

EXPLORING DESTINATION IMAGE DECAY: A STUDY OF SPORT TOURISTS' DESTINATION IMAGE CHANGE AFTER EVENT PARTICIPATION

Ceridwyn King

Temple University

Nan Chen

Griffith University

Daniel C. Funk

Temple University and Griffith University

Limited research has examined the decay of destination image (DI) using longitudinal repeated measures. This study used a tripartite attitude perspective to examine the structural stability of DI among sport tourists after returning home. Two online survey waves were conducted to monitor the DI change held by 234 nonlocal participants in an international marathon event over a 9-month interval. The results revealed that the DI decayed over time and this decay was dimensionally specific. Affective and conative components of DI were more susceptible to change while cognitive DI was more stable. However, the pattern of decay was moderated by the strength of a tourist's psychological connection to the destination. Relevant theoretical and managerial implications are discussed to provide insights for both researchers and practitioners.

KEYWORDS: *destination image; change; sport tourism; image decay; attitude theory; repeated measures; longitudinal study*

INTRODUCTION

The importance of destination image (DI) is widely acknowledged in tourism literature (e.g., Baloglu & McCleary, 1999; Gallarza, Saura, & García, 2002; Tasci, Gartner, & Cavusgil, 2007). Destinations compete principally through their image in the global and increasingly competitive tourism markets. This is because a tourist image of a destination before visiting is believed to be a decisive factor in their purchase decision when prices are comparable (Buhalis, 2000). DI is also considered important in the event tourism market as a positive image compliments event organization and promotion (Kaplanidou, 2007). Moreover, special events, including sport events, are often used by destination and local tourism marketers as an effective image building, enhancing, or rectifying tool (Chalip & Costa,

2005). To guarantee a sustainable positive image, or to detect and rectify a negative image timely in the minds of event tourists, identifying and monitoring the image change held by event participants becomes a central focus for host destination and event tourism marketers.

Furthermore, as motivation for sport tourists to travel to a destination may differ within this market segment (e.g., travel primarily to participate in or watch a sport event vs. travel primarily to take a vacation; Kaplanidou, 2007), it can be expected that sport tourists' respective image of the destination will also differ given the relationship between DI and the benefits tourists seek (i.e., motivations; Baloglu & McCleary, 1999). For active sport tourists, the promotion of the sport event itself (i.e., the sport event image, in contrast to the DI) is considered to be central to increasing participation numbers (Kaplanidou, 2010). This being the case, it could be assumed that for sport tourists whose primary motivation to travel is sport, their initial image of an event destination may be dominated by the event itself. Therefore, to realize repeat visitation from this important segment, comprehension as to sport tourists' DI, separate from the event itself, as well as its stability, is important.

Tourism academics have recognized that DI is not static but a fluid process (e.g., Chon, 1991; Gallarza et al., 2002; Gartner, 1986). The dynamic nature of DI represents both image formation and modification. However, according to Beerli and Martín (2004), there is an "absence of existing empirical evidence analysing the determinants of a destination's perceived post-visit image" (p. 660). This may be attributed to Gallarza et al.'s (2002) assertion that such an assessment requires "longitudinal sampling studies, although this kind of research is difficult in tourism" (p. 61). From this perspective, it is not surprising therefore, that even less is known about the stability of DI over extended periods of time. If DI is closely related to tourists' behavior, then understanding the stability of DI is of strategic importance.

Examinations of DI formation/change normally focus on DI as a static structure. Studies have generally examined the relationship between one specific image form and tourist behaviors. For example, Frías, Rodríguez, and Castañeda (2008) examined the relationship between information search and projected image while Bigné, Sánchez, and Sánchez (2001) considered experience satisfaction and posttrip image. Another example of examining DI as a static structure is the early work of Fakeye and Crompton (1991), who considered the relationship between length of stay and DI. These examples are all in contrast to investigating image stability over time. While there has been a research stream that has considered the influence of actual visitation on DI (e.g., Dann, 1996), examination of DI as a result of a passage of time is less definitive and has been criticized by Gallarza et al. (2002) because "the correct way of assessing the influence of time on image formation should not be the comparison of different samples" (p. 61). Addressing this deficiency in the tourism literature mandates a longitudinal study, which is currently lacking. Therefore, in seeking to build on the current DI literature, a longitudinal approach to address the following research question that guides this study will be adopted, providing greater insight into DI as a dynamic construct.

Research Question: How does the image held by sport tourists toward the host destination change over time after event participation?

In adopting a longitudinal approach with the same sample, examination of the stability of sport tourists' DI after actual visitation is realized. In doing so, the results of this study will contribute to further understanding of DI change. To achieve this objective, the article adopts the following structure. The first section establishes the theoretical foundation through a review of the DI literature, proposing a conceptualization of DI that is underpinned by attitude theory. Consideration is given to how DI might change, resulting in the development of hypotheses that consider the influence of psychological and personal factors over time. The second section describes the study (participants, procedures, measurement, and analyses), followed by the results of the hypothesis testing. The final section discusses the study's findings as well as provides a conclusion that highlights the implications, limitations, and suggests directions for future research.

LITERATURE REVIEW

Destination Image

DI remains one of the most popular research topics in tourism. Since the 1970s, academics have recognized its significant function in affecting potential tourists' decision making and actual touristic behaviors (Gallarza et al., 2002; Pike, 2002; Tasci et al., 2007). Research has demonstrated the multidimensionality of DI (e.g., Baloglu & McCleary, 1999). However, the conceptualization and composition of DI remains nebulous because of the abstractness and multidimensionality of the construct (Tasci et al., 2007). In 2006, Li and Vogelsong concluded that "no less than 30 definitions of tourism destination image can be found in the tourism literature" (p. 350). Based on their critique, it can be concluded that while there is significant consensus amongst the definitions with respect to it being an overall or global impression of a place, the perceived composition of DI is less congruent.

According to Tasci et al. (2007), the multitude of DI definitions is a result of researchers each "defining a particular aspect of destination image" (p. 199). In considering the multiplicity of definitions, Tasci et al. (2007) concludes that there are three main components to DI, namely cognitive, affective, and conative, a view originally promoted by Gartner (1994). Lawson and Baud-Bovy's (1977) tourist image definition, "the expression of all objective knowledge, impressions, prejudices, imaginations and emotional thoughts with which a person or group judges a particular object or place" (p. 10), has been widely cited in the DI literature (e.g., Baloglu & McCleary, 1999; Jenkins, 1999; Milman & Pizam, 1995; San Martín & Rodríguez del Bosque, 2008; Yilmaz, Yilmaz, İçigen, Ekin, & Utku, 2009) as well as several DI review articles (e.g., Gallarza et al., 2002) as it effectively captures the cognitive and affective components of DI. In seeking to build on this definition to reflect all three components of DI, this article's definition

also accounts for the interactional effects between these components. For example, Gartner (1994, p. 193), in promoting the three components of DI asserts that they are “three distinctly different but hierarchically interrelated components.” Therefore, based on the definitions of Lawson and Baud-Bovy (1977) and Gartner (1994), this article defines DI as *an interactive construct of objective knowledge, subjective impressions, prejudice, imaginations and emotional thoughts toward a destination, held by individuals, which will influence their behavioral intentions.*

This definition allows for the integration of attitude theory to examine DI as an attitudinal construct. Roth and Diamantopoulos (2009) believe that the only concept in image literature that does not suffer from conceptual limitations is the attitude perspective. Thus, the adoption of an attitudinal perspective to study the image structure of destinations is considered to be relevant (Dann, 1996; Gartner, 1994). Furthermore, given that attitudes that are highly formed and structurally stable are more predictive of behavior and intentions (Bassili, 1996; Kraus, 1995), consideration of DI as an attitude affords greater insight into the future behavioral intentions of tourists. The attitude perspective conceptualizes three main structural components of affect, cognition, and conation that can lead to three different explanations of attitude formation and change (Bagozzi, Tybout, Craig, & Sternthal, 1979). However, despite acknowledgment that an attitudinal approach to DI is appropriate, divergent views on the structural composition of the DI remain (Rezende-Parker, Morrison, & Ismail, 2003).

Structural Approach to Destination Image

The bulk of research in tourism adopts a multidimensional approach to understand the structural composition of DI. The conceptualization of DI ranges from a single cognitive (e.g., Gartner, 1989; Schneider & Sönmez, 1999) or affective dimension (e.g., Baloglu & Brinberg, 1997), to a dual perspective with both a cognitive and affective dimension (e.g., Kim & Yoon, 2003), and finally, to a tripartite structure with cognitive, affective, and conative dimensions (e.g., Tasci et al., 2007). Although different views still exist on the specifics of each component (e.g., Echtner & Ritchie, 1993), DI has evolved to a stage whereby the tripartite structural perspective is considered a comprehensive evaluation of how tourists perceive a destination (Li & Kaplanidou, 2011). Despite this observation, examination of this structure is still limited. Therefore, in addition to seeking to build on the work of C. F. Chen and Tsai (2007) who view DI as a multidimensional construct of cognitive attributes, this study adopts the tripartite approach to examine DI (cognitive, affective, and conative) for the following reasons.

