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Master's Thesis of Global Sport Management

**Effects of Destination Image on
Word of Mouth and Revisit Intention:
Focusing on 2018 Pyeongchang Olympic Alpensia
Park**

목적지 이미지가 구전의도 및 재방문의도에
미치는 영향:

2018 평창올림픽 알펜시아파크를 중심으로

2023년 8월

서울대학교 대학원

체육교육과 글로벌스포츠매니지먼트

김 준 현



이 논문은 문화체육관광부와 국민체육진흥공단 지원을 받아 수행된 연구임
This work was supported by the Ministry of Culture, Sports, and Tourism and Sports Promotion Foundation

Effects of Destination Image on
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August 2023

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Abstract

Effect of Destination Image on Word of Mouth and Revisit Intention: Focusing on 2018 Pyeongchang Olympic Alpensia Park

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This study related to the evidence that influences the formation of the overall image of the Olympic legacy formed after a mega-sport event is considered to be a meaningful study in the development of the tourism industry through sports. Research on PyeongChang so far has focused on ways to successfully host the Winter Olympics. Research on the Olympic legacy image has been limited and almost non-existent.

Therefore, the purpose of this study is to analyze whether the destination image of the winter sports Olympic legacy affects word of mouth and revisit intention focusing visitors to the Pyeongchang Olympic Alpensia Park.

In this study, an online survey was conducted targeting visitors who had visited Pyeongchang Olympic Alpensia Park after the Pyeongchang Olympics, and a total of 355 copies were used for the final analysis. SPSS 25.0 and AMOS 22.0 were used for data analysis in this study, and descriptive statistical analysis, reliability analysis, confirmatory factor analysis, validity analysis, and structural equation analysis were performed. The results of this study derived from statistical analysis are as follows. Among the destination images of Pyeongchang Olympic Alpensia Park, it was found that attraction, Olympic competence, and money factors had a positive effect on both word of mouth and revisit intention.

Keywords: Olympic Legacy, Destination Image, Word of Mouth, Revisit Intention, Winter Sports

Student Number: 2020-28471

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Chapter 1. Introduction

1.1 Necessity and purpose of research

After the successful hosting of the 2018 Pyeongchang Winter Olympics, Korea became the fifth Grand Slam country to host all four mega sports events, which are the 1988 Seoul Summer Olympics, the 2002 FIFA Korea-Japan World Cup, and the 2011 IAAF Daegu World Championships in Athletics. Italy, Germany, Japan, and France were the countries that hosted all four major mega sports events in the world before Korea. After that, Russia, which hosted the 2018 FIFA World Cup, and the United States, which hosted the 2021 IAAF World Championships in Athletics, were on the list of Grand Slam countries.

In the course of hosting a series of mega sports, Korea has gained valuable experience in hosting and operating competitions. In the process, sports facility infrastructure was created. In addition, the brand value and recognition for the country and the host region were improved. A huge economic ripple effect was also obtained. After each mega sporting event, a lot of legacy was left behind. In particular, competition facilities, that is tangible legacy, were essential infrastructure for hosting the Games. However, a lot of costs for facilities are invested from construction to

maintenance. Therefore, it is necessary to find a way to offset costs and generate profits by increasing the post-utilization of legacy facilities for mega sports events. At a macro level, what is important for the future vision of Korean sports is to make good use of the Olympic infrastructure left after the Olympics to continue a sustainable sports culture.

According to a study by Heike (2012), academic discussions related to the post-utilization of various infrastructures including stadiums mainly focused on mega events such as the Summer Olympics and the World Cup. However, research on the utilization of infrastructure related to the Winter Olympics is relatively lacking. With huge budget and resources invested, the facilities for the Winter Olympics are not being used properly as a space for people's sports activities or public facilities. The Winter Olympics facilities are neglected as exhibition facilities, and in some cases, maintenance and management of the facilities is difficult, so they have become a problem for the government and local governments (Park et al, 2014). The neglected Olympic facilities will only have a negative impact on the local economy. Post-use plans for the Olympics' facilities are absolutely necessary to minimize these side effects.

Olympic legacy is the planned-unplanned, positive-negative tangible-intangible structure and influence created by the Olympic Games

(Gratton & Preuss, 2008). The political, economic, or cultural impact is continuously passed down throughout society, including the environment and sports. A successful Olympic legacy can be recognized for its value when it is supported by strategic planning that can present a sustainable role model through appropriate organizational structure and goal setting, implementation, evaluation, and preservation (Yoon, 2011). The Olympic Stadium facility is an Olympic heritage that should be cherished and preserved above all in that it is a historical space where the spirit and passion of the athletes, the main body of the Olympics, cheers and applause from the audience, and great records and achievements are alive.

In the case of the Pyeongchang Olympics, the operating cost of the event was about 3 trillion won, but about 11 trillion won was invested in the construction of infrastructure such as railways and roads and the construction of the stadium. Not only that, the operating cost to maintain and manage it was also astronomical. The appearance of the Olympic Stadium in Rio, Brazil, after the Olympics, shows how ruinous it can be if it is not properly maintained and maintained. Due to these economic problems, the so-called “Olympic curse” has also arisen in which the host country or host city is in debt. In the case of the 1976 Montreal Olympics, the Olympic debt became a heavy burden on the city's economy after that, and the 2000

Athens Olympics also caused the economic crisis in Greece. In the case of the 2016 Rio Summer Olympics, economic issues, security issues, and environmental issues were also controversial, threatening the social stability of Rio, Brazil to this day.

In this respect, the post-application case of the 2010 Vancouver Winter Olympics is noteworthy. Vancouver, Whistler and Tourism Canada have created a landmark by creating a four-season experience area called '2010 Gaming Experience'. Unlike other Olympic host cities that have failed economically, Whistler is making huge profits. Whistler's tourism income has increased continuously over the past seven years, reaching about 1.33 trillion won now. It is confirmed that the population doubled from 8,000 at the time of the Olympics to 15,000 at the time of the Olympic Games as the local tourism industry expanded.

The Salt Lake Olympics and the Nagano Olympics are also good examples of facility utilization. Some of the facilities built for the Olympics were used for the revitalization of the sport, and some were converted to other facilities for easier use by the general public. The two Olympics differ in the way they are used. According to a report by Hyundai Research Institute (Oh, 2014), most of the Nagano Olympic facilities are used as competition training facilities, and in the case of opening and closing

ceremonies, it is used as a baseball field, and in the case of an ice hockey field, it is used as a multi-purpose hall. These are the most common ways we usually use large sports facilities. However, as pointed out in the above report by the Hyundai Research Institute (Oh, 2014), these facilities are only for athletes and local residents, so they have little ripple effect as a tourism resource. In particular, in a city with a population of about 300,000, not in a large city like Nagano, the range of multi-purpose halls for local residents is small.

In comparison, the stadium used in Salt Lake City has a much wider range of post-use use. Like Nagano, some facilities were used as facilities for winter sports such as ice hockey, curling, and skating, as well as more popular programs such as ski resorts and large sports venues. In particular, in the case of bobsled, ski and ski jumping, and cross-country facilities, some of them were converted into recreation centers, making them highly versatile facilities that can attract general tourists not only in winter but in all four seasons. The recreational facility of Utah Olympic Park in Salt Lake City suggests that not only the recycling of hardware but also the conversion of software, that is, the program, is important in the use of facilities after the Olympics. Also, according to the Hyundai Research Institute report (Oh, 2014), Salt Lake City created the image of a city specialized in sports by

inviting the US speed skating headquarters and fostering sports-specialized hospitals. These activities also mean that the expansion of contents is important for the utilization of Olympic facilities.

Kaplanidou and Vogt (2007) mentioned that mega-sport tourism generates valuable benefits such as creating awareness about the region, enhancing the image of a tourist destination, and increasing foreign tourists in the future. Among the profits generated by hosting mega events, the biggest field would be the tourism sector. As the tourism industry is recognized worldwide as an important element of economic development strategy, destination marketing and management has become a major concern in all countries and regions.

However, officials of winter sports facilities in Pyeongchang do not recognize visitors as consumers or tourists, and cannot suggest specific marketing strategies accordingly, and empirical research is also lacking. In this context, there is a need to present a strategic plan over a long period of time, rather than focusing solely on hosting the Winter Olympics.

In the case of the Pyeongchang Olympics, a considerable amount of money was invested in the construction of infrastructure. Even before the Olympics, there were opinions that the future use of the Pyeongchang Olympic facilities should be prepared, but there was no definitive answer to

this. There are a total of 12 Pyeongchang Olympic facilities. Among them, the main stadium where the opening and closing ceremonies of the Olympics were held was partially demolished and used as an Olympic memorial, athletics track, and soccer stadium. Jeongseon Alpine Ski Resort must be restored to the mountains. All other facilities are left untouched. Fortunately, most of the facilities are being maintained as the Gangwon Youth Winter Olympics will be held in 2024, but the use of the remaining facilities after 2024 is still being discussed.

Along with the legacy of being the host of the Olympics, the development of a new tourist destination is inevitable, and the need to build a symbolic and differentiated brand is being raised. Before the Olympics, Pyeongchang was a mecca for winter sports, and rather than a marketable place, the tourism market was narrow as it was a biased, customer-oriented place for seasonal sports experiences.

Gangneung Curling Center, Bokwang Phoenix Ski Stadium, and Yongpyong Alpine Ski Resort, which were reused from existing facilities, have a clear operating entity. The Alpensia Cross Country and Biathlon Centers are planned to be operated as golf and resorts in seasons except winter, and Gangwon-do and Gangwon Development Corporation are in charge. However, other facilities are expected to continue to lose money in

operation. Because of this, it is difficult to induce private business participation, and in Gangwon-do, which in principle must bear this, as it is a facility that can be used by national players, it is a national winter sports facility that is requesting operating expenses from the central government. In principle, the central government also agrees on the support for operating expenses, but there is no agreement on the ratio of support. Currently, the Pyeongchang Olympic facilities are drifting without a clear operational direction or responsibility. In the end, most of the facilities are limited to facilities for the players without any idea of a special use method, and only discussions are being made on who bears the deficit.

The best way to maintain winter sports facilities is to encourage not only athletes but also many general participants to use the stadium and promote sports. The stadium built for the Pyeongchang Winter Olympics is not a one-time installation that loses its role and function after the Games are over. These facilities are not only historical symbols that prove the significance and achievements of hosting the Games, but also cultural heritages. Also, since it is a public facility built with the tax of the people, the effect of construction and installation is a public asset that must be returned to all the people (Park, 2001). Alpensia's Olympic Park is greatly limited in its usability due to its morphological and structural limitations.

Therefore, in order to overcome this limitation, it is used as an original snow sports and training facility in winter, and various summer operation programs such as mountain trekking, sports experience and boot camp programs are developed in the summer when utilization is limited to improve the operability of the facility. It is necessary to pursue a strategy (Park, 2014).

