-test found that inbound tourists' tourism cognitive and perceptive images post-Olympics are higher than the ones pre-Olympics; furthermore the change of tourists’ tourism cognitive images is more significant than the change of tourist perceptive images. The main reasons of such differences represented the affection is explained as tourists’ evaluations to tourism destination and
environment in the perceived quality; cognition is explained as tourists’ beliefs and knowledge to tourism destination on the material properties. That means the tourism affective image is mainly from tourists’ own experience, and the tourism cognitive image is mainly from outside public opinion. Inbound tourists have a higher evaluation than pre-Olympics’, and they think Beijing as a modern, fashion, dynamic, convenient, stable and safe city. In the end, we put forward some advises for tourism image of Pyeongchang Winter Olympic Games.

**Key words:**
Tourism images; Perceptive; Cognitive; Inbound tourists; Olympic Games