Tourists’ “attitude toward a destination” is habitually used by tourism destination researchers as synonymous or interchangeable with DI without clarification (White, 2004). The DI literature has generally failed to clarify the similarities and differences between image and other constructs, such as perception and attitude (White, 2004, 2005). In fact, through an examination of DI and perception, White (2005) did not discover any obvious differences. In the absence of further clarification of what DI is, therefore, White (2004) suggests DI researchers adopt

the tricomponent model of attitude because it is an understandable, reliable, and robust model. In addition, a considerable portion of developed tourism theories or models are derived from traditional consumer behavior studies, borrowing the main concepts from the grand models, such as decision making, motivation, and information search (Sirakaya & Woodside, 2005). The interdisciplinary nature of tourism research requires adopting theory and methods from social psychology. As such, adopting an attitudinal structural perspective to conceptualize the composition of DI is appropriate. Furthermore, it can facilitate insight into how DI changes over time.

The current study conceptualizes the structural composition of DI as representing three distinct, yet interrelated, evaluative dimensions: cognitive, affective, and conative. The cognitive image component is defined as the known attributes of the destination according to information or beliefs, consistent with C. F. Chen and Tsai's (2007) operationalization of DI. The affective image component is defined as the positive or negative feelings elicited by a destination. The conative image component is defined as visit intention and incorporates the probability of potential tourists to visit or revisit the destination in the future that emerges from cognitive and affective images. Collectively, this tripartite perspective of DI embodies what (potential or actual) tourists know about the destination (cognitive), how they feel about what they know (affective), and how they act on this information (conative; Tasci et al., 2007).

Despite support for a tripartite structural approach to DI, examinations of all three dimensions remain limited. The cognitive component has received the most attention (e.g., Gartner & Hunt, 1987; Gartner & Shen, 1992; Fakeye & Crompton, 1991), followed by a dual, cognition and affect perspective toward a travel destination (e.g., Beerli & Martín, 2004; Kim & Richardson, 2003; Pike & Ryan, 2004; San Martín & Rodríguez del Bosque, 2008; for a detailed review of the evolution of DI studies, refer to Tasci et al.'s table 2, 2007, pp. 205-208). Furthermore, given the paucity of longitudinal DI studies, research devoted to understanding change to the structural dimensions of DI is lacking. In view of this, the present research examines all three dimensions simultaneously, which affords insight into the structural changes of DI overtime.

Destination Image Change

The formation of DI and subsequent change over time can be considered symbiotic. Hence, differentiating formation and change in DI studies as two separate stages is not advisable since these two processes are interdependent and continuous (Fakeye & Crompton, 1991; Gartner, 1994). The formation and change of DI represents a continuous process, whereby the development of this mental construct is based on a few selected impressions, among a number of impressions (Reynolds, 1965) that induces an image that constantly evolves (Fakeye & Crompton, 1991). For example, an induced image can be generated by destination marketing communication (e.g., Buhalis, 2000). If previsit expectations that are a result of the induced image are met and the experience is positive, then modification to the DI after visitation is less likely (Bigné Alcañiz, Sánchez

García, & Sanz Blas, 2009; O'Leary & Deegan, 2005). However, if the induced image is inconsistent with the actual experience, then DI modification is more likely. Therefore, monitoring modifications to tourists' image over time enables a richer comprehension of the structural change process of a tourist's DI.

Previous attempts to trace modifications to DI are informative. These studies have examined the role of an event in modifying a destination's image (e.g., Gartner & Shen, 1992; Kim & Morrison, 2005), how the travel experience induced change from pretrip image to posttrip image (e.g., Phelps, 1986; Yilmaz et al., 2009), whether DI differs among visitors and nonvisitors (e.g., Andreu, Bigné, & Cooper, 2001; Baloglu, 1998) and how modification to DI can be induced through advertising or other promotional activities (e.g., Perry, Izraeli, & Perry, 1976; Tasci & Holecek, 2007). Of particular note is Li and Vogelsong's (2006) comparison of the same respondents during and after event participation. This research has been instructive; however, the temporal parameters of DI change are relatively short (e.g., 2 months or less). In contrast, Ritchie and Smith (1991) examined how a destination's image changed as a result of hosting a mega sporting event over a 4-year period. While their results revealed a modification of DI, with a particular emphasis on image decay postevent, their longitudinal study did not use the same panel each round. Therefore, insight is needed to determine how modifications to individual's DI are sustained, if at all, over an extended period of time so as to inform future target-marketing practices. In addition, comprehension as to the structural stability of each dimension is required to inform the content and structure of the subsequent marketing activities. A longitudinal approach will enable appropriate planning of marketing initiatives both with respect to timing as well as messages to be communicated. For example, at what point in time after visitation does tourist DI decay, thereby needing a targeted communication strategy? Furthermore, what is it about the DI that is decaying (e.g., cognitive, affective, or conative) that can inform the content of the marketing communication?

Theoretical support for broadening the temporal frame to investigate DI change exists but research has not been conducted. Previous research has examined time through the influence of length of stay on DI (e.g., Fakeye & Crompton, 1991); works that repeat previous studies after a period of time, on the same destination but with different samples (e.g., Gartner & Hunt, 1987; Tasci & Holecek, 2007); and those investigating the effect of previous visitation on image formation (Li, Cheng, Kim, Petrick, 2008). However, these studies have yet to explore DI change over an extended time period held by the same sample through the optimal way of a longitudinal study. Little is known about the long-term integrity of the DI structure. To better understand the dynamic nature of DI, consideration of the literature on attitude decay is, therefore, warranted.

Destination Image Structural Change

The attitude formation and change literature's premise is that attitudes fluctuate, change, and generally decay. This change process is normally studied through information search, persuasive communications, and personality (Halloran, 1970; Krech, Crutchfield, & Ballachey, 1962). A number of factors

can influence attitude change, including time, memory, space, personal features (Haugtvedt & Petty, 1992), as well as external stimuli (Petty, Wegener, & Fabrigar, 1997; Yoo & Chon, 2010). In terms of time, Holmes (1970) reported that the predominant change in the affective component of attitude over time was a decrease in intensity, and this decrease was caused by memory decay. The natural decay of human memory is accepted by researchers and time dependent memory decay has been supported in research fields, such as industrial medicine (Jenkins, Earle-Richardson, Slingerland, & May, 2002) and brand association (Quester & Farrelly, 1998). It is argued that this temporal memory decay weakens both information retrieval and subsequent evaluative judgments in the absence of the [event] context and [destination] specific information that maintain structural stability (Schwarz, 2007). Hence, it makes intuitive, and theoretical, sense that a tourist's evaluation of a destination from memory will decline over time.

Evidence to support this decline would be strengthened through examining whether changes to the three DI structural components contributed to this decay, similar to the emphasis in existing attitude change studies that examine consistency among the tricomponents (e.g., Flay, 1978; Insko & Schopler, 1967; Millar & Tesser, 1989). Scholars propose that attitudes can fluctuate due to modifications in underlying structural properties (i.e., cognitive, affective, conative; Bassili, 1996), and the reorganization of these properties is the basic condition for attitude change (Halloran, 1970; Rosenberg, 1960). Therefore, if overall DI decay is observed, separate examination of cognitive, affective, and conative components of DI is required. Hence, to investigate structural changes to DI over time, the following three hypotheses are offered,

Hypothesis 1a: The cognitive destination image held by sport tourists after attending the event will decay over time.

Hypothesis 1b: The affective destination image held by sport tourists after attending the event will decay over time.

Hypothesis 1c: The conative destination image held by sport tourists after attending the event will decay over time.

Evidence to support or refute each of these hypotheses will help determine the structural integrity of three DI components. This information can provide new evidence to understand the unique and relative contributions of each to overall image decay (Gartner, 1986; Qu, Kim, & Im, 2010). However, attitudes are highly context sensitive and evaluative judgments subject to variability in valence- and situation-specific information (Schwarz, 2007; Wilson, Lindsey, & Schooler, 2000). Hence, a wide range of psychological and individual determinants may account for different structural modification patterns among the three components (Baloglu & McCleary, 1999; Yoo & Chon, 2010). Therefore, consideration of DI modification from both a psychological and personal perspective is considered appropriate. As such, the concepts of psychological connection and place experience were chosen.

Psychological connection represents the strength of the individuals' connection with the destination (Filo, Chen, King, & Funk, 2011). This is important because it is a precursor to behavior and reflects the level of resistance to changing DI as well how often one thinks about the destination. With respect to place experience, empirical and anecdotal evidence suggests that the more knowledge one has with respect to a destination, the less likely DI is to change. The next sections, therefore, explore how the pattern for DI decay may be moderated by an individual's psychological connection and place experience with a destination.

Moderating Role of Psychological Connection

Theoretically, the strength of a tourist's psychological connection with a destination has the capacity to moderate DI's structural decay over time. Attitude strength research indicates the psychological significance one ascribes to an attitude represents the level of caring and concern attached to the attitude object. The stronger the connection, the more persistent and resistant to change the evaluation becomes (Krosnick et al., 1993). Within the leisure domain, theorizing and empirical research indicate that an individual's psychological connection toward a leisure activity progressively develops over time, based on individual and sociological processes (Beaton & Funk, 2008; Iwasaki & Havitz, 2004) and is correlated to the breadth and depth of behavioral engagement (Funk, Beaton, & Pritchard, 2011). Such a connection can be both emotional and evaluative, resulting in individuals valuing and identifying with a specific place for the benefits it offers (Hidalgo & Hernandez, 2001; Moore & Graefe, 1994). For sport tourists, both experiences and social interactions encountered at the destination have been found to contribute to the strengthening of personal meaning attached to the place (e.g., Filo, Funk, & O'Brien, 2008; Hallman, Kaplanidou, & Breuer, 2010; Hammitt, Backlund, & Bixler, 2004; Kaplanidou, 2010; Kaplanidou & Vogt, 2010). Hence, the strength of the psychological connection to the destination affords both conceptual and empirical comparisons of DI structural change among different tourists.