Pyeongchang's regional image has been seen as a place for groups with a specific purpose rather than a tourist attraction as a mountainous area. It is also a place with restrictions on visits due to seasonal intensive visits throughout the year and lack of public transportation, making it difficult to access. However, due to the Winter Olympics event, it is recognized as a new tourism brand product, and moreover, the new establishment of KTX has improved accessibility, making it much easier to come to Pyeongchang from the metropolitan area.

The 2018 PyeongChang Winter Olympics had a positive effect as a promotional strategy to promote Pyeongchang to the world, but like previous venues, geographical limitations due to the nature of the Winter Olympics will limit its development. As part of the plan, the first thing to do is to know what the unique image of a destination is in order to be selected by tourists, and above all, to develop an image as a legacy of the Winter

Olympics to increase tourists and develop the tourism industry (Ramseook-Munhurrun P et al., 2015). The destination image is the top priority when consumers decide on a destination (Gartner, 1994). The legacy of being the host of the Winter Olympics will give it a competitive advantage in the tourism market and create a positive image that will attract repeat visitors. For this reason, the importance of the destination image as an Olympic legacy has been emphasized through many preceding studies.

In winter sports, the use of stadiums and legacy is very important. According to HJ Gibson and JJ Zhang (2008), associations and patterns were found between the destination image of the Olympic legacy and revisit. They studied that factors such as attraction, olympic competency, convenience, atmosphere, people, activities, and money are closely related to the destination image of the Olympic legacy. HJ Gibson and JJ Zhang (2008) studied the effect of the destination image of the Olympic Legacy on the word of mouth and revisit intention of visitors.

This study investigated whether Pyeongchang, which has a strong symbolism as a city that hosted the Olympics, can become a sustainable tourist destination through matching with the Olympic legacy image and lead to revisit by tourists.

Therefore, the purpose of this study is to analyze whether the destination image of the winter sports Olympic legacy affects word of mouth and revisit intention focusing visitors to the Pyeongchang Olympic Alpensia Park. Through this, the purpose of this study is to measure the image after visiting the Pyeongchang Olympic Alpensia Park, and to investigate the relationship between word of mouth and revisit intention of the image of the Olympic legacy. Through this, it will be possible to find implications for the sustainable management and utilization of the Olympic legacy and draw out measures to strengthen the competitive advantage of winter sports facilities as tourist destinations. Through this study, it is hoped that it will present a direction for improving the winter sports environment, along with suggestions for active utilization and maintenance of the Olympic legacy, and serve as basic data necessary to expand the base of winter sports.

1.2 Definition of Terms

1) Olympic Legacy

Olympic Legacy refers to the direct and indirect impacts on all areas of the host country, including the host city of the Olympic Games. It is

generally classified into sports, society, environment, city, and economy, and is divided into intangible and tangible forms (IOC, 2015).

2) Destination Image

Destination images refer to people's beliefs, ideas, or impressions of places (Baloglu & McCleary, 1999). Destination image plays an important role in a destination's competitiveness (Pike, 2002; Tasci, A. D et al., 2007). Exploring the role of such destination images is essential for promoting tourist destinations as destinations (Nicoletta & Servidio, 2012). For this reason, destination image is one of the most interesting research topics in tourism academic literature, and extensive research is being conducted on the relationship between consumer behavior and destination image (Pike & Ryan, 2004).

3) Word of Mouth

Word of mouth refers to communication in which consumers exchange purchase-related information through various expressions (Richins, 1983). In addition, word of mouth influences other consumers' purchase activities as consumers share opinions about the purchased product and form attitudes toward the product (Swan & Oliver, 1989). Word of

mouth cannot be seen only as the influence of verbal information between individuals, and various communication methods can affect groups, and it is an important communication source for consumers (Bayus, 1985; Derbaix & Vanhamme, 2003).

4) Revisit Intention

Revisit intention is a visitor's judgment about the thoughts or plans of an existing visitor to revisit the same place (Chen & Tsai, 2007). In the consumer's perception of the consumption process, the tourist's behavior should be divided into three stages: before the visit, during the visit, and after the visit. The reason is that tourists' behavior includes not only their future action intentions, but also choosing destinations before visiting and evaluating them after visiting. Chen and Tsai (2007) defined post-visit evaluation as the travel experience or perceived value and overall satisfaction of the visit, and future behavioral intention as the visitor's judgment to revisit and the willingness to recommend it to others.

Chapter 2. Literature Review

2. 1. Olympic Legacy

2.1.1. Concept of Olympic Legacy

The Olympic Games do not end with just hosting, but leave a comprehensive legacy including the spread of Olympic spirit to the region, host city and country, and the world, including social, cultural, economic, and environmental issues. Thereby, the ultimate purpose of Olympic is to contribute to sustainable national and social development (Jeong, 2018). Roche (2000), Mangan (2008), and Yeom (2012) also defined the long-term positive effects of tangible and intangible effects on society as a legacy after a mega-sports event was held.

Even before the announcement of the Olympic Agenda 2020, the IOC has considered Olympic legacy an important factor. In November 2002, Article 2, Paragraph 14 of the Olympic Charter included 'The role of the IOC to encourage the host city and host country to leave a positive legacy through the Olympic Games'. By including 'Olympic Games Concept and Legacy' in the application item, it was requested to prepare a plan for the creation and utilization of the Olympic Legacy from a long-term perspective (IOC, 2005).

The reason why the IOC emphasizes the creation of Olympic legacy can be presented as evidence to prove the positive effect of the Olympic Games on the people of the host country, and it can secure legitimacy for injecting public resources into the infrastructure of the Olympic Games in the future; This is because it can motivate other candidate cities to bid for the Olympics (Gratton & Preuss, 2008). How to satisfy the legacy and its sustainability in the process of hosting the Olympic Games is considered a very important part (Kim & Yang, 2015).

It should be noted that the Olympic legacy is not a relic left automatically by hosting the Olympics, but an intentional product that is planned from a long-term perspective and created through a continuous process of implementation and adjustment (Yeom, 2012).

2.1.2. Types of Olympic Legacy

Olympic legacy can be seen as all the lasting effects created by the hosting of the Olympics, and the IOC divides it into five types: sports legacy, social legacy, environmental legacy, urban legacy, and economic legacy. Cho(2017) describes the five types as follows.

First, sports legacy does sustainable things to revitalize and develop sports not only in the host city but also in the host country through hosting

the world's best event, the Olympic Games. Sports legacy includes the use of sports venues built for hosting the Olympics, promotion of interest in sports, expansion of local sports clubs, and fostering of excellent dreams.

Second, the social legacy promotes the host city, changes the behavior and attitudes of the people, and furthermore provides a continuous social, cultural, and political legacy. Through the Olympics, the spirit of respect, human dignity, mutual understanding, solidarity, and fair play can be spread widely, and the core Olympic values

Third, environmental legacy refers to encouraging active participation in global sustainable development. In the short term, it provide an optimal environment for the athletes participating in the Games by closely cooperating with public institutions so that sustainable programs and environmental legacy can be left through the hosting of the Games. In the long term, it will provide continuous benefits to the host city and local residents, including the creation of green space for the local community during urban reconstruction and the use of eco-friendly energy resources.

Fourth, urban legacy reconstructs an underdeveloped area of the city through hosting of the Olympics, and creates a green space for the local community, adding vitality to the city.

Fifth, economic legacy makes it possible to revitalize the economy, increase GDP, improve overall urban aesthetics, create new jobs, increase the number of tourists, and continue to attract international sports competitions in the future through hosting the Olympic Games.

2.1.3. Expected Effects of Olympic Legacy

The Olympic legacy ultimately aims for world peace and includes the preservation of the value of the pursuit of peace without discrimination. The Olympic seeks to preserve and utilize various stadium facilities and infrastructure built for sporting events. The space used for sporting events remains a meaningful space and is transmitted historically, thereby playing a role and function to continuously spread the meaning of mega sporting events (Kim, 2013).

In(2018) explained that hosting a sporting event as a legacy expected effect brings various changes in the overall region, from the economy and industry of the local community to society, culture, and environment. According to Yoon (2010), legacy is not simply a concept for post-utilization of stadiums, but the improvement of the quality of life of local residents is the greatest expected effect. It was stated that the Olympic

legacy has a positive impact on the overall social environment of the host region.

Olympic Legacy creates a publicity effect for local businesses and the tourism industry, which in turn promotes regional competitiveness and revitalization of the local economy. In addition, Olympic legacy can have various effects on local communities and residents, such as enhancing the city image and increasing brand value.

2.1.4. Importance of the Olympic Legacy

In general, mega events give local residents high expectations for regional development in terms of economic, social, cultural, and environmental aspects of the region. In particular, hosting mega events has the effect of boosting the local economy (Lee & Taylor, 2005; Matheson, 2009), increasing tourists (Toohey et al., 2003), building urban infrastructure, and improving the quality of life in the host area (Deccio & Baloglu, 2002) was found to have a positive effect. In addition, positive effects such as improving the image of the country and city, increasing the value of the local brand, uniting local residents, and affecting the industry have been confirmed due to the hosting of the mega event.

The 2012 Summer Olympics in London, which is called the greatest Olympic event ever, is an ideal example of managing a physical space for a local community as a long-term legacy. Even before the start of the Olympics, a three-step strategic master plan was created in consideration of ex-post utilization. When creating a space in the local community, local residents' needs and ideas were incorporated in advance and combined with the master plan for the Olympics. By doing so, the master plan for the Olympics and the region coexisted (Choi, 2012).

On the other hand, concerning the development status of stadiums built in Korea, it can be summarized that the goal was to enlarge the exterior for a larger capacity rather than to improve the quality of the facilities for hosting and operating international competitions. However, through mass media, it is now possible to watch the game in comfort and detail at home without visiting the stadium. Therefore, if a stadium does not have attractive elements that can mobilize spectators, it is bound to be underused. This leads to the deterioration of financial independence.

Regarding mega-events in the past, there have been many studies on the economic ripple effect through most of the events (Lee & Talor, 2005). In addition, there are research results such as the problem of excessive facility

investment costs for mega events (Kasimati, 2003) and conflicts among local residents following the event (Gratton et al., 2006).

Incheon, which held the 2014 Incheon Asian Games, spent nearly 3 trillion won in preparation for the Games. Even though Incheon has Munhak Stadium with more than 40,000 seats, it was not utilized and a new main stadium was built by spending more than 400 billion won. That place is also suffering from post-utilization. Incheon city launched a countermeasure team for post-game use, but there is no sharp countermeasure. In addition to the existing debt, it will have to pay an additional 1.5 trillion won in debt and pay back 500 billion to 550 billion won annually by 2029. To make up for this, the welfare budget for the citizen was cut one after another. In other words, to cover the aftermath of the splendid international event, residents are forced to pay additional taxes or endure lower welfare levels.