Conceptually, the psychological connection to a destination reflects the personal meaning attached to a place visited by a sport tourist (Gross & Brown, 2006). This personal meaning has been operationalized using two dimensions of place identity and place dependence (Kyle, Bricker, Graefe, & Wickham, 2004; Kyle, Graefe, Manning, & Bacon, 2003). Place identity describes the degree to which the emotional bond has formed between the tourists and the destination that hosted the event. Place dependence is instrumental and goal related representing the evaluation of the destination's ability to facilitate the desired leisure experience related to the event. Taken together, place attachment captures the internalization process that governs the degree to which the connection to the destination is evaluated with emotional, functional, and symbolic meaning. As a result, measuring the degree to which place attachment has developed can be used to examine whether different decay patterns will emerge among the three components based on the strength of a tourist's connection to destination. As attitude strength determines the stability of an attitude over time (Krosnick et al., 1993), it would seem reasonable to expect that structural DI decay that occurs over time will be

moderated by the strength of the attachment formed with the destination. Therefore, we hypothesize the following:

Hypothesis 2: Individuals with a stronger place attachment will incur less DI decay over time than individuals with weaker place attachment.

Support for this hypothesis would provide evidence for the capacity of place attachment to introduce structural integrity and reduce DI modifications over time. However, direct experiences and social interactions encountered at the destination may also operate in this capacity. Prior research suggests DI decay would be moderated by proximity to destination (e.g., Obenour, Lengfelder, & Groves, 2005), familiarity with the destination (e.g., Baloglu, 2001; Milman & Pizam, 1995), previous experience/visits (e.g., Beerli & Martín, 2004), and length of stay (e.g., P. J. Chen & Kerstetter, 1999; Vogt & Andereck, 2003). Theoretically, tourists who have more place experience (i.e., repeat visitors) would demonstrate less DI decay over time than tourist with less prior experience. This assumption is based on the role prior experience has on DI formation and change.

Moderating Role of Place Experience

Conceptually, place experience influences a tourist's evaluative judgment of a destination based on prior knowledge and direct experience. Prior knowledge refers to the amount of relevant knowledge that accompanies an individual's attitude toward the destination. Individuals who possess greater levels of knowledge about an object (e.g., the destination) are more likely to evaluate that object consistently with previous beliefs (Kallgren & Wood, 1986). Research indicates that attitudes based on greater functional knowledge are more likely to moderate the attitude-behavior relationship than attitudes based on limited functional knowledge (Davidson, Yantis, Norwood, & Montano, 1985; Wood, 1982). The level of prior knowledge of a destination can also be bolstered by direct experience (Fazio, Zanna, & Cooper, 1978).

Direct experience refers to the degree of prior experience, or the amount of direct contact, a tourist has with the destination. Research has demonstrated that attitudes formed based on direct experience are held with more confidence and predict behavior better than attitudes not based on direct experience (Doll & Ajzen, 1992). Direct experience links an evaluation of an object to existing beliefs and knowledge that makes the attitude more persistent and predictive of behavior (Fazio, Chen, McDonald, & Sherman, 1982). Taken together, prior knowledge and direct experience contribute to place experience that can increase the level of cognitive complexity to evaluate the destination from memory and reduce structural decay among DI components (cf., Chang, 2004; Pritchard, Havitz, & Howard, 1999).

Specific to the current study, place experience can be operationalized from two sources. The first represents whether an individual has previously visited the destination before travelling to participate in the sport event. The second is whether the individual actually revisited the destination after participating in the sport

event for other purposes, such as leisure or business. Tourism researchers have reported differences between first-time and repeat visitors (Fuchs & Reichel, 2010; Li et al., 2008). Therefore, two hypotheses are proposed to test the role prior experience has on moderating DI decay over time.

Hypothesis 3: Individuals who had previously visited the destination prior to the sport event will incur less DI decay over time.

Hypothesis 4: Individuals who have revisited the destination after the sport event will incur less DI decay over time.

In summary, the current study examines how DI held by sport tourists is modified over an extended period of time. Four hypotheses were proposed to examine the structural decay of DI components and the capacity of place attachment and place experience for moderating this decline. The following section describes the methodology that guided the collection and analysis of the data for testing the four hypotheses.

METHOD

The current study adopted a longitudinal research design to examine DI change among sport tourists after participating in an annual marathon event located in the southeast of the United States in 2009. This approach is advantageous for understanding the progressive nature of DI change over time. Two online self-administered questionnaire surveys were employed to collect data 3 weeks after the event and 10 months after the event.

Participants

The participants in this study consisted of 234 nonlocal participants that completed both surveys ($n = 234$). The demographic profile of sport tourist was as follows: 57% male, 65% were married or living with a partner, 72% were between the ages of 30 and 54 years; 64% were Caucasian, 25% Hispanic or Latino, 3% African American, and 3% Asian; 72% were American citizens, 71% had visited the host destination more than 5 times; and 8% visited the destination for the first time for the event. The majority of the sample (90%) completed higher education, and 60% possessed a graduate degree or above. Seventy-two percent reported an annual household income of US\$60,000 or above. In addition, approximately half of the sample ($n = 118$) did revisit the destination after attending the event. Moreover, 84% indicated they still had interest in returning to the destination for a vacation in the future.

Procedure

The first postevent survey was deployed 3 weeks after the event and kept available online for 3 weeks (i.e., February 20 to March 16). An e-mail invitation containing the online survey link was disseminated by the event organizing committee to 13,925 registered runners. A reminder e-mail was sent out 2 weeks

after the initial e-mail. This procedure yielded 3,008 usable questionnaires for a response rate of 21.6%.

The second postevent survey was deployed 9 months later to 956 nonlocal respondents of the previous survey. The selection of these survey participants was based on those respondents from the first survey who selected a 5, 6, or 7 on a 7-point Likert-type scale (*disagree/agree*) when responding to a question about the likelihood of revisiting the destination for a vacation within the next 12 months. An e-mail invitation containing the survey link was sent out in December and a reminder e-mail was sent 2 weeks later. The survey was kept available online for 4 weeks. This procedure yielded 234 completed questionnaires for a response rate of 24.5%. The responses to both surveys were merged through the unique authentic key of each respondent in a PASW 18.0 data file and used for further analysis.

Measurement

The two questionnaires deployed identical questions to measure the following constructs. Cognitive destination image (CDI) was measured through a compilation of attributes related to the host destination of the event. Respondents were asked to assess the importance of 21 attributes in making their decision to visit the destination on a 7-point Likert-type scale with 1 = *extremely unimportant* and 7 = *extremely important*. Although the use of attribute lists in measuring DI has received criticism, the multidimensional approach is acceptable and important for shaping visitors' image toward the specific destination (Pike, 2002). Researchers have created tailored lists of destination attributes to measure the cognitive component (e.g., J. S. Chen, 2001; Kim & Morrision, 2005). The CDI attributes were generated in the current study based on 16 used by N. Chen and Funk (2010), with the remaining 5 being created for this study based on a literature review (e.g., Shonk & Chelladurai, 2008; Tapachai & Waryszak, 2000) as well as a content analysis of promotional materials of mega sport events and their host locations.

Affective destination image (ADI) was measured using three semantic bipolar questions. Respondents were asked to indicate their feelings toward the destination on 7-point Likert-type scales: 1 = *bad/awful/dislike* and 7 = *good/nice/like*. The ADI measure is designed to elicit the hedonic component of sport tourists' DI. This scale has been validated by Batra and Ahtola's (1991) work on the semantic differential measurement scale for overall attitude.

Conative destination image (RI) was operationalized with three behavioral intent questions. Respondents were asked to gauge their intention of revisiting the destination in the future for a leisure vacation on 7-point Likert-type scales, from 1 = *extremely unlikely* to 7 = *extremely likely*. The influence of time was accounted for by specifying three time frames (i.e., short term [within the next 12 months], midterm [within the next 3 years] and long term [within the next 5 years]; Jang & Feng, 2007). In addition, both surveys contained travel-related features, such as length of stay and demographics.

The second postsurvey contained additional items to assess the level of psychological connection to the destination. This connection was measured using place attachment (PA) with three items for place identity and three items for place dependency (Kyle et al., 2003; Kyle et al., 2004). Seven-point Likert-type scale,

anchored with 1 = *strongly disagree* to 7 = *strongly agree*, was used to assess all items. In addition, prior experience with the destination was measured by two single questions. Respondents were asked to indicate if participation in the event coincided with their first visit or had they previously visited. Respondents were also asked whether they had revisited after attending the 2009 event during the interval between the two surveys.

Analysis

The data analyses consisted of the following procedure. First, exploratory factor analysis was conducted on the 21 destination attributes to identify a multidimensional representation of CDI from the second postevent survey (i.e., 10-month survey data). These data were used, in contrast to the first postsurvey, as the sport tourist's DI at this stage was considered to be more stable. This assumption was based on previous research that has shown that proximity to event hosting (i.e., when the event was held) has been shown to temporarily influence DI (i.e., event-related attributes temporarily dominate DI when examined close to the event; e.g., Ritchie & Smith, 1991). Principle component analysis with oblique rotation provided support for four factors. Attributes with a factor loading less than .60 and a cross-loading of greater than 50% were deleted (Hair et al., 2006). The final solution yielded a four-factor model with 14 destination attributes that explained 69% of the variance. Second, a confirmatory factor analysis using AMOS 7.0 (Arbuckle, 2005) with maximum likelihood estimation was conducted to assess the construct and discriminant validity of CDI, ADI, RI, and PA.

The purpose of the confirmatory factor analysis (CFA) analysis was to establish the discrete nature of these four main constructs in order to perform subsequent repeated measures analysis of variance. The CFA used maximum likelihood estimation to examine the relationships between 26 observed variables and eight first-order latent variables CDI1, CDI2, CDI3, CDI4, ADI, RI, PA1, and PA2. See Table 1 for observed items and their respective latent variable. In addition, the same measurement model also specified two hierarchical relationships among six of the latent factors. The first-order latent variables CDI1, CDI2, CDI3, and CDI4 were specified to represent a second-order latent variable labeled CDI. The first-order latent variables of PA1 and PA2 were specified to represent a second-order latent variable PA. Maximum likelihood estimation was used because it provides robust estimations that are capable of reproducing the observed data (Hair et al., 2006). The internal validity of the measurement model was assessed through standardized factor loadings for each item and construct, Cronbach alphas, and average variance extracted estimates. All factor loadings were significant on their respective construct. However, it should be noted that two loadings (i.e., CDI2 = .46 and CDI4 = .56) were below the point of 0.6 recommended thresholds. In addition, discriminant validity of the constructs was examined using squared multiple correlations (SMCs) and correlations between constructs.

An overall DI composite mean score was calculated from CDI, ADI, and RI. A repeated measures within subject analysis examined overall DI decline from 3 weeks to 10 months postevent. In addition, the midpoint on the PA scale was used to create two PA groups: (a) low PA group with mean scores falling below the 4.0

Table 1
Measurement Details for Constructs

Measurement Items	First- Order B	Second- Order B	α	
Affective destination image	AVE = .66			
a. Affect: Negative–Positive	.78			
b. Affect: Bad–Good	.86			
c. Affect: Dislike–Like	.80			
Conative destination image	AVE = .71			
a. Revisit destination for vacation within next 5 years	.88			
b. Revisit destination for vacation within next 3 years	.99			
c. Revisit destination for vacation within next 12 months	.62			
Cognitive destination image (CDI)			T1	T2
CDI1 (Travel basics)	AVE = .55	.80	.80	.76
a. Ease of travel	.68			
b. Personal safety	.76			
c. Value for money	.82			
d. Accommodation quality	.69			
CDI2 (Event)	AVE = .71	.46	.83	.87
a. Status of event	.87			
b. Level of competition	.82			
CDI3 (Environment)	AVE = .64	.93	.86	.87
a. Pleasant atmosphere	.84			
b. Entertainment & recreation facilities	.70			
c. Friendliness of locals	.89			
d. Clean & green environment	.74			
CDI4 (Attractions)	AVE = .60	.59	.85	.92
a. Sightseeing opportunities	.81			
b. Natural/scenic attractions	.73			
c. Cultural, arts & historic attractions	.86			
d. Experience different culture and customs	.69			
Place attachment			T1	T2
PA1 (Place identity)	AVE = .77	.87	.91	.89
a. Miami means a lot to me	.89			
b. I feel like Miami is part of me	.85			
c. I am very attached to Miami	.83			
PA2 (Place dependence)	AVE = .71	.79	.88	.81
a. No other compares to Miami for travelling to participate in event	.87			
b. Miami is the best sport tourism destination	.84			
c. I enjoy travelling to Miami to participate in a running event more than any other place	.90			

Note. B = standardized factor loadings for first- and second-order latent variables; AVE = average variance extracted; T1 = Time 1 (3 weeks after event) T2 = Time 2 (10 months after event).

midpoint ($n = 121$) and (b) high PA group with mean scores above the 4.0 midpoint ($n = 103$). Visitation information was used to create two dichotomous variables of Place Experience: (a) Prior Visitation (first time $n = 29$ vs. multiple visits $n = 205$) and Postvisitation (nonrevisit $n = 116$ vs. actual revisit $n = 118$). Finally, a series of within-subject and between-subject repeated-measures tests were used to examine the each structural component: (Time $\times$ PA Group $\times$ Visitation).

RESULTS

Measurement Results

Overall, the CFA analysis yielded an adequate fit between the specified measurement model and data. The likelihood ratio of $\chi^2 = 496.96/df = 287$ was 1.73 and fell within the 3 to 1 acceptable fit recommendation (Tabachnick & Fidell, 2007). The root mean square error of approximation (RMSEA) = .06 was below the prescribed range of .08 for acceptable fit (Browne & Cudeck, 1992; Hu & Bentler, 1999). The standardized root mean square residual (SRMR) value of .07 was below the acceptable range of .08 (Browne & Cudeck, 1992; Hu & Bentler, 1999). These results provide initial evidence for the discriminant validity of the four constructs CDI, ADI, RI, and PA.

Construct estimates for each of the eight first-order and two second-order latent variables were next used to further evaluate the proposed measurement model. Table 1 presents the construct estimates in the form of standardized factor loadings for the eight first-order latent variables in column 1. In addition, the standardized factor loadings for the two second-order latent variables CDI and PA are presented in column 2. The factor loadings were all significant ($p < .05$) on their respective construct. Standardized factor loadings equal to .70 or greater are desirable (Hair et al., 2006) and factor loadings above .60 are considered reasonable (Netemeyer, Bearden, & Sharma, 2003). For the first-order latent factors, all met this criterion. For the second-order factor loadings, CDI2 (.46) and CDI4 (.59) were below the .60 threshold but were retained as it represented a new scale.

The factor loadings were next examined using the SMC, which is a diagnostic that indicates parameter fit in terms of variance explained. The SMC can be calculated by squaring the standardized factor loadings for each parameter estimate used to measure a specific latent variable. With the exception of five items (RIC, CDI1a, CDI1b, CDI1d and CDI4d), the rest of the SMC first-order latent factors were above the .50 threshold (Bagozzi & Yi, 1988). In terms of the SMC second-order factor loadings, CDI2 and CDI4 were below the threshold. Although these marginal SMC loadings suggest the items could be deleted, the alpha for CDI = .90 reported in Table 2 provide support for their inclusion.

Table 1 presents the average variance extracted (AVE), which is the average of the SMC for each parameter estimate of a specific latent variable and provides an additional measure of internal consistency and discriminant validity. AVE values should exceed .50 (Hair et al., 2006) and results indicate that the construct items extracted over 50% of the variance in each first-and second-latent factor and met this recommendation. An additional discriminant validity test was conducted comparing the AVE and correlations among the constructs CDI, ADI, RI, and PA (Fornell & Larcker, 1981). See Table 2 diagonal for the second postsurvey sample. This test revealed the AVE for each of the four constructs exceeded the squared correlation between it and the other three constructs. This result provides evidence for each construct's discriminant validity because a construct was explained by the items that measured it more than its correlation to other constructs.

Table 2
Means, Standard Deviations, and Reliabilities for Constructs

	1	2	3	4	Mean	SD	α
Time 1: 3-Week DI							
Cognitive DI	1				5.10	0.86	.92
Affective DI	.19*	1			6.35	0.97	.76
Conative DI	.12	.09	1		6.17	0.86	.80
Time 2: 10-Month DI							
Cognitive DI	.70				5.09	1.01	.90
Affective DI	.20*	.66			5.91	1.20	.85
Conative DI	.10	.41*	.71		5.90	1.34	.85
Place attachment	.28*	.43*	.46*	.69	3.96	1.47	.90

Note. DI = destination image; AVE = average variance extracted. AVE is shown in the diagonal (italicized entries) for correlation matrix for the 10-month sample.

* $p < .05$.