2. 1. 5. Pyeongchang Olympic Alpensia Park

Pyeongchang, Korea's representative winter tourist destination and the only Winter Olympics venue, has beautiful natural scenery. However, not long after the Pyeongchang Winter Olympics ended, the development plan stalled due to the corona. and currently, there is no strategy or method for Pyeongchang to grow as a world-class tourist destination.

Among previous studies related to Pyeongchang, Park(2014) considered successful and unsuccessful cases of post-Olympic utilization in order to devise a plan for post-utilization of stadium facilities after the Olympics. After reviewing Korea's post-use plan for the Olympic Games, they presented concrete plans based on this to pass down the legacy of the Pyeongchang Winter Olympics and maximize the post-use of the facilities.

Ahn and Lee (2016) applied the 'extended planning action theory' to study whether the spatial and temporal distance to the 2018 Winter Olympics affects visit decision-making. As a result, the need for a marketing strategy on how to deal with potential visitors' perception of temporal and spatial distance was suggested.

(1) Sliding Center

Bobsleigh, Skeleton, and Luge Stadiums refer to sled tracks and are built on mountain slopes. As of 2020, there are 17 stadiums worldwide. Bobsleigh, skeleton, and luge events run on the same course, but the starting position is different. The length of the stadium is slightly different for each stadium in each country, but it is made over 1,300m. The radius of the curve is more than 20 cm, the angle of inclination is 8 to 15 degrees, and it contains 13 to 20 curves. The height of the walls on the left and right is

made at least 50 cm so that the sled does not protrude outside (MTN News, 2018). For effective utilization of the Pyeongchang Olympic Sliding Center, an MOU was signed among Gangwon Province, the 2018 Pyeongchang Memorial Foundation, the Korea Bobsleigh and Skeleton Federation, and the International Bobsleigh and Skeleton Federation. Over the next five years, the Pyeongchang Sliding Center is planned to be used for international competitions such as the World Cup, Intercontinental Cup, Asian Cup, and Gangwon Winter Youth Olympic Games 2024 (Yonhap News, 2022).

Alpensia Ski Jump Center is a sports facility owned by Gangwon-do and is located at 749m above sea level in Daegwallyeong, Pyeongchang-gun, Gangwon-do. Gangwon-do invested in-kind the land it owned to host the Winter Olympics in July 2005, and Gangwon-do Development Corporation began construction of the Alpensia Ski Jump Center, which was completed in December 2007. A total of 81.9 billion won (26.65 billion won from the government, 26.65 billion won from the provincial government, and 28.6 billion won from the Gangwon-do development project) was invested in the ski jumping center, which has a normal hill (K-98) and large hill (K-125) with a 69m high ski jumping tower on a site area of 121,867 m²) has two jumps.

Also there are operation headquarter and 2 referee towers, with seating capacity of 50,000 including 11,000 seats and 39,000 temporary seats. In addition, for tourists, a 20-seater monorail connecting the stadium and the ski jumping tower is in operation, and a grass soccer field has been created for various events. Currently, facilities and equipment are owned by Gangwon-do, and the site is owned by Gangwon-do Development Corporation, which is managed through a consignment agreement, and operated through provincial subsidies and other proceeds.

(2) Cross Country and Biathlon Center

The Alpensia Cross-Country Center and the Alpensia Biathlon Center are adjacent to each other and have similar appearances. The two centers are also adjacent to the nearby Ski Jumping Stadium. The two centers are also used as golf courses called Alpensia 700 in the summer. They were completed in December 1995 and called the Nordic Stadium or the Gangwon Provincial Nordic Stadium. They were also used as cross-country skiing, biathlon and Nordic combined venues for the 2018 Winter Olympics. The stadium of the Cross Country Center has a total floor area of 3,607m², and can accommodate about 15,000 people. The biathlon center's

stadium has a total floor area of 2,853m², one basement floor to two ground floors, and can accommodate 20,000 people.

(3) The Olympic Museum

Pyeongchang Olympics/Paralympics legacy foundation is located in the main building of the Pyeongchang Olympic Stadium, which was built as the first "event-only" opening and closing ceremony hall. The Pyeongchang Olympic Stadium was built to accommodate 35,000 people with one basement floor and seven floors above ground, and after the competition was over, the number of spectators was reduced to 5,000 and the main building was also reduced from seven to three floors. The Pyeongchang Olympic museum preserves the legacy of the PyeongChang Olympics and the Winter Paralympics by designing an exhibition space that combines "Analog, Digital Archive, Art Gallery, and Technology" by inheriting the five goals of the Pyeongchang Olympics and Paralympics. The permanent exhibition hall, which was designed with the motif of the track of the Alpensia Sliding Center at the PyeongChang Olympics, is the Olympic and Paralympic Games of all time. It shows the history of the pick competition, preparations for the 2018 Pyeongchang Olympics and Paralympics,

touching moments of the competition, and those who worked with "one passion" for the successful competition. (MTN News, 2018)

2. 1. 6. Current status of Pyeongchang Olympic Alpensia Park

After the 2018 Pyeongchang Olympics, the 2018 Pyeongchang Memorial Foundation was created to inherit the values of the Olympics and peace. The Pyeongchang Legacy Foundation provides winter sports experiences to students across the country through the Suhorang Camp. It also fostered athletes from overseas Southeast Asia through the New Southern Project, creating a federation of four countries: Thailand, Malaysia, Vietnam, and Cambodia (Sports Chosun, 2020). In addition, athletes from underdeveloped countries from Africa and Asia were invited to Korea for the 2024 Gangwon Youth Winter Olympics to experience winter sports and expand their opportunities as athletes. Since then, various experience programs have been planned, but some stadiums have banned access to the public due to the outbreak of COVID-19 after 2020. Ski jumping stands are also used as Gangwon FC soccer fields in the summer and as a venue for various concerts and events.

Winter sports central organizations such as the Korea Bobsleigh Skeleton Federation and the Korea Ski Federation are running programs to

foster good athletes through promising camps, youth sports centers, and workshops at Pyeongchang Olympic Alpensia Park, and several teams are training and using Pyeongchang Olympic Alpensia Park. Currently, Pyeongchang Olympic Alpensia Park hosts a program called WINTER 700, which is located on the second floor of the cross-country center building to give visitors a chance to experience winter sports. The coaches consist of former national team players, and various and different programs such as cross-country, bobsledding, and ski jumping are operated. However, according to a meeting with the secretary-general of the "WINTER 700" sports club, visitors to Pyeongchang or Pyeongchang Olympic Alpensia Park did not even know the existence of a winter sports experience program, and even those who applied for the program were mostly limited to cross-country.

2.2. Destination image

2.2.1. Define destination image

Images are the ability to clarify pre and post-judgment of destination images based on external stimuli (Agapito et al., 2013; Chung et al., 2015). The main reason for studying tourists' destination images is that the image of tourist destinations affects tourists' decision-making and

behavior at specific destinations. It is also because understanding the current destination image with future visitors in mind, and creating the appropriate image is a critical part of a successful positioning and marketing strategy (Pike, 2002; Tasci et al., 2007). In addition, destination images are independent variables that refer to the impression that travelers get based on different preconceptions about their destination in many studies (Ramseook et al., 2015).

The study of the image of a tourist destination was first started in Hunt(1975) paper. The most commonly cited definition of tourist attraction image is defined by Crompton (1979), "the sum of the beliefs, ideas, and impressions a person has about a destination." These images affect from preparing a trip to recalling the trip after a trip. Asael (1995) defined the destination image as the sum of perception of tourist destinations formed over a long period of time by active or passive information search of tourists. Therefore, what image a specific tourist destination provides to tourists is an important factor in determining the success or failure of the local tourism industry.

Baloglu and McCleary (1999) defined image as an attitude concept that constitutes an individual's psychological expression as knowledge, beliefs, and feelings about an object or destination. In other words, images

are interpreted as comprehensive and subjective knowledge of individuals accumulated and organized in relation to the real world. Henderson (2007) also defined destination images as a mixture of people's knowledge, feelings, beliefs, opinions, ideas, expectations, and impressions of known places. Therefore, the destination image is a mental state (Fakeye & Crompton, 1991) developed from potential tourists based on the image selected from the overall impression of the destination. And it can be said that the three stages of cognitive, affective, and behavior are hierarchically related to each other (Gartner, 1994). O'Leary and Deegan (2003) viewed destination images as being composed of attributes, holistic, functional, psychological, common, and unique elements. When summarizing the commonalities of the previous definition, the destination image is a multidimensional and holistic concept.

<Table 2-1>

Definition of Destination Image

Researcher	Definition
Hunt (1975)	An impression of a person or a place has never lived in
Crompton (1979)	The totality of impressions, ideas, and beliefs related to a particular destination.
Fakeye and Crompton (1991)	Ideas, impressions, beliefs, and feelings accumulated about the destination.
Gartner (1994)	A system in which three levels of cognition, emotion, and behavior are hierarchically related to each other.
Assael (1995)	Sum of perception of tourist attractions formed over a long period of time by active or passive information search by tourists.
Baloglu and McCleary (1999)	People's beliefs, ideas, and impressions of a place or destination.
O'Leary and Deegan (2003)	Everything that consists of unique elements such as function, psychological attributes, etc.
Henderson (2007)	A mixture of people's knowledge, feelings, expectations, and impressions of a known place.

2.2.2. Components of the destination image

The components of the tourist destination image are classified into multi-dimensional components such as organic, input image, primary image of Phelps (1986), secondary image of Gartner (1993), Baloglu and McMary (1999) of congestive, affective image. Looking at this in detail is as follows.

First, Gunn (1972) first attempted to study the relationship between the source of tourism information and the image of a tourist destination. He argued that the image of a tourist destination consists of organic and induced images. Organic images refer to images formed through mass media communication that are not related to tourism such as newspapers, magazines, geography and literature books, TV and radio. On the other hand, the induced image refers to an image formed by tourism-related companies from intentional marketing activities such as promotion and advertisement promotion.

In addition, the organic image may be formed by acquaintances who have visited the tourist destination without actually visiting the tourist destination, and may actually visit and develop into an organic image (Gunn, 1972). Based on this, Fakeye and Crompton (1991) explained that tourists are motivated to travel and information search behavior by organic images,

forming an induced image. The benefits and images of alternative tourist destinations are evaluated through the formed ingrained image. Based on these results, a tourism behavior of selecting a tourist destination occurs. Tourists visit selected tourist destinations and experience tourism, and finally, a complex image is formed through interaction with the existing organic and ingrained image (Fakeye & Crompton, 1991).

In this regard, McCartney et al., (2008) suggested that the National Tourist Office should use a marketing communication mix strategy using various media channels and communication methods to induce potential tourists exposed to information related to various tourist destinations to visit specific tourist destinations.

Second, Gartner (1993) and Baloglu and McMary (1999) stated that, unlike the theory proposed by Gunn (1972), the image of a tourist destination consists of the cognitive and emotional elements of tourists. In other words, it was said that these two factors can be seen as interrelated from a hierarchical perspective. In addition, it was said that the interrelationship between cognitive and emotional factors determines the selection of tourist destinations and tourism products.