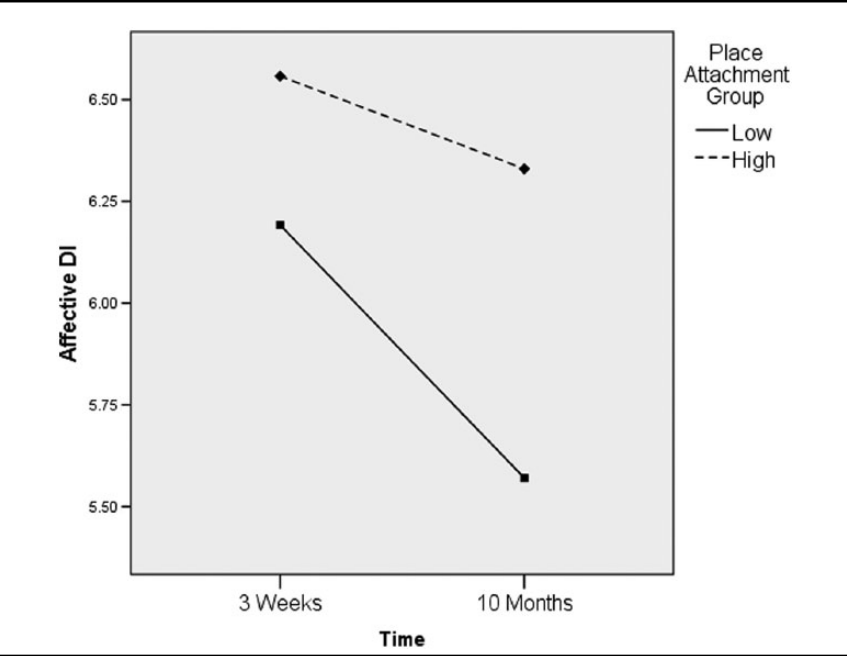
Results of Hypotheses Testing

Table 2 presents the mean scores, standard deviations, reliability statistics, and correlations for CDI, ADI, and RI for both data collections. With respect to the 3-week sample (first postsurvey), the means for each construct ranged from $M = 5.10$ for CDI to $M = 6.35$ for ADI. In addition, Table 2 presents the means, standard deviations, and correlations for CDI, ADI, RI, and PA for the 10-month sample (second postsurvey). The means for each construct ranged from $M = 3.96$ for PA to $M = 5.91$ for Affective DI. The mean scores for CDI, ADI, and RI indicate general agreement for the structural components of DI with the exception of PA falling below the midpoint. The constructs were reliable ranging from $\alpha = .76$ to $\alpha = .92$ (Nunnally & Bernstein, 1994) and the correlations revealed low to moderate relationships.

A repeated-measures analysis (analysis of variance), revealed an overall decline to DI. The composite DI mean score from Time 1, $M = 5.92$ ($SD = 0.60$) was significantly less 10 months later; Time 2, $M = 5.64$ ($SD = 0.84$); $F(1, 214) = 20.22$; $p < .01$. Subsequent tests to examine the four hypotheses revealed the following results. No significant change was observed for CDI mean scores from 3 weeks to 10 months postevent. A significant decline was observed for ADI, but this main effect was qualified by a Time $\times$ PA interaction. The ADI mean score for Time 1 among less attached tourists ($M = 6.19$) was significantly less than 9 months later ($M = 5.55$), $F(1, 214) = 6.43$; $p < .01$. In contrast, tourists with a stronger attachment had no significant change from Time 1 ($M = 6.58$) to Time 2 ($M = 6.34$). See Figure 1.

A significant decline was observed for RI, but this main effect was qualified by a Time $\times$ PA interaction. The RI mean scores among less attached tourists significantly declined from Time 1 ($M = 6.05$) over a 9-month period to Time 2 ($M = 5.41$), $F(1, 214) = 17.32$; $p < .01$. No significant difference was observed

Figure 1
Affective Destination Image (DI) Change Over Time by Place Attachment

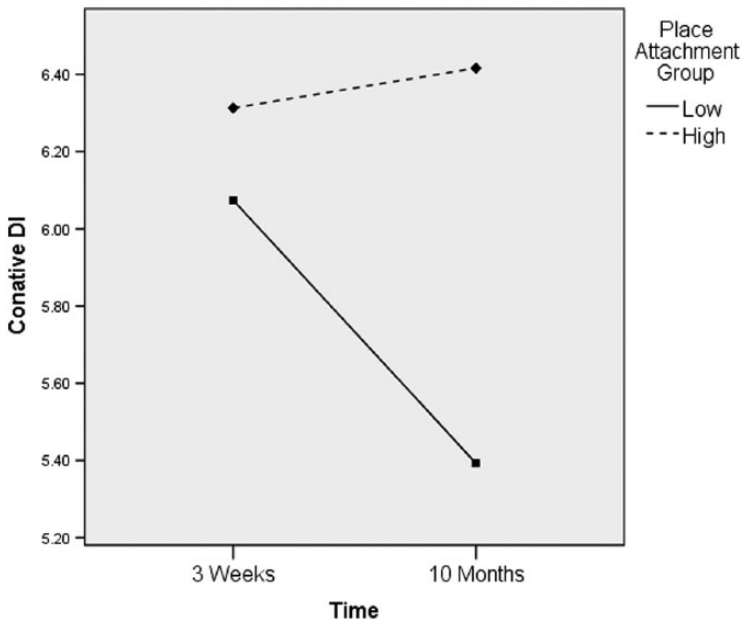


among more attached tourists Time 1 ($M = 6.33$) and Time 2 ($M = 6.47$). See Figure 2. Finally, no significant differences were observed among the structural components of DI for either prior visitation ($p > .05$) or from postvisitation ($p > .05$).

DISCUSSION

Overall, the results provide three main findings. First, the findings confirm the image held by sport tourists toward a host destination decays over time and this decay is dimensionally specific. Of the three DI structural components, affective and conative appear more susceptible to change and weakened over a 9-month period. The cognitive component of DI did not change. Second, the decay of DI components was moderated by the level of psychological connection a sport tourists attaches to the destination (i.e., place attachment). The structural integrity of DI remained stable over time for tourists with a stronger connection to the place. In contrast, tourists with weaker connections were more susceptible to structural modification and the affective and conative components weakened over time. Third, the structural change of affective and conative DI over time was not moderated by personal experience of sport tourists with the destination. The following sections will extend discussion on the three findings by linking back to the hypotheses and eliciting theoretical and practical implications.

Figure 2
Conative Destination Image (DI) Change Over Time by Place Attachment



Destination Image Decay

The results provide empirical support for partitioning DI into a tripartite structural perspective of affective, cognitive, and conative components (Baloglu & McCleary, 1999; Dann, 1996; Gartner, 1994; Tasci et al., 2007). Such an approach affords the diagnostic capacity to examine modifications to the DI structure and, in particular, how some components may weaken over a 9-month interval between data collections. The DI component analysis provided support for Hypotheses 1b and 1c, indicating that two components of affect and conation did weaken over time. This result suggests that DI operates in a similar fashion to other attitude studies which suggest that an attitude will weaken over time because of memory decay (e.g., Jenkins et al., 2002) and structural fluctuations (e.g., Bassili, 1996; Holmes, 1970; Insko & Schopler, 1967).

This evidence also highlights the possibility of a temporal effect on DI in terms of possible inflation and subsequent decay of the DI structure related to travel stage. Evaluative judgments elicited before and during the tourism encounter that produce feelings toward a travel destination and intentions to revisit that destination are likely artificially heightened due to being highly context sensitive and may create a punctuated reorganization of the structural components of DI (cf. Schwarz, 2007; Wilson et al., 2000). However, on returning home, a gradual decline occurs for feelings and revisit intentions as tourists

reenter their normal life, thereby supporting previous conceptual notions on modification and reorganization of post-DI (Bigné et al., 2001; O'Leary & Deegan, 2005). Hence, the postevent 3-week assessment of DI in the current study may have been artificially inflated, which we could expect would decline 9 months later in the absence of the event and destination context, as well as any destination-specific information (Baloglu & McCleary, 1999; Yoo & Chon, 2010). Such DI decay (i.e., postevent) was evident in Ritchie and Smith's (1991) study. They reported DI decay and modification for the event host destination, however noted that DI remained stable over the same period of time for another destination that did not host an event. This finding emphasizes the role of the event in temporarily, or artificially, influencing a destination's image. Such an influence provides support for considering DI change over time so as to account for such external influences.

With particular reference to the context of this study, that is sport tourism, the decline in affective and conative DI of sport tourists may also be attributed to the affect that the excitement of personal participation in the event had on their initial DI. Sport tourists may report a higher level of satisfaction with the destination immediately after their visitation, prompted by the "halo effect" (Bendall-Lyon & Powers, 2002) of being excited, fulfilled, or simply refreshed by their event participation. According to Schwarz (2000), individuals are more likely to recall information from memory that is congruent with their current feelings. Therefore, a sport tourist full of positive emotions, such as excitement, fulfillment, and gratification immediately after event participation, is more likely to recall those positive and encouraging events or experiences stored in their memory (Isen, Shaker, Clark, & Karp, 1978). This emotion congruent memory might lead to an overestimation of the event host destination (Miniard, Bhatla, & Sirdeshmukh, 1992; Natale & Hantas, 1982). Such a phenomena is not dissimilar to the "recency effect" that has been recognized in performance appraisals (e.g., Steiner & Rain, 1989), impression or attitude change (e.g., Anderson & Farkas, 1973), and memory studies (e.g., Greene, 1986), which also could be in play here in this study.

While affective and conative components decayed, the cognitive DI component did not and, thus, Hypothesis 1a was not supported. This result indicates that the evaluative judgments of destination attributes measured in Table 1 are more stable. Such beliefs are less reliant on the event and destination context and, therefore, are less likely to decay. The stability of CDI remained despite modifications to this component that would have occurred during pretravel and the actual tourism encounter, whereby judgments would have formed from additional information, actual knowledge, and direct experience with the attributes (Davidson et al., 1985; Kallgren & Wood, 1986). Although this component could be heightened during the actual tourism encounter as the sport tourist interacts with various destination attributes (e.g., entertainment and recreational facilities), the evaluative judgments about the destination attributes may be more rational and factual after returning home and require less reorganization. In contrast, affect and conation components are more emotive and temporally and spatially dependent. Overall, these results illustrate that an observed overall change in DI does not necessarily equate to

changes to all dimensions within the structure and supports previous attitude research on property inconsistencies (e.g., Bassili, 1996; Holmes, 1970; Insko & Schopler, 1967; Millar & Tesser, 1989). Work on this perspective suggests that multifaceted assessments of DI can provide new and unique insights on how attitudes form and adjust in the tourism context.

Psychological Connection With the Destination

The hypothesis for the moderation of effect of place attachment on dimensional DI change over time was partially supported. The affective and conative dimensions of DI for sport tourists possessing minimal or no place attachment demonstrated a significant decay 10 months after the event, compared with the tourists having stronger place attachment with the destination. This result demonstrates that the degree to which the connection to the destination is evaluated with emotional, functional, and symbolic meaning has the potential to moderate DI decay (cf. Hammitt et al., 2004). Hence, the underlying structure of DI is more stable over time, and future behavior is more predictable among tourists that have developed a stronger emotional bond with the destination and perceive the destination as facilitating leisure related goals. Overall, the results indicate that the formation of an individual's place attachment to the destination performs well in terms of interpreting tourists' DI change. The findings confirm that psychological connection is a critical factor for the temporal persistence of attitude change (Beaton & Funk, 2008; Flay, 1978; Sengupta, Goodstein, & Boninger, 1997).

An important finding in this research was that the structural instability of DI was not moderated by personal experience. Tourism researchers have reported differences between first-time and repeat visitors in terms of their demographics, trip features, destination perceptions, perceived value, and travel motivations (Li et al., 2008). While it is agreed that differences do exist between these two groups (Fakeye & Crompton, 1991; Fuchs & Reichel, 2010), this study did not yield similar results. Hence, Hypothesis 3 was rejected. That is, there are no differences between these two tourists groups in DI decay over time. Both first-time and repeat visitors demonstrated decay in their affect and revisit intention toward a destination over a long time period. This finding is similar to Kaplanidou and Gibson (2012), who found no difference in DI perceptions between first-, second-, and third-time event attendees. Furthermore, sport tourists' actual revisitation during the survey interval had no effect on their DI change over time, thereby resulting in Hypothesis 4 not being supported.

In interpreting the null hypothesis for Hypotheses 3 and 4, consideration regarding the profile of sample is highlighted. A significant proportion of the sample (92%) was not first-time visitors to Miami when they travelled to attend the 2009 race. Of that 92%, 71% had actually visited Miami more than five times previously. Therefore, the result maybe an outcome of the significant regular visitor profile of the majority of the sample. As such, it would be reasonable to infer that these regular visitors had already formed quite a stable DI toward Miami before participating in the 2009 event, which is not be easily changed through subsequent repeat visitation. Alternatively, the finding could provide further

support for Kaplanidou and Gibson's (2012, p.483) proposition that "the contribution of past behavior in predicting future outcomes [e.g., DI decay] within the sport tourism context is questionable."

CONCLUSION

The present study monitored how posttrip DI held by sport tourists decayed over a 9-month period, and this decay was dimensionally different. Notably, the feeling elicited by a destination and the potential for revisiting the destination were observed to decline over time. In contrast, an individual's knowledge of destination attributes remained consistent. However, this decay pattern was moderated by the strength of the sport tourist's psychological connection with the host destination. The findings of this study are informative for destination marketers who want to capitalize on sport events that attract nonlocal participants through revisitation, by highlighting the significance of tourists establishing a psychological connection with the destination. In addition, the results contribute to the ongoing dialogue within tourism academia as to the formation and change of DI, a construct that is central to the establishment of tourists' revisit intentions. As such, consideration as to the study's implications, from both a practical and theoretical perspective, is warranted.

Theoretical Implications

This study makes several theoretical contributions. First of all, the study examined DI change over time by conducting a longitudinal study on the same sample of tourists. This contributes empirical findings to the DI change literature by monitoring the same individual's posttrip image change toward a travel destination over a long period of time through repeated measures analysis. Second, it overcomes the unilateralism of most DI studies (i.e., focusing on either attribute-based impression/perceptions or feeling/overall imagery) by adopting the tripartite attitude perspective to examine the DI held by sport tourists. Furthermore, the results imply that the DI change over time operates as an attitude construct that can be dimensionally specific and not structurally consistent. Such evidence allows for the multidimensional perspective of attitude change to be examined in a tourism context from a causal perspective, whereby the cognitive component operates as an antecedent of the affective component, whereas the conative component represents the consequence of this relationship (Krosnick et al., 1993; Lutz, 1977).

Third, this study applied place attachment to examine the strength of a tourist's psychological connection to a destination. Place attachment was developed for application in leisure but has received only limited interest in the tourism domain. Adopting the place attachment construct in DI change studies allows for a closer exploration into formation and change based on different psychological connection levels. The current study provides initial findings that the affective and conative components of DI will decay over time unless supported by a stronger bond with the destination. To realise this, consideration is also given to the practical implications of this study.

Practical Implications

Previous attitude change studies are mostly related to cognitive process (e.g., Petty et al., 1997). Hence, some researchers declared that cognitive appeals might be a more effective marketing strategy (e.g., Stafford & Day, 1995) than affective appeals to change consumers' attitude. Although more research is required to determine whether affective or cognitive approaches are more effective in marketing different services/products (Erevelles, 1998), the current study demonstrated a greater role of cognition than emotion in sustaining sport tourists' image of a host destination over time. This is because cognitive DI appears to be more stable. Cognitive marketing, therefore, might be more appropriate for projecting a favorable DI to attract new visitors. However, given that most of the respondents in this study were repeat visitors, it can be inferred that emotion-oriented communication might be more important than knowledge in retrieving or sustaining the repeat visitors' image of the destination.

Marketing based on emotions has generated considerable attention in the mainstream business and marketing area since 1990s (e.g., Bagozzi, Gopinath, & Nyer, 1999; Erevelles, 1998); however, it is still in its infancy in leisure studies. Existing leisure studies concerning consumers' emotion/affect are mainly focused on creating an emotional touristic experience (e.g., Pike & Ryan, 2004) or enhancing behavioral prediction by measuring affect (e.g., Smith, Haugtvedt, & Petty, 1994). Based on the findings of this study, destination marketing strategies designed to reinvigorate DI with existing customers should focus more on dealing with image alteration/redesign or relaunching an updated tourism product through emotive, versus factual, communication or advertising (Morgan & Pritchard, 1998). For example, rather than reminding the repeated sport tourists that the destination has a famous beach, destination marketers should emphasize the fun, relaxed, and energetic aspects of the destination as a tourist destination. It is important to note, however, that such stimulants can be destination specific. Therefore, destination marketers are encouraged to understand how their tourists perceive their destination, in contrast to other destinations, in order to generate an appropriate emotive response.

The moderating effects of psychological connection on the stability of tourists' DI over time suggest that it may be necessary to further differentiate tourist market segments. It is impracticable to expect a tourist can maintain a strong positive emotion or revisit intention toward a specific destination over time, if that tourist does not possess a strong psychological connection with that place, especially in an increasingly competitive global tourism market (Baloglu, 2001). Minimally connected visitors are more likely to switch to other travel destinations. Hence, one goal of destination marketing should be to cultivate potential/actual visitors' loyalty to the destination in order to keep a sustainable positive image. Tailored image positioning and communication strategies should be developed for distinctive tourist segment markets (Baloglu & McCleary, 1999) to sustain or improve a positive preexisting DI over an extended period of time. Moreover, cultivating visitors' attachment to the destination should be set as the highest goal for destination marketers if they want to attract repeat patronage. Destination marketers should focus on generating customer insights from those tourists that

have an innate sense about the destination (i.e., high place attachment), for the purpose of informing future marketing decisions as well as identifying new, yet synergistic, market segments. Without such insight, destination marketers are less informed as to how to build that connection (i.e., place attachment) in other tourists, which is a requirement for DI stability.

In establishing that the three DI components should be considered independently, the findings of this study emphasize the importance of affective communication to ignite revisitation. Evidence of CDI not changing overtime suggests that destination marketers need to remind tourists what it feels like to visit the destination, not what the destination has. Without such separation, the nuances of what is actually contributing to an enduring destination connection cannot be realized (Baloglu, 2001).

Limitations and Recommendations for Future Study

There are three limitations that readers should consider when evaluating this study. First, as Leonard-Barton (1990) and Yin (1994) point out, the most common criticism received by case study research is its limitation in generalizability—that is, the question of external validity. This study is based on a case of marathon participants' image change toward the host destination. As such, generalizing its findings and implications is limited. In order to augment the generalizability of the results, replication studies in a second or even more cases are required in the future. Moreover, the study should be replicated in a nonsport tourism context to assess the level of influence the actual sport event has on a tourist's DI. In addition, replication of the study will afford further examination as to the reliability and validity of the scales used. Specifically, this study did not adopt established affective DI scales (e.g., Baloglu & Brinberg, 1997), choosing to use a scale that was employed in a similar context (e.g., Funk & Bruun, 2007). Further studies should include both scales to enable the identification of the most appropriate and robust scale to measure DI.

Finally, it should be recognized that this study does not necessarily provide evidence as to what may have contributed DI to change or not change over time; nor did the study account for nonresponse bias. No data were collected in this study to check whether the sport tourist had received any “new” information (e.g., persuasive communication/message or promotional campaign, or accidental events) about the destination during the survey interval. Hence, assessing whether an individual's DI image was influenced by socializing agents, such as media, friends, and colleagues is warranted. The new information received by tourists after returning home would likely affect their DI toward the visited destination. Therefore, future studies should adopt a more controllable experimental design to examine the impact of new information on visitors' posttrip DI change over a long time period.