Cognitive factors are defined as evaluating the total associated with beliefs, beliefs, and attitudes about the attributes of tourist destinations

(Gartner, 1993; Baloglu & McCleary, 1999; Walmsley & Jenkins, 1993).

All external stimuli that occur in tourist destinations affect the formation of cognitive images. Emotional factors are individual emotions that can be expressed as likes and dislikes, preferences and non-preferences, and neutrality for objects such as tourist destinations, tourism products, and tourism behaviors. Emotional elements are defined as individual subjective thoughts, feelings, emotions, and emotions about a tourist destination (Baloglu & McMary, 1999). In addition, the emotional factor can be defined as the feeling of the nature of the tourist destination, and it can be said to be a factor in evaluating the value of tourists at the tourist destination based on the tourism benefits they want.

In relation to this explanation, Lin et al.,(2007) stated that cognitive factors indirectly affect emotional factors, and cognitive and emotional factors affect the overall image of tourist destinations. It was explained that this overall image affects the preference and decision-making of tourist destinations. Um and Crompton (1990) argued that the image of a tourist destination plays an important role in determining the selection of a tourist destination. Since most potential tourists have limited knowledge of specific tourist destinations they have not visited in the past, the perspective of

tourism destination image and attitude acts as a very important factor in the process of selecting tourist destinations.

2.2.3. Previous Study on Destination Image

The destination image is composed of various elements, and working at a tourist destination is related to consumer behavior. Baloglu(1998) conducted a study on the influence relationship between behavioral intentions by dividing the destination image into cognitive and emotional factors for tourists traveling abroad during the vacation period. As a result of the study, it was found that cognitive factors positively affect the visit of tourist destinations. In addition, it was found that the intention to visit had a greater influence on cognitive factors such as tourism attractions and perceived values than emotional factors such as feelings and emotions.

As a result of dividing and analyzing tourists with experience in visiting destinations and tourists with no experience in visiting, it was found that the cognitive factor had a greater influence on the intention to visit than the emotional factor. On the other hand, it was found that tourists with visiting experience had more influence on visiting intention than cognitive factors. Through this, it was suggested that tourists who have no experience in visiting need marketing activities that emphasize cognitive factors, and

tourists who have experience in visiting need marketing activities that emphasize both cognitive and emotional factors.

Chen and Hsu (2000) examined the influence relationship between the destination image and the behavioral variables of destination selection (tourism preparation period, expected tourism cost, and tourism period) in a study of Korean tourists traveling abroad. As a result of the study, the image on the tourism period was found to have an effect on the economic feasibility of tourism costs, and the image on the expected tourism cost had a similar lifestyle, smooth communication, and high-quality restaurants. In addition, it was found that the image on the tourism period was influenced by similar lifestyles and interesting tourist destinations. Based on these research results, it was suggested that the promotion agency of tourist destinations should maximize the promotion effect through intensive promotion of images that affect the tourism destination selection behavior variable.

In a study of Spanish tourists visiting the beaches of Valencia, Bigne et al. (2001) verified the relationship between the image of a tourist destination, perceived quality, satisfaction, revisit intention, and recommendation intention. As a result of the study, it was found that the image of a tourist destination had a significant effect on the tourism

behavior variable (satisfaction, revisit intention, and recommendation intention). Through this, it was suggested that the overall image of the tourist destination should be improved to increase the intention of revisiting and recommending tourists.

In particular, mega-sports events such as the Olympics and the FIFA World Cup are strong brand elements that effectively convey destination images (Kotler & Gertner, 2002). Over the past few years, improvements in destination images through sports have attracted tourists and contributed greatly to the local economy. In other words, the improvement of the destination image was an important means for the destination marketing strategy (Harrison-Hill & Chalip, 2005). A study by Kaplanidou and Vogt (2007) revealed that mega-sport events have a positive effect on destination images and visit intentions (Kaplanidou & Gibson, 2010). A study by Ritchie and Smith (1991) also shows that overall awareness of Calgary increased before and after the 1988 Winter Olympics. In a study by Li and Kaplanidou (2013), it was said that the cognitive and emotional image components of American audiences in China have changed since the 2008 Beijing Olympics.

Gibson et al. (2008) investigated the relationship between the destination image, travel intention, and tourist characteristics of the Olympic

Legacy for American college students. As a result of the study, it was found that the destination image of the Olympic Legacy partially affected the travel intention and the Beijing Olympic Games visit intention. Specifically, the destination image influencing the travel intention was shown as tourism attraction and convenience, and the tourist destination image influencing the intention to participate in the Beijing Olympics was shown as tourism attraction and tourist members. Based on this, in order to attract tourists to tourist destinations, sports tourism marketers should establish marketing strategies to enhance their destination image (Morgan et al., 2007).

2. 3. Word of Mouth (WOM)

There is a strong ripple effect because satisfied tourists are more likely to recommend destinations to friends, family, relatives, colleagues and potential tourists via social media (De Vries et al., 2012; Jope et al., 2001). The main interest of marketers is the future behavior of tourists. In previous studies, future behavior is primarily intended to revisit destinations and to recommend destinations to others (Hosany et al., 2007; Prayag, 2009; Papadimitriou & Kaplanidou, 2018). Positive word-of-mouth intentions are a powerful means of attracting new tourists to their destinations, reflecting a high level of attitude loyalty (Konecnik & Gartner, 2007). Oral intention is

to recommend a travel destination to others around it, and it is an indicator that better represents a favorable image and positive experience of the destination than the intention to revisit (K Kaplanidou, 2018). Tourists seeking diversity may not come to the same destination again even if their destination tourism experience is sufficiently satisfied (Ekinici & Hosany, 2006; Kozak & Rimmington, 2000), but positive oral intentions can be spread.

Chen and Tsai (2007) explored the structural relationship between destination images, travel quality, perceived value, satisfaction, and behavioral intentions. Qu et al. (2011) analyzed the positive relationships and parameters between destination images, brand associations, and tourists' future behaviors. The implications revealed through the research results are that the destination image is related to the recommendation intention.

2. 4. Revisit Intention

Revisiting is one of the important factors that determine whether to revisit after customers experience tangible and intangible services in the tourism industry. As for the intention to revisit, many scholars have steadily defined the concept. Revisiting intention is being studied as the main variable as a leading factor in loyalty to tourist destinations (Mat Som et al.,

2012). Since a tourist destination can be recognized as a total brand that provides one product and service, the intention to revisit or recommend a destination in tourism should be viewed as a behavioral variable (Bigne et al., 2001). Revisiting intention refers to a planned future action after experiencing customer satisfaction or dissatisfaction, which has increased importance in marketing activities as it is likely to be transferred to actual purchasing behavior (Zeithaml et al., 1996).

Despite the importance of revisiting, it has not yet been clearly studied about the characteristics and why visitors revisit. Therefore, the behavioral intention model is still an important area in the tourism field (Prayag et al., 2013), and why revisit intention is attracting attention as an important research topic in the competitive tourism market (Mat Som et al., 2012).

The intention to revisit means the possibility of repeated visits by consumers in the future, and the higher the degree of consumer satisfaction, the higher the intention to revisit (Bitner, 1992; Oliver, 1980). Mat Som (2011) noted that a 2% increase in consumer revisit rate is equivalent to a 10% effect on cost reduction (Mat Som et al., 2012). Reicheld (1996) stated that a 5% increase in revisit rate leads to a 25–95% increase in revenue across various industries (Mostafavi Shirazi & Mat Som, 2010). Having

new customers costs a whopping five times as much as having existing customers (Fornell, 1992; Keaveney, 1995; Taylor & Baker, 1994), and consumers express their behavior by revisiting (Boulding et al., 1993). Revisiting intention is accepted as a meaning of infinite trust and loyalty to the destination, and many researchers use it as a measurement tool for predicting behavior. As a measure of 'intention', 'I will do something', 'I want to do something', and 'I will definitely do something' are used.

2. 5. Research Model and Hypothesis

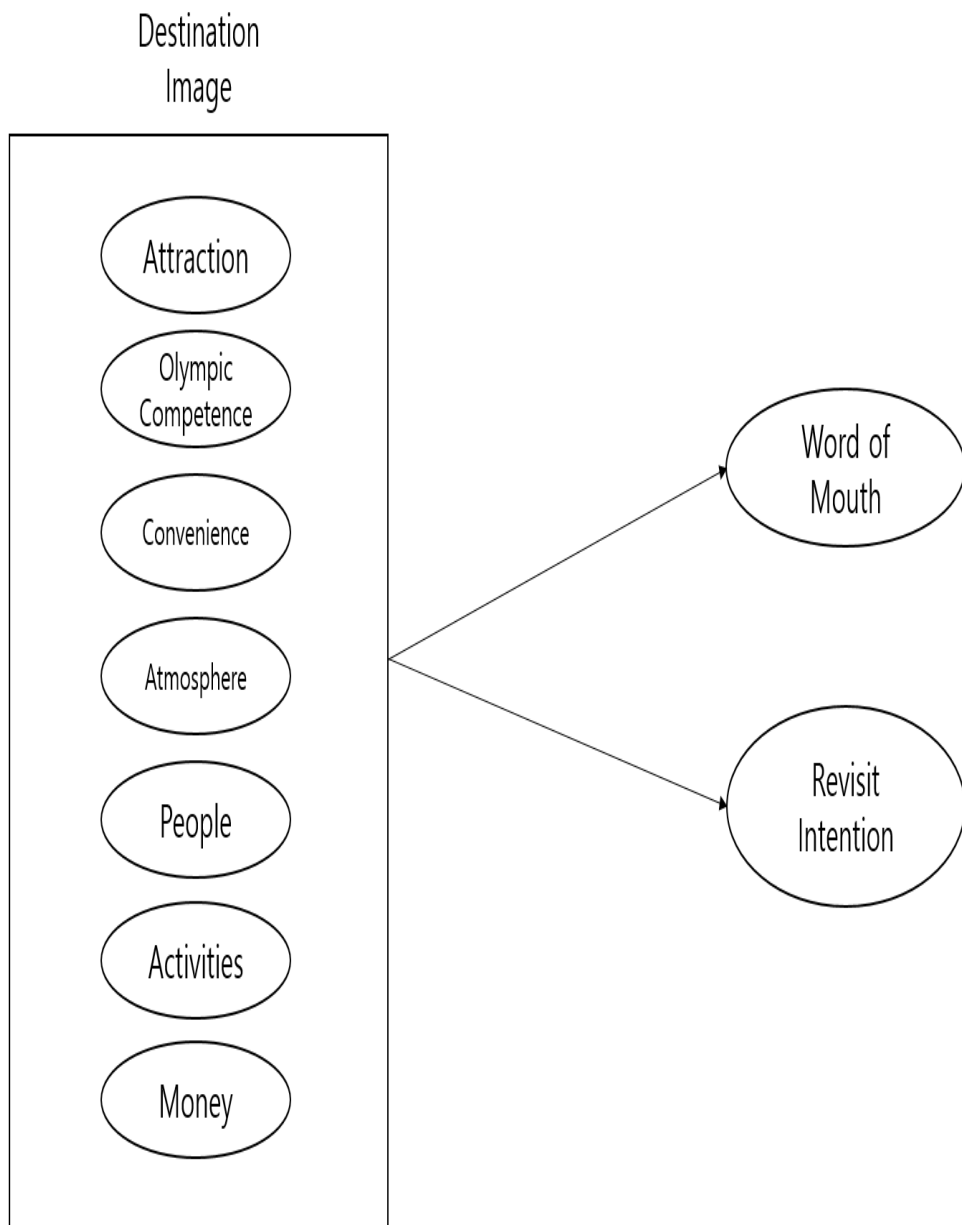
HJ Gibson and JJ Zhang (2008) found a connection and pattern between the destination image of the Olympic Legacy and the intention of visitors to revisit. They studied that factors such as attraction, polympic competence, convience, atmosphere, people, activities, and money were closely related to the destination image of the Olympic Legacy. HJ Gibson and JJ Zhang (2008) analyzed the effect of the destination image of the 2008 Beijing Olympics on the intention to visit. In addition, Pratt and Chan (2016) studied the effect of the destination image of the 2020 Tokyo Olympics on the intention to visit.