REFERENCES

- Anderson, N. H., & Farkas, A. J. (1973). New light on order effects in attitude change. *Journal of Personality and Social Psychology*, 28, 88-93.
- Andreu, L., Bigné, J. E., & Cooper, C. (2001). Projected and perceived image of Spain as a tourist destination for British travellers. *Journal of Travel & Tourism Marketing*, 9(4), 47-67.

- Arbuckle, J. L. (2005). *AMOS 6.0 user's guide*. Chicago, IL: Amos Development Corporation.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. (1999). The role of emotions in marketing. *Journal of Academy of Marketing Science*, 27, 184-206.
- Bagozzi, R. P., Tybout, A. M., Craig, C. S., & Sternthal, B. (1979). The construct validity of the tripartite classification of attitudes. *Journal of Marketing Research*, 16, 88-95.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74-94.
- Baloglu, S. (1998). An empirical investigation of attitude theory for tourist destinations: A comparison of visitors and nonvisitors. *Journal of Hospitality & Tourism Research*, 22, 211-224.
- Baloglu, S., (2001). Image variations of Turkey by familiarity index: Informational and experiential dimensions. *Tourism Management*, 22, 127-133.
- Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11-15.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26, 868-897.
- Bassili, J. N. (1996). Meta-judgments versus operative indexes of psychological attributes: The case of measures of attitude strength. *Journal of Personality and Social Psychology*, 71, 637-653.
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2, 159-170.
- Beaton, A. A., & Funk, D. C. (2008). An evaluation of theoretical frameworks for studying physically active leisure. *Leisure Sciences*, 30, 53-70.
- Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31, 657-681.
- Bendall-Lyon, D., & Powers, T. L. (2002). The impact of gender differences on change in satisfaction over time. *Journal of Consumer Marketing*, 19, 12-21.
- Bigné Alcañiz, E., Sánchez García, I., & Sanz Blas, S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30, 715-723.
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22, 607-616.
- Browne, M. W., & Cudeck, R. (1992). Alternative ways of assessing model fit. *Sociological Methods & Research*, 21, 230-258.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21, 97-116.
- Chalip, L., & Costa, C. A. (2005). Sport event tourism and the destination brand: Towards a general theory. *Sport in Society*, 8, 218-237.
- Chang, C. (2004). The interplay of product class knowledge and trial experience in attitude formation. *Journal of Advertising*, 33, 83-92.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28, 1115-1122.
- Chen, J. S. (2001). A case study of Korean outbound travellers' destination images by using correspondence analysis. *Tourism Management*, 22, 345-350.
- Chen, N., & Funk, D. C. (2010). Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions. *Journal of Sport & Tourism*, 15, 239-259.
- Chen, P. J., & Kerstetter, D. L. (1999). International students' image of rural Pennsylvania as a travel destination. *Journal of Travel Research*, 37, 256-266.

- Chon, K.-S. (1991). Tourism destination image modification process: Marketing implications. *Tourism Management*, 12, 68-72.
- Dann, G. M. S. (1996). Tourists' images of a destination-an alternative analysis. *Journal of Travel & Tourism Marketing*, 5, 41-55.
- Davidson, A. R., Yantis, S., Norwood, M., & Montano, D. E. (1985). Amount of information about the attitude object and attitude-behavior consistency. *Journal of Personality and Social Psychology*, 49, 1184-1198.
- Doll, J., & Ajzen, I. (1992). Accessibility and stability of predictors in the theory of planned behavior. *Journal of Personality and Social Psychology*, 63, 754-765.
- Echtner, C. M., & Ritchie, J. R. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4), 3-13.
- Erevelles, S. (1998). The role of affect in marketing. *Journal of Business Research*, 42, 199-215.
- Fakeye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10-16.
- Fazio, R. H., Chen, J., McDonald, E. C., & Sherman, S. J. (1982). Attitude accessibility, attitude-behavior consistency, and the strength of the object-evaluation association. *Journal of Experimental Social Psychology*, 18, 339-357.
- Fazio, R. H., Zanna, M. P., & Cooper, J. (1978). Direct experience and attitude-behavior consistency: An information processing analysis. *Personality and Social Psychology Bulletin*, 4, 48-51.
- Filo, K. R., Chen, N., King, C., & Funk, D. C. (2011). Sport tourists' involvement with a destination: A stage-based examination. *Journal of Hospitality & Tourism Research*. Advance online publication. doi:10.1177/1096348011425496
- Filo, K. R., Funk, D. C., & O'Brien, D. (2008). It's really not about the bike: Exploring attraction and attachment to the events of The Lance Armstrong Foundation. *Journal of Sport Management*, 22, 501-525.
- Flay, B. (1978). Catastrophe theory in social psychology: Some applications to attitudes and social behaviour. *Behavioural Science*, 23, 335-350.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39-50.
- Frías, D. M., Rodríguez, M. A., & Castañeda, J. A. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. *Tourism Management*, 29, 163-179.
- Fuchs, G., & Reichel, A. (2010). An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visitors to a highly volatile destination. *Tourism Management*, 32, 266-276.
- Funk, D. C., Beaton, A., & Pritchard, M. (2011). The stage-based development of physically active leisure: A recreational golf context. *Journal of Leisure Research*, 43, 268-289.
- Funk, D. C., & Bruun T. (2007). The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective. *Tourism Management*, 28, 806-819.
- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29, 56-78.
- Gartner, W. C. (1986). Temporal influences on image change. *Annals of Tourism Research*, 13, 635-644.

- Gartner, W. C. (1989). Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28(2), 16-20.
- Gartner, W. C. (1994). Image formation process. *Journal of Travel & Tourism Marketing*, 2, 191-216.
- Gartner, W. C., & Hunt, J. D. (1987). An analysis of state image change over a twelve-year period (1971-1983). *Journal of Travel Research*, 26(2), 15-19.
- Gartner, W. C., & Shen, J. (1992). The impact of Tiananmen Square on China's tourism image. *Journal of Travel Research*, 30(4), 47-52.
- Greene, R. L. (1986). Sources of recency effects in free recall. *Psychological Bulletin*, 99, 221-228.
- Gross, M. J., & Brown, G. (2006). Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment. *Journal of Business Research*, 59, 696-700.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. C. (2006). *Multivariate data analysis* (6th ed.). Hoboken, NJ: Prentice Hall.
- Hallman, K., Kaplanidou, K., & Breuer, C. (2010). Event image perceptions among active and passive sport tourists at marathon races: A qualitative and quantitative approach. *International Journal of Sports Marketing & Sponsorship*, 12, 37-52.
- Halloran, J. D. (1970). *Attitude formation and change* (2nd ed.). Leicester, England: Leicester University Press.
- Hammitt, W. E., Backlund, E. A., & Bixler, R. D. (2004). Experience use history, place bonding and resource substitution of trout anglers during recreation engagements. *Journal of Leisure Research*, 36, 356-378.
- Haugtvedt, C. P., & Petty, R. E. (1992). Personality and persuasion: Need for cognition moderates the persistence and resistance of attitude changes. *Journal of Personality and Social Psychology*, 63, 308-319.
- Hidalgo, C. M., & Hernandez, B. (2001). Place attachment: Conceptual and empirical questions. *Journal of Environmental Psychology*, 21, 273-281.
- Holmes, D. S. (1970). Differential change in affective intensity and the forgetting of unpleasant personal experiences. *Journal of Personality and Social Psychology*, 15, 234-239.
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6, 1-55.
- Insko, C., & Schopler, J. (1967). Triadic consistency: A statement of affective-cognitive-conative consistency. *Psychological Review*, 74, 361-376.
- Isen, A. M., Shalke, T. E., Clark, M., & Karp, L. (1978). Affect, accessibility of material in memory, and behavior: A cognitive loop? *Journal of Personality and Social Psychology*, 36, 1-12.
- Iwasaki, Y., & Havitz, M. E. (2004). Examining relationships between leisure involvement, psychological commitment and loyalty to a recreation agency. *Journal of Leisure Research*, 36, 45-72.
- Jang, S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28, 580-590.
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1, 1-15.
- Jenkins, P., Earle-Richardson, G., Slingerland, D., & May, J. (2002). Time dependent memory decay. *American Journal of Industrial Medicine*, 41(2), 98-101.