Based on these preceding studies, this study established the following research model and hypothesis to confirm the relationship

between the Pyeongchang Olympic Alpensia Park (Olympic Legacy) destination image and WOM and revisit intention for those who have visited or experienced the Pyeongchang Olympics.

[Figure 2-1]

Structural Model



Word of mouth hypothesis is as follows.

H1a. Attraction will have a positive (+) effect on the word of mouth.

H1b. Competence will have a positive (+) effect on the word of mouth.

H1c. Convenience will have a positive (+) effect on the word of mouth.

H1d. Atmosphere will have a positive (+) effect on the word of mouth.

H1e. People will have a positive (+) effect on the word of mouth.

H1f. Activities will have a positive (+) effect on the word of mouth.

H1g. Money will have a positive (+) effect on the word of mouth.

Revisit intention hypothesis is as follows.

H2a. Attraction will have a positive (+) effect on revisit Intention.

H2b. Competence will have a positive (+) effect on revisit Intention.

H2c. Convenience will have a positive (+) effect on revisit Intention.

H2d. Atmosphere will have a positive (+) effect on revisit Intention.

H2e. People will have a positive (+) effect on revisit Intention.

H2f. Activities will have a positive (+) effect on revisit Intention.

H2g. Money will have a positive (+) effect on revisit Intention.

Chapter 3. Method

3.1. Participants

The purpose of this study is to verify the effect of word of mouth and revisit intention of visitors to Pyeongchang Olympic Alpensia Park. Therefore, in order to achieve this purpose, in this study, a questionnaire was conducted targeting visitors who had been to the Olympic Alpensia Park or had experienced winter sports such as cross-country skiing, bobsleigh, and skeleton. The survey was conducted for about two weeks from November 14 to 25, 2022 by visiting Pyeongchang in person. The experimental group was selected from people who had visited the Olympic Alpensia Park after the 2018 Pyeongchang Olympics, and an online survey was conducted with prior consent. Subjects were asked to fill out the questionnaire using the Self Administration Method. Online surveys are more efficient in terms of time and cost than traditional survey methods, and can reduce errors caused by the interviewer conducting the survey. Research subjects can participate in the survey at the time they want to respond, Researchers have the advantage of being able to quickly collect survey responses. (Yunseok Lee et al., 2008).

All 355 copies of the questionnaires recruited were used in the final analysis of this study. The demographic characteristics of the research subjects are as follows. Gender distribution was 53.6% male and 46.4% female. As for the distribution by age, those in their 30s accounted for the highest at 36.6%, followed by those in their 20s with 3.6%, those in their 20s with 22.5%, those in their 40s with 20.3%, and those in their 50s or older with 16.9%. As for the distribution of interest in sports, 1.9% of 'not interested at all', 3.3% of 'not interested', 13.8% of 'normal', 27.32% of 'interested', and 53.52% of 'very interested'. Distribution by region was 37.4% in Gangwon-do, 22.8% in Gyeonggi-do, 9% in Gyeongsang-do, 23.3% in Seoul, 3.1% in Jeolla-do, 0.2% in Jeju-do, and 3.9% in Chungcheong-do. Detailed demographic characteristics of study subjects are shown in [Table 3-1].

[Table 3-1]

Demographic Analysis Results

Characteristic	Division	Frequency (persons)	Percentage(%)
Gender	Male	190	67.6
	Female	165	32.4

Age	under 20	13	3.7
	20s	80	22.5
	30s	130	36.6
	40s	72	20.3
	Over 50s	60	16.9
Interest in sports	not interested at all	7	2.0
	not interested	12	3.4
	normal	49	13.8
	interested	97	27.3
	very interested	190	53.5
Region	Gangwon	133	37.5
	gyeonggi	81	22.8
	Gyeongsang	32	9.0
	Seoul	83	23.4
	Jeolla	11	3.1
	Jeju	1	0.3
	Chungcheong	14	3.9

3.2. Measurement

In this study, a questionnaire was used to verify whether the image of the Olympic legacy destination affects word of mouth and revisit intention in the study of Pyeongchang Olympic Alpensia Park visitors and subjects who have experienced winter sports. There are a total of 9 major variables, and all items except for the demographic characteristics of the research subjects were measured using a 7-likert scale, such as 1 point for 'not at all' and 7 points for 'very much so'. Destination image, an independent variable, consisted of a total of 31 items divided into 7 variables: attractiveness, Olympic capability, convenience, surrounding environment, people, activity, and money. Word of mouth and revisit intention, which are dependent variables, consisted of three items each. Meanwhile, in addition to the questionnaire items related to the variables included in the study, a nominal scale was used by including four items such as gender, age, region, and sports interest in the questionnaire to identify the demographic characteristics of the respondents. The questionnaire consisted of a total of 41 items. The number and composition of each item of the detailed questionnaire are shown in [Table 3-2] below.

<Table 3-2>

Indicators and Contents of the Questionnaire

Variable	Number of items	Source
Attractions		
Competence		
Convenience		Echtner and Ritchie (1993) ;
Destination		Gibson, Williams, and Pennington
Image	31	Gray (2003) ;
Atmosphere		HJ Gibson, CX Qi, and JJ Zhang
People		(2008)
Activities		
Money		
Word of Mouth	3	D Papadimitriou, K Kaplanidou, and Apostolopoulou, A (2018).
Revisit Intention	3	Bigne et al., (2001) Chen & Tsai (2007)
Demographic Characteristics	4	gender, age, home, interest in sports

3. 2. 1. Destination Image

In this study, the destination image was used in the study of Echtner and Ritchie (1993), Gibson, Williams, and Pennington Gray (2003), and in the study of HJ Gibson, CX Qi, and JJ Zhang (2008), the destination image was measured as an Olympic legacy. The seven items used for this study were modified to suit the purpose of this study. There are 7 sub-variables, including attractiveness (8 items), Olympic competency (4 items), convenience (4 items), surrounding environment (3 items), people (3 items), activity (3 items), money (3 items) and a total of 31 items. The survey was measured using a Likert 7-point scale, with 1 point being 'not at all' and 7 points being 'very much so'. The measurement tools for measuring the image of the destination as an Olympic legacy are shown in [Table 3-3] below.

[Table 3-3]

Destination Image Questionnaire

Variable	Questionnaire
Attractions	An exotic atmosphere and culture
	A place to increase my knowledge
	Beautiful scenery/natural attractions
	Many cultural attractions
	A place for adventure
	Historical sites and museum
	Exotic cuisine
Olympic Competence	Many tourist attraction
	A safe place to hold the Olympic Game
	World-class sports facilities
	Strong competence to host the Olympic Games
Convenience	Easy to find accommodations
	Readily available travel information
	Easy to find accommodation
	Easy to communication with the local people
	Convenient transportation

Atmosphere	A clean city
	A place for relaxing
	A good quality of service
	A family oriented destination
People	Residents are generally friendly
	Staff are generally friendly
	you can easily get help from around you.
Activities	Many shopping facilities
	Good night life and entertainment
	Leisure and sports activities
	Business activities and conferences
Money	Good value for the money
	Price for entrance is low
	Olympic Legacy related products are relatively inexpensive

3. 2. 2. Word of Mouth

Word of Mouth adapted the items used in the study of D Papadimitriou, K Kaplanidou, and Apostolopoulou, A (2018) to suit the purpose of this study. The word of mouth was composed of 3 items, and a 7-point scale was used, with 1 point being 'not at all' and 7 points being 'very much so'. The details of the measurement tools for measuring word of mouth are shown in [Table 3-4].

[Table 3-4]

Word of mouth questionnaire

Variable	Questionnaire
	I will say positive things about Pyeongchang to other people
Word of mouth	If I could, I will recommend Pyeongchang to others
	Encourage friends and relatives to visit Pyeongchang

3. 2. 3. Revisit Intention

For revisit intention, the items on revisit intention used in the studies of Bigne et al., (2001) and Chen & Tsai (2007) were adapted to suit this study. The item measuring revisit intention consisted of 3 items, and a 7-point scale was used, with 1 point being 'not at all' and 7 points being 'very much so'. Details of the measurement tools for measuring revisit intention are shown in [Table 3-5].

[Table 3-5]

Revisit Intention Questionnaire

Variable	Questionnaire
	High likelihood of revisiting
Revisit intention	if I could, I would come to Pyeongchang again.
	I have plans to revisit Pyeongchang

3. 3. Data analysis

This study conducted descriptive statistical analysis, reliability analysis, confirmatory factor analysis, and structural equation model analysis using the following SPSS 25.0 and AMOS 22 to verify the research hypothesis, and the procedures are as follows.

3. 3. 1. Frequency analysis

Frequency analysis was conducted on the basic statistical values collected to find out basic demographic information on the subjects participating in this study, and descriptive statistical analysis was conducted to identify the basic characteristics of the collected data.

3. 3. 2. Reliability analysis

In this study, Cronbach's alpha was used to identify the internal consistency that indicates the accuracy or precision of a measurement tool. This is the most widely used method to increase the reliability of a measurement tool by finding and removing items that hinder reliability when using several items to measure the same concept. The criterion of reliability tends to be interpreted differently by scholars. In general, the standard value most commonly used in social science research is .70, and if

Cronbach's alpha value is .70 or higher, it can be judged to be reliable.

Therefore, in this study, reliability was verified based on .70.

3. 3. 3. Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) focuses on the relationship between latent variables and measurement variables that measure them, and is a process of verifying the relationship between variables based on prior theories. To this end, items that hinder unidimensionality in the research model are removed and an acceptable goodness of fit is derived. Therefore, in this study, Chi-square(), Normed (/df), TLI, CFI, and RMSEA were used as goodness-of-fit indices for confirmatory factor analysis.

In addition, if reliability analysis is to confirm that it is an appropriate measure for a specific concept through the degree of internal agreement between items, validity analysis is to confirm that the measurement tool is properly measuring for the purpose of the study. Therefore, in this study, prior to the structural equation analysis, the validity of the measurement tool for each variable used in the model was verified, and the convergent validity and discriminant validity tests were separately conducted to confirm the factor structure of the measured variables.

3. 3. 4. Structural equation model analysis

In this study, we would like to examine the relationship between word of mouth and revisit intention of the Pyeongchang Olympic Alpensia Park destination image. Structural Equation Modeling (SEM) was conducted to proceed with this step-by-step verification process. Structural equation modeling is a method of analyzing a research model established based on a hypothesis made in advance by a researcher. The relationship between latent variables included in the model of this study and observed variables, correlation between latent variables and path analysis, and direction are derived. Therefore, it was verified whether the research model established by the researcher was supported based on the complex causal relationship between various variables verified through the structural equation model.

Chapter 4. Results

4.1. Descriptive Statistics Analysis

To identify the characteristics of the data collected in this study, descriptive statistical analysis was conducted to analyze the average and standard deviation. [Table 4-1] shows the descriptive statistics for destination image, word of mouth, and revisit intention, which are variables used in the analysis of this study.

[Table 4-1]

Measurement variable descriptive statistics analysis

Variable	Minimum	Maximum	Mean	Standard Deviation
Attraction1	1	7	4.52	1.75
Attraction2	1	7	4.68	1.74
Attraction3	1	7	5.94	1.31
Attraction4	1	7	5.12	1.57
Attraction5	1	7	5.38	1.50
Attraction6	1	7	4.74	1.67
Attraction7	1	7	5.10	1.65

Attraction8	1	7	5.30	1.51
Competence1	1	7	6.11	1.20
Competence2	1	7	5.60	1.42
Competence3	1	7	5.66	1.42
Competence4	1	7	5.48	1.56
Convenience1	1	7	5.50	1.38
Convenience2	1	7	5.54	1.38
Convenience3	1	7	6.12	1.21
Convenience4	1	7	4.83	1.70
Atmosphere1	2	7	5.89	1.13
Atmosphere2	2	7	5.87	1.17
Atmosphere3	1	7	5.51	1.35
Atmosphere4	1	7	5.63	1.40
People1	1	7	5.76	1.27
People2	1	7	5.60	1.36
People3	1	7	5.47	1.39
Activities1	1	7	3.96	1.92
Activities2	1	7	4.00	1.86
Activities3	1	7	5.30	1.45
Activities4	1	7	5.13	1.52

Money1	1	7	4.73	1.73
Money2	1	7	5.04	1.53
Money3	1	7	4.53	1.64
WordofMouth1	1	7	5.65	1.40
WordofMouth2	1	7	5.52	1.44
WordofMouth3	1	7	5.47	1.48
Re_visitIntention1	1	7	5.39	1.61
Re_visitIntention2	1	7	5.48	1.58
Re_visitIntention3	1	7	5.35	1.63

4. 2. Reliability Analysis

Cronbach's alpha coefficient was used to analyze the reliability of this study. There is some disagreement among scholars about the interpretation criteria of Cronbach's alpha coefficient. In general, if the alpha coefficient is .70 or more, it can be secured to have reliability. So in this study, reliability was verified based on .70. The results of the reliability analysis conducted in this study are shown in [Table 4-2], and the Cronbach's alpha coefficient of each variable is all over .70. So the measurement items of this study can be said to be at a reliable level.

[Table 4-2]

Reliability Analysis

Variable	Number of questions	Cronbach's α
Attraction	8	.90
Competence	4	.87
Convenience	2	.85
Atmosphere	3	.86
People	3	.87

Activities	4	.86
Money	3	.89
Word of Mouth	3	.95
Re_visit Intention	3	.96

4. 3. Confirmatory Factor Analysis and Validity Analysis

4. 3. 1. Confirmatory factor analysis

Confirmatory factor analysis was conducted to verify the validity of the items used in this study. In this study, in order to generate high suitability of the measurement model, the process of removing items that do not meet the factor loading and statistical significance criteria of each item was repeatedly performed. Thus, convenience 3, convenience 4, and Atmosphere 4 were removed.

Standardized factor loadings vary slightly among scholars, but .70 or higher is desirable (Fornell & Larcker, 1981), and generally .50 to .95 is suggested (Bagozzi & Yi, 1988). In this study, a confirmatory factor analysis was conducted for a total of three factors: destination image, word of mouth, and revisit intention, with the standardized factor loading standard

set at .50. The result is shown in [Figure 4-1] below. The factor loading for the measured variables ranged from a minimum of .58 to a maximum of .96, and looking at the good fit of the measurement model, the χ^2 (df=457) was 1327.637 ($p < .001$), which did not meet the recommended standard. .

However, since the χ^2 is highly dependent on sample size and model complexity, other good fit measurement model was identified (Hair et al., 1998). As a result , The results (Table 4-3) revealed that the proposed model provided a good fit to the data ($\chi^2=1327.637$, Normed χ^2 (χ^2/df)= 2.90, TLI=.91, IFI=.92, CFI=.92, RMSEA=.07).

[Table 4-3]

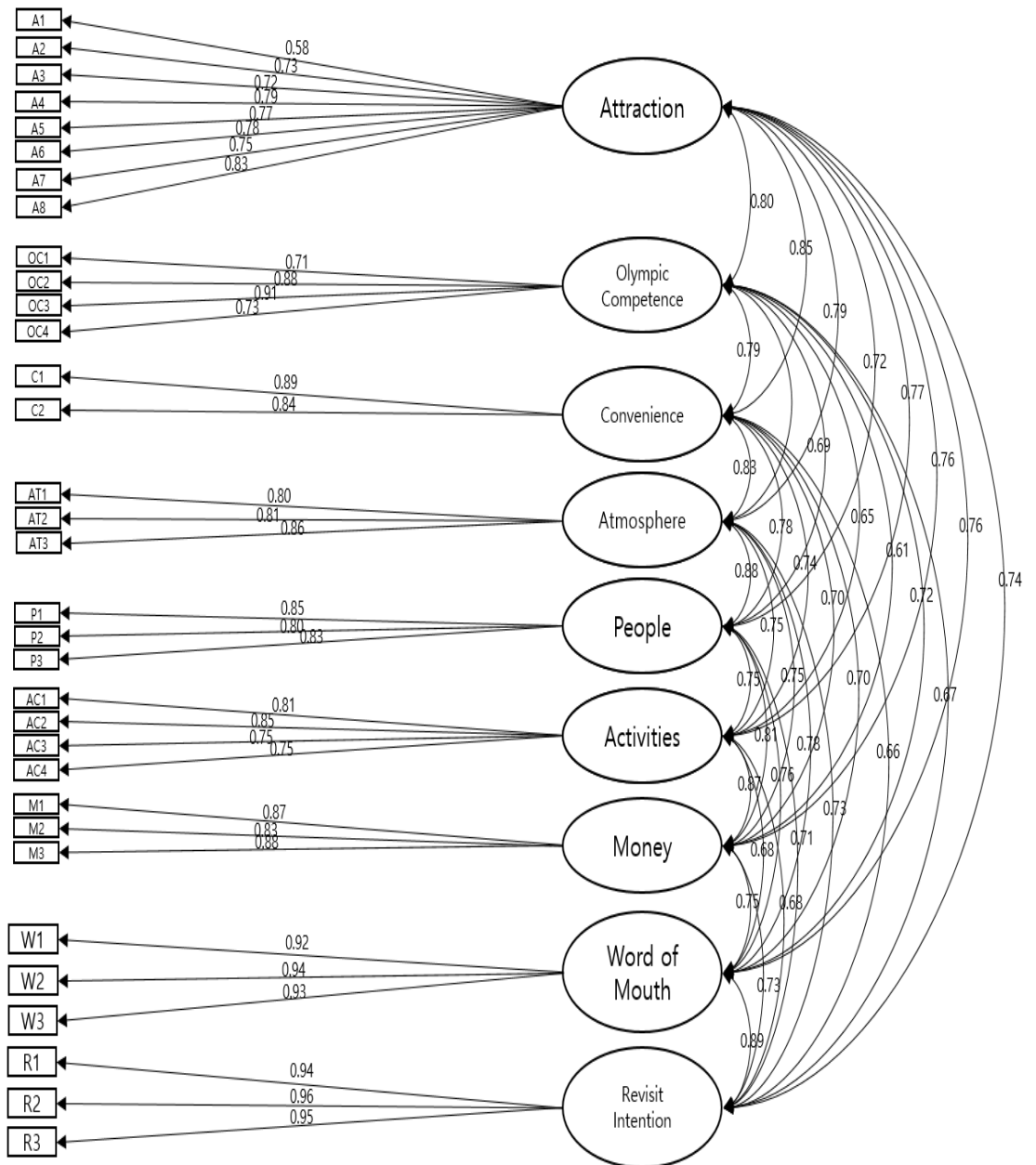
Model fit

Chi-square(χ^2)	df	χ^2/df	TLI	CFI	IFI	RMSEA
1327.637	457	2.90	.91	.92	.92	.07

** $p < .01$

[Figure 4-1]

Confirmatory factor analysis



4. 3. 2. Validity analysis

As a result of confirmatory factor analysis, it was found that model fit was high, and then the validity of the model was evaluated. The validity evaluation was conducted by dividing into convergent validity and discriminant validity.

(1) Convergent Validity

Convergent validity means that there must be a high correlation between values measured by different methods in order to measure the same concept. In other words, convergent validity is to verify the degree to which multiple items measuring the same concept agree. To test this convergent validity, construct reliability (CR) and average variance extracted (AVE) were calculated for each variable. Convergent validity is judged to be good if the concept reliability is .70 or higher and the Average Variance Extracted (AVE) is .50 or higher. In this study, as a result of the convergent validity test, the AVE value was .50 to .79, so it can be judged that the convergent validity was secured.