- Kallgren, C. A., & Wood, W. (1986). Access to attitude relevant information in memory as a determinant of attitude-behavior consistency. *Journal of Experimental Social Psychology*, 22, 328-338.
- Kaplanidou, K. (2007). Affective event and destination image: Their influence on Olympic travellers' behavioural intentions. *Event Management*, 10, 159-173.
- Kaplanidou, K. (2010). Active sport tourists: Sport event image considerations. *Tourism Analysis*, 15, 381-386.
- Kaplanidou, K., & Gibson, H. (2012). Differences between first time and repeat spectator tourists of a youth soccer event: Intentions and image approaches. *Current Issues in Tourism*, 15, 477-487. doi:10.1080/13683500.2011.607924
- Kaplanidou, K., & Vogt, C. (2010). The meaning and measurement of a sport event experience among active sport tourists. *Journal of Sport Management*, 24, 544-566.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30, 216-237.
- Kim, S. S., & Morrisson, A. M. (2005). Change of images of South Korea among foreign tourists after the 2002 FIFA World Cup. *Tourism Management*, 26, 233-247.
- Kim, S., & Yoon, Y. (2003). The hierarchical effects of affective and cognitive components on tourism destination image. *Journal of Travel & Tourism Marketing*, 14(2), 1-22.
- Kraus, S. J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical literature. *Personality and Social Psychological Bulletin*, 21, 58-75.
- Krech, D., Crutchfield, R., & Ballachey, E. (1962). *Individual in society: A textbook of social psychology*. New York, NY: McGraw-Hill.
- Krosnick, J. A., Boninger, D. S., Chuang, Y. C., Berent, M. K., & Carnot, C. G. (1993). Attitude strength: One construct of many related constructs? *Journal of Personality and Social Psychology*, 65, 1132-1151.
- Kyle, G., Bricker, K., Graefe, A., & Wickham, T. (2004). An examination of recreationists' relationships with activities and settings. *Leisure Sciences*, 26, 123-142.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003). An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail. *Journal of Leisure Research*, 35, 249-273.
- Lawson, F., & Baud-Bovy, M. (1977). *Tourism and recreational development*. London, England: Architectural Press.
- Leonard-Barton, D. (1990). A dual methodology for case studies: Synergistic use of a longitudinal single site with replicated multiple sites. *Organizational Science*, 1, 248-266.
- Li, X., Cheng, C.-K., Kim, H., & Petrick, J. F. (2008). A systematic comparison of first-time and repeat visitors via a two-phase online survey. *Tourism Management*, 29, 278-293.
- Li, X., & Kaplanidou, K. (2011). The impact of the 2008 Beijing Olympic Games on China's destination brand: A U.S.-based examination. *Journal of Hospitality & Tourism Research*. Advance online publication. doi:10.1177/1096348011425499
- Li, X., & Vogelsong, H. (2006). Comparing methods of measuring image change: A case study of a small-scale community festival. *Tourism Analysis*, 10, 349-360.
- Lutz, R. J. (1977). An experimental investigation of casual relations among cognitions, affect and behavioral intention. *Journal of Consumer Research*, 3, 197-208.
- Millar, M., & Tesser, A. (1989). The effects of affective-cognitive consistency and thought on the attitude-behaviour relation. *Journal of Experimental Social Psychology*, 25, 189-202.

- Milman, A., & Pizam, A. (1995). The role of awareness and familiarity with a destination: The Central Florida case. *Journal of Travel Research*, 33(3), 21-27.
- Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings: The case of rail-trail users. *Leisure Sciences*, 16, 17-31.
- Morgan, N. J., & Pritchard, A. (1998). *Tourism promotion and power: Creating images, creating identities*. Chichester, England: Wiley.
- Miniard, P. W., Bhatla, S., & Sirdeshmukh, D. (1992). Mood as a determinant of postconsumption product evaluations: Mood effects and their dependency on the affective intensity of the consumption experience. *Journal of Consumer Psychology*, 1, 173-195.
- Natale, M., & Hantas, M. (1982). Effect of temporary mood states on selective memory about the self. *Journal of Personality and Social Psychology*, 42, 927-934.
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Thousand Oaks, CA: Sage.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York, NY: McGraw-Hill.
- Obenour, W., Lengfelder, J., & Groves, D. (2005). The development of a destination through the image assessment of six geographic markets. *Journal of Vacation Marketing*, 11, 107-119.
- O'Leary, S., & Deegan, J. (2005). Ireland's image as a tourism destination in France: Attribute importance and performance. *Journal of Travel Research*, 43, 247-256.
- Perry, M., Izraeli, D., & Perry, A. (1976). Image change as a result of advertising. *Journal of Advertising Research*, 16, 45-50.
- Petty, R., Wegener, D., & Fabrigar, L. (1997). Attitudes and attitude change. *Annual Review of Psychology*, 48, 609-647.
- Phelps, A. (1986). Holiday destination image—The problem of assessment: An example developed in Menorca. *Tourism Management*, 7, 168-180.
- Pike, S. (2002). Destination image analysis—A review of 142 papers from 1973 to 2000. *Tourism Management*, 23, 541-549.
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42, 333-342.
- Pritchard, M. P., Havitz, D. R., & Howard, D. R. (1999). Analyzing the commitment-loyalty link in service contexts. *Academy of Marketing Science Journal*, 27, 333-348.
- Qu, H., Kim, L. H., & Im, H. H. (2010). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32, 465-476.
- Quester, P., & Farrelly, F. (1998). Brand association and memory decay effects of sponsorship: The case of the Australian Formula One Grand Prix. *Journal of Product & Brand Management*, 7, 539-556.
- Reynolds, W. H. (1965). The role of the consumer in image building. *California Management Review*, 7(3), 69-76.
- Rezende-Parker, A., Morrison, A., & Ismail, J. (2003). Dazed and confused? An exploratory study of the image of Brazil as a travel destination. *Journal of Vacation Marketing*, 9, 243-259.
- Ritchie, J. B. R., & Smith, B. H. (1991). The impact of a mega-event on host region awareness: A longitudinal study. *Journal of Travel Research*, 30(3), 3-10.
- Rosenberg, M. J. (1960). A structural theory of attitude dynamics. *Public Opinion Quarterly*, 24, 319-340.

- Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, 62, 726-740.
- San Martín, H., & Rodríguez del Bosque, I. A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29, 263-277.
- Schneider, I., & Sönmez, S. (1999). Exploring the touristic image of Jordan. *Tourism Management*, 20, 539-542.
- Schwarz, N. (2000). Emotion, cognition, and decision making. *Cognition & Emotion*, 14, 433-440.
- Schwarz, N. (2007). Attitude construction: Evaluation in context. *Social Cognition*, 25, 638-656.
- Sengupta, J., Goodstein, R., & Boninger, D. (1997). All attitudes are not created equal: Obtaining attitude persistence in low involvement conditions. *Journal of Consumer Research*, 23, 351-361.
- Shonk, D. J., & Chelladurai, P. (2008). Service quality, satisfaction and intent to return in event sport tourism. *Journal of Sport Management*, 22, 587-602.
- Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26, 815-832.
- Smith, S., Haugtvedt, C. P., & Petty, R. E. (1994). Attitudes and recycling: Does the measurement of affect enhance behavioral prediction? *Psychology & Marketing*, 11, 359-374.
- Stafford, M., & Day, E. (1995). Retail services advertising: The effects of appeal, medium and service. *Journal of Advertising*, 24, 57-71.
- Steiner, D. D., & Rain, J. S. (1989). Immediate and delayed primacy and recency effects in performance evaluation. *Journal of Applied Psychology*, 74, 136-142.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed.). Boston, MA: Pearson/Allyn & Bacon.
- Tapachai, N., & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39, 37-44.
- Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, 31, 194-223.
- Tasci, A. D. A., & Holecek, D. F. (2007). Assessment of image change over time: The case of Michigan. *Journal of Vacation Marketing*, 13, 359-369.
- Vogt, C. A., & Andereck, K. L. (2003). Destination perceptions across a vacation. *Journal of Travel Research*, 41, 348-354.
- White, C. J. (2004). Destination image: To see or not to see? *International Journal of Contemporary Hospitality Management*, 16, 309-314.
- White, C. J. (2005). Destination image: to see or not to see? Part II. *International Journal of Contemporary Hospitality Management*, 17, 191-196.
- Wilson, T. D., Lindsey, S., & Schooler, T. Y. (2000). A model of dual attitudes. *Psychological Review*, 107, 101-126.
- Wood, W. (1982). Retrieval of attitude-relevant information from memory: Effects on susceptibility to persuasion and on intrinsic motivation. *Journal of Personality and Social Psychology*, 42, 798-810.
- Yilmaz, Y., Yilmaz, Y., İçigen, E. T., Ekin, Y., & Utku, B. D. (2009). Destination image: A comparative study on pre and post trip image variations. *Journal of Hospitality Marketing & Management*, 18, 461-479.

- Yin, R. K. (1994). *Case study research design and methods* (2nd ed.). Thousand Oaks, CA: Sage.
- Yoo, J., & Chon, K. (2010). Temporal changes in factors affecting convention participation decision. *International Journal of Contemporary Hospitality Management*, 22, 103-120.

Submitted November 12, 2011

Accepted July 9, 2012

Refereed Anonymously

Ceridwyn King, PhD (e-mail: ceridwyn.king@temple.edu), is an assistant professor in the School of Tourism and Hospitality Management at Temple University, Philadelphia, PA, USA. Her research focuses hospitality service management and can be found in leading international journals such as the *International Journal of Contemporary Hospitality Management*, *International Journal of Hospitality Management*, *Journal of Hospitality and Tourism Research*, among others.

Nan Chen (email: nan.chen@griffith.edu.au) is a PhD candidate with the Department of Tourism, Leisure, Hotel and Sport Management, Griffith Business School, Griffith University, Gold Coast Campus, Australia. Her area of interest is leisure consumer behavior, event management and tourism destination marketing.

Daniel C. Funk, PhD (email: d.funk@griffith.edu.au), is a professor and Washburn Senior Research Fellow for School of Tourism and Hospitality at Temple University, Philadelphia, PA, USA and the professor of Sport Marketing in the Griffith Business School, Gold Coast, QLD, Australia. His research examines sport involvement.