[Table 4-4]

Confirmatory Factor Analysis Convergent Validity Analysis

Variable	Item	S.E.	C.R.	Factor Loading	AVE	CR
Attraction →	Attraction1			.58		
	Attraction2	.09	12.91***	.73		
	Attraction3	.08	10.64***	.72		
	Attraction4	.10	11.33***	.79		
	Attraction5	.10	11.15***	.77	.55	.91
	Attraction6	.11	11.20***	.78		
	Attraction7	.11	11.01***	.75		
	Attraction8	.11	11.10***	.83		
Olympic Competence →	Competence1			.71		
	Competence2	.09	16.05***	.88		
	Competence3	.09	16.55***	.91	.50	.79
	Competence4	.09	13.31***	.73		
Convenience →	Convenience1			.89		
	Convenience2	.04	20.46***	.84	.61	.76
Atmosphere →	Atmosphere1			.80		
	Atmosphere2	.06	17.23***	.81	.59	.81
	Atmosphere3	.06	18.77***	.86		

		People1			.85		
People	→	People2	.05	18.23***	.80	.55	.78
		People3	.05	19.48***	.83		
		Activities1			.81		
Activities	→	Activities2	.05	18.61***	.85		
		Activities3	.04	15.69***	.75	.56	.83
		Activities4	.04	15.71***	.75		
		Money1			.87		
Money	→	Money2	.04	20.55***	.83	.53	.77
		Money3	.04	23.00***	.88		
		WordofMouth1			.92		
Word of Mouth	→	WordofMouth2	.03	32.57***	.94	.76	.90
		WordofMouth3	.03	32.36***	.93		
		RevisitIntention1			.94		
Revisit Intention	→	RevisitIntention2	.02	40.37***	.96	.79	.92
		RevisitIntention3	.02	39.13***	.95		

*** p<.001

[Table 4-5]

Correlation Matrix

Variables	Correlation						
	1	2	3	4	5	6	7
1.Attraction(p^2)	1						
2.Competence(p^2)	.80(.64)	1					
3.Convenience(p^2)	.85(.72)	.79(.62)	1				
4.Atmosphere(p^2)	.79(.62)	.77(.59)	.83	1			
5.People(p^2)	.72(.51)	.69(.47)	.78(.60)	.88(.77)	1		
6.Activities(p^2)	.77(.59)	.65(.42)	.74(.54)	.75(.56)	.75(.56)	1	
7.Money(p^2)	.76(.57)	.61(.37)	.70(.49)	.75(.56)	.81(.65)	.87(.75)	1

(2) Discriminant Validity

Discriminant validity refers to the difference between different latent variables. Low correlation between latent variables indicates that there is discriminant validity, and high correlation between latent variables means that the difference between the two constructs is low, so there is no discriminant validity between latent variables. There are three methods for measuring discriminant validity. The first method considers discriminant validity when the AVE of a latent variable is greater than the square of the correlation coefficient between latent variables. If the AVE is greater than

the square of the correlation coefficient between latent variables, then there is discriminant validity, and if the opposite is true, there is no discriminant validity. In the second method, the confidence interval of the correlation coefficient showing the correlation between latent variables should not contain 1. When the correlation between two latent variables is ± 2 times the standard error, if the result does not contain 1, then there is discriminant validity, and if it includes 1, there is no discriminant validity. Finally, there is a condition that the difference in model fit between the constrained model and the unconstrained model should not be significant by setting the covariance constraint (Bagozzi & Phillips, 1982). This study was confirmed through comparison of the last described condition, constrained and unconstrained models. As a result of the analysis, there was no significant difference at $p > .05$ in the covariance-constrained homogeneity test, confirming that there was discriminant validity.

4. 4. Structural Equation Model Analysis

4. 4. 1. Structural Equation Model analysis

In the structural equation model established in this study, 7 variables of the Olympic Alpensia Park destination image are composed of a total of 14 paths that affect word of mouth and revisit intention. In this study, Chi-

square (χ^2), df, RMSEA, IFI, TLI, and CFI values were used to verify the good fit of the structural equation model set in advance. The reason for this is that it should not be very sensitive to the sample size and consider the brevity of the model. In general, if the fit index of TLI and CFI is .90 or higher, it can be confirmed that the model has fit (Bentler, 1990). For RMSEA, if it is .05 or less, it is considered a very suitable model, .08 or less is an appropriate level, and .10 or more is considered an inappropriate model (Brown & Cudeck, 1992). This research model fit showed in [Table 4-5], and model fit shown as a result of analysis can be judged to be appropriate.

[Table 4-6]

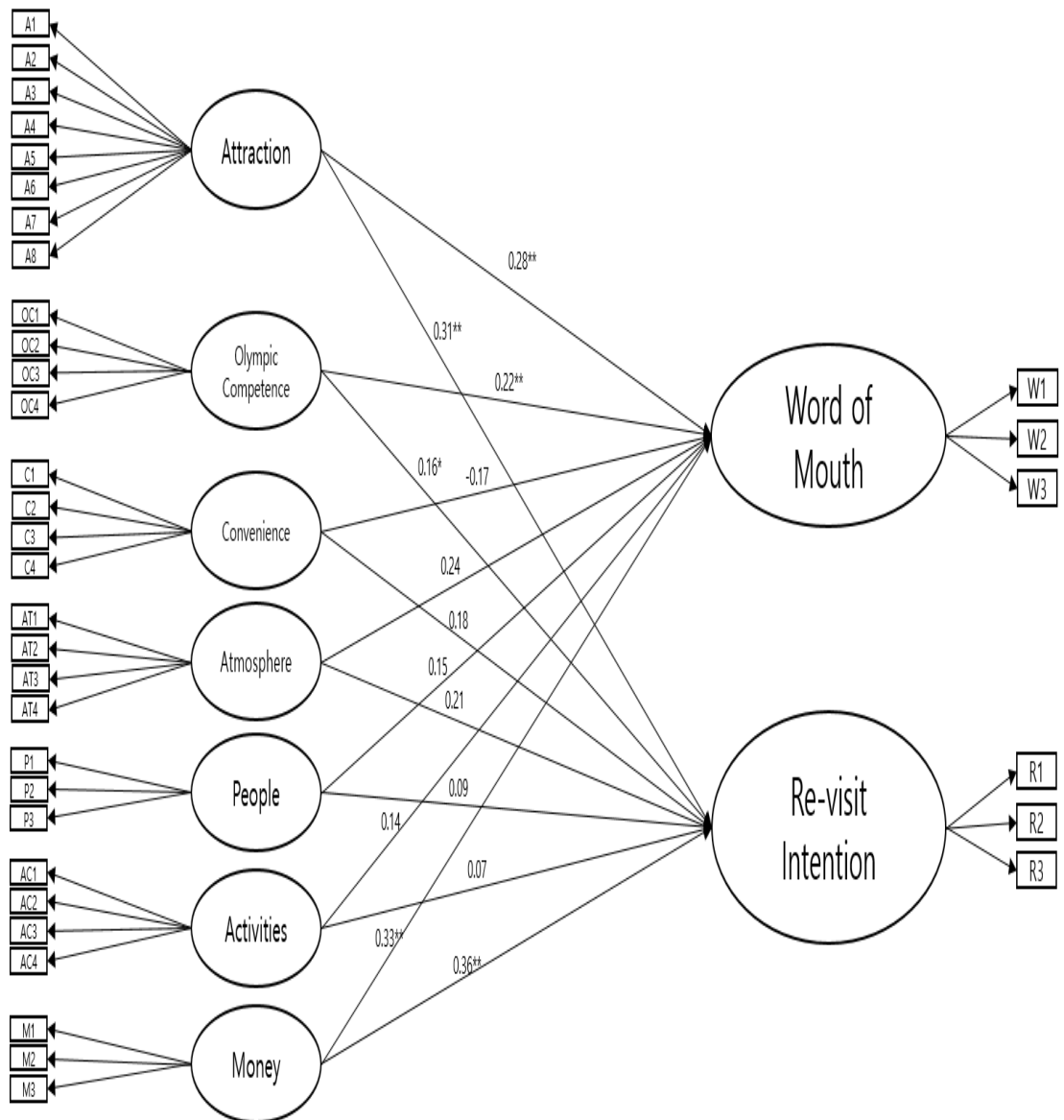
Model Fit

Chi-square(χ^2)	df	χ^2/df	TLI	CFI	IFI	RMSEA
1327.637	457	2.90	.91	.92	.92	.07

**p<.01

[Figure 4-2]

Structural equation model analysis



4. 4. 2. Validation of research hypotheses

To verify the hypothesis of this study, the standardized path coefficient and significance test of the structural model were conducted. The standardized factor loadings according to the questions for each factor were .83~.95. The standardized path coefficient and significance test results between each latent variable are shown in [Table 4-7].

<Table 4-7>

Structural model path analysis and significance verification

Hypothesis	Structure path	Estimate	SE	β	Result
H1-a	Attraction-> WOM	.36**	.13	.28	support
H1-b	Competence -> WOM	.33**	.11	.22	support
H1-c	Convenience -> WOM	-.18	.11	-.17	reject
H1-d	Atmosphere -> WOM	.34	.18	.24	reject
H1-e	People -> WOM	.19	.14	.15	reject
H1-f	Activities -> WOM	-.12	.08	-.14	reject
H1-g	Money -> WOM	.28**	.10	.33	support
H2-a	Attraction -> Revisit Intention	.46**	.16	.31	support
H2-b	Competence -> Revisit	.28*	.14	.16	support

Intention					
H2-c	Convenience -> Revisit				
	Intention	-.22	.14	-.18	reject
H2-d	Atmosphere -> Revisit				
	Intention	.34	.22	.21	reject
H2-e	People -> Revisit				
	Intention	.13	.18	.09	reject
H2-f	Activities -> Revisit				
	Intention	-.07	.10	-.07	reject
H2-g	Money -> Revisit				
	Intention	.36**	.12	.36	support

***p<.05, **p<.01, ***p<.001**

Looking at the analysis, Attraction ($=.287$, $p<.01$), Competence ($=.223$, $p<.01$), and Money ($=.336$, $p<.01$) have a significant effect on word of mouth. Also, Attraction ($=.312$, $p<.01$), Competence ($=.164$, $p<.05$), and Money ($=.36$, $p<.01$) were confirmed to have a significant effect on revisit intention. That is, hypotheses H1-a, H1-b, H1-g, H2-a, H2-b, and H2-g were supported. It can be interpreted that the higher Attraction, Competence, and Money, the higher the word of mouth and revisit intention. Comparing the

size of influence through the size of the standardized coefficient, it was confirmed that the influence was large in the order of Money>Attraction>Competence for both word of mouth and revisit intention.

Chapter 5. Discussion

5.1 Findings

The purpose of this study was to verify the image of the destination that affects the WOM and revisit intention at Pyeongchang Olympic Alpensia Park, the venue for the Winter Olympics. Until now, many studies have been conducted on the impact between the image of the destination and the intention to revisit, but research on Pyeongchang, the destination as an Olympic legacy, has not been conducted in earnest from the perspective of tourism. This study empirically analyzed the influence relationship between the constituent concepts in Pyeongchang, which has symbolism and intangible heritage as the venue for the 2018 Winter Olympics. The analysis results are as follows.

First, as a result of verifying the influence relationship between the destination image and the WOM, it was found that Attraction, Olympic Competence, and Money among the destination images had a significant effect on the WOM. This is the result of supporting previous studies (Echtner and Ritchie, 1993; Gibson, Williams, and Pennington Gray, 2003; HJ Gibson, CX Qi, and JJ Zhang, 2008). No significant influence relationship with WOM was confirmed in People, shopping facilities, food,

and traffic accessibility. This is a disproving of Pyeongchang's poor infrastructure, and it is interpreted that tourists' behavioral intentions toward the destination are more involved in the presence or absence of various contents in the destination than in terms of facilities. This suggests that there is a difference in how the concept of the composition of the destination image is delivered to visitors according to the characteristics of the subject of the research area.

Second, as a result of verifying the influence relationship between the destination image and the revisit intention, it was found that among the Olympic legacy destination images, the independent variables Attraction, Olympic Competence, and Money had a significant effect on the revisit intention. The results support previous studies (Echtner and Ritchie, 1993; Gibson, Williams, and Pennington Gray, 2003; HJ Gibson, CX Qi, and JJ Zhang, 2008). In particular, it is consistent with Matzler et al, (2006)'s study that Money has the greatest influence on revisit intention, and price satisfaction increases loyalty. Among the images of Pyeongchang Olympic Alpensia Park, factors such as people, shopping facilities, food, and traffic accessibility have not been confirmed to have an influence on Pyeongchang's revisit intention. Therefore, it was confirmed that all the

constituent concepts of the destination image did not affect the revisit intention (Byon & Zhang, 2010).

The differences between previous studies and this study are as follows. In previous studies, the research was conducted before the Olympics, and this study was conducted after the Olympics. In addition, while previous studies targeted overseas visitors, this study focused on domestic visitors.

In a study by Gibson and Zhang (2008), Americans were targeted for the effect of the image of the 2008 Beijing Olympics on their visit intention. Therefore, convenience seems to be supported in addition to attraction and money. It was found that US visitors think convenience is important such as travel information, communication, and transportation. Because China is relatively far away from US.

On the other hand, in the study of Pratt and Chan (2016), Hong Kong Generation Y visitors were studied to see the effect of the 2020 Tokyo Olympics image on their visit intention. Among these, attraction, olympic competence, and safe and clean were supported. It seems that the researcher changed the name of the existing atmosphere variable to safe and clean. And Hong Kong's Generation Y's concerns about health constraints, particularly in relation to the Fukushima disaster, were highlighted in this study. One of

the reasons for not visiting the Tokyo Olympics was said to be radiation. This is because contaminated food exposed to radiation can pose a risk to human health.

Certainly, in the small-scale sports tourism studies, there were few visitors for sports purposes (Gibson et al., 2003; Ritchie et al., 2000). Therefore, related sports marketers should not overlook that sporting events are just another attraction for tourists. It should also be borne in mind that image, motivation, interest and participation in a particular sport differs depending on who is visited (Chalip et al., 1998; Kim & Chalip, 2004; Papadimitriou et al., 2005).

5. 2. Theoretical Implications

Based on the legacy image of the Olympics formed after the mega-sports event, research on the basis of the overall image formation of the destination is meaningful for the development of the tourism industry through sports. Research on Pyeongchang has focused on ways to successfully host the Olympics. The Olympic legacy image research has been limited .

The significance of this study is summarized as follows.

First, this study has academic significance in establishing a theoretical model to investigate the influence relationship between the Olympic legacy destination image word of mouth, and revisit intention from the perspective of sustainable operation and sport tourism marketing. Until now, only variables in the general destination image have been used to investigate the influence relationship between the destination image and the revisit intention for sports tourism. However, this study classified the destination image for the Olympic legacy in more detail.

Second, Pyeongchang empirically investigated the image of Pyeongchang formed after the Olympics through the components of the destination image. In addition, the image factors of the Pyeongchang Olympic Legacy, which can increase the intention of tourists to revisit, were identified. It was confirmed that it is a key factor in increasing visitors to revisit intention to Pyeongchang by filling the relatively poor tourism infrastructure compared to the host city of the mega event.. It also confirmed that strengthening the image of Pyeongchang as a new tourist attraction as an Olympic legacy is the key to revitalizing the local economy and revitalizing sports tourism. Through this study, it is of empirical significance in presenting basic data to help tourism marketers and local government officials make tourism marketing decisions. Empirical

significance of this study is to provide data that will benefit local tourism marketers and local government officials for Olympic facilities in the future. This study derived several implications as follows.

First, it was found that Pyeongchang's 'Convenience', 'Atmosphere', 'People', and 'Activities' factors had no statistically significant influence on the intention to revisit. This suggests that factors such as convenience and surrounding environment are not the main factors in attracting tourists when developing products or programs related to Olympic facilities in the future. Through this, it can be interpreted that the tourist perspective on the destination has changed. Therefore, in the midst of fierce competition between tourist destinations, tourism marketers should develop marketing strategies for regional economic revival in a way that induces continuous revisit. Among the total survey responses, 3.96 and 4.0 were the lowest, respectively, for the average response to whether Pyeongchang's "Activities" measurement items were nearby shopping facilities and night culture (bar, sports pub, etc.). It can be seen that many respondents consider the absence of activity elements other than sports the most in Pyeongchang. For example, Salt Lake City (Park City) in the U.S. and Saint-Moritz in Switzerland, which hosted the Winter Olympics, have expanded large shopping facilities around Olympic Alpensia Park. Through this, the cities

have been reborn as Mecca for the world-class winter sports city. Reflecting this, Pyeongchang local government officials and tourism marketers believe that it is necessary to actively review the attraction of shopping facilities based on these cases and this study.

Second, among the images of Pyeongchang Olympic Alpensia Park, the element of Money was identified as the factor that had the greatest influence on WOM and revisit intention. The appropriate travel cost value and cheap souvenirs and admission fees in Pyeongchang were found to be factors that could greatly increase the intention to revisit. Today, tourists are sensitive to the quality of service they receive. Therefore, tourism marketers should, among other things, increase the rate of revisit through cost-setting that tourists can feel reasonable and services that are more effective than actual costs. This suggests that education and marketing strategies should be made to induce active participation of residents and to induce a positive image of the local consumption atmosphere.

Third, among the images of Pyeongchang Olympic Alpensia Park, the attraction factor was found to be significant in WOM and revisit intention, and it can be seen that many respondents experienced Pyeongchang as an attractive and distinctive place. In order to attract tourists in the future, it suggests that Pyeongchang's beautiful cultural and

natural attractions need to be made more special, and tourist attractions such as historical sites and museums need to be strengthened. This strengthening of the attractive urban image will greatly help expand Pyeongchang's market acceptance.

5. 3. Limitation and Future Research

Despite the above significance and implications, this study has several limitations. The limitations of this study and future research directions are summarized as follows.

First, a small number of limited samples used in this study are difficult to generalize the research results. Therefore, in future studies, more samples should be objectively sampled, including overseas tourists, and extensive analysis should be conducted. Through this, it will be possible to compare and analyze the behaviors of domestic and overseas tourists.

Second, this study targeted small rural villages where the Winter Olympics were held. Therefore, there is a limit to generalizing the results of this study for all tourist destinations. In the future of this study, it should be considered that different results may be derived by conducting a comparative study with large-scale cities or long-history attractions that held mega events.

Third, this study only looked at independent and dependent variables. Since parameters and control variables are excluded, more delicate research results will come out if other control variables are added to the independent and dependent variables in the future.

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Appendix I. Survey Questions

올림픽 레거시 목적지 이미지에 관한 설문지

SQ1. 귀하의 성별은 무엇입니까?

1. 남자
2. 여자

SQ2. 귀하의 나이는 어디에 해당합니까?

1. 20 대 미만
2. 20 대
3. 30 대
4. 40 대
5. 50 대 이상

SQ3. 귀하께서는 평소 스포츠에 어느 정도 관심이 있으십니까?

전혀 관심이 없다	별로 관심이 없는 편이다	보통이다	관심이 있는 편이다	매우 관심이 있다
1	2	3	4	5

SQ4. 귀하께서는 평소 스포츠에 어느 정도 관심이 있으십니까?

1. 강원도
2. 서울
3. 경기도
4. 충청도
5. 경상도
6. 전라도
7. 제주도

Q1. 아래 내용에 얼마나 동의하시는지 7 점 만점으로 응답해 주시기 바랍니다.

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
이국적인 분위기와 문화를 가지고 있다	①	②	③	④	⑤	⑥	⑦
나의 지식을 쌓을 수 있는 곳이다	①	②	③	④	⑤	⑥	⑦
아름다운 풍경/자연 명소를 가지고 있다	①	②	③	④	⑤	⑥	⑦
많은 문화 명소를 가지고 있다	①	②	③	④	⑤	⑥	⑦
모험을 하기 위한 장소가 있다	①	②	③	④	⑤	⑥	⑦
유적지 및 박물관이 있다	①	②	③	④	⑤	⑥	⑦
이국적인 요리를 맛볼 수 있다	①	②	③	④	⑤	⑥	⑦
많은 관광 명소가 있다	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
올림픽 개최지로서 안전하다	①	②	③	④	⑤	⑥	⑦
세계적 수준의 스포츠 시설을 가지고 있다	①	②	③	④	⑤	⑥	⑦
올림픽 개최를 위한 역량을 충분히 가지고 있다	①	②	③	④	⑤	⑥	⑦
주변에 대형 리조트와 숙박시설이 있다.	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
여행 정보를 쉽게 구할 수 있다	①	②	③	④	⑤	⑥	⑦
숙소를 찾기 쉽다	①	②	③	④	⑤	⑥	⑦
지역주민의 방언은 충분히 이해 가능하다.	①	②	③	④	⑤	⑥	⑦
교통이 편리하다	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
깨끗하다	①	②	③	④	⑤	⑥	⑦
휴식을 위한 장소라고 볼 수 있다.	①	②	③	④	⑤	⑥	⑦
좋은 품질의 서비스를 제공한다	①	②	③	④	⑤	⑥	⑦
주로 가족과 함께 방문한다.	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
올림픽 파크 직원 및 관계자는 대체로 친절하다	①	②	③	④	⑤	⑥	⑦
평창에 거주하는 주민들은 대체로 친절하다	①	②	③	④	⑤	⑥	⑦
시설 이용에 대해 궁금한 게 있을 때 주변에서 도움을 쉽게 받을 수 있다.	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
쇼핑시설이 많다	①	②	③	④	⑤	⑥	⑦
밤문화 등 즐길만한 요소가 많다	①	②	③	④	⑤	⑥	⑦
스포츠 활동들을 많이 할 수 있다.	①	②	③	④	⑤	⑥	⑦
비즈니스 활동이 활발하며 컨퍼런스 행사가 많다							

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
가성비가 좋다	①	②	③	④	⑤	⑥	⑦
시설 입장료가 비교적 저렴하다	①	②	③	④	⑤	⑥	⑦
올림픽 관련 주변의 기념품들은 비교적 저렴하다	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지	--	--	보통이다	--	--	매우 그렇다
----	-----------	----	----	------	----	----	-----------

	않다						
나는 다른 사람들에게 평창 올림픽 파크에 대한 긍정적인 대화를 나눌 것이다.	①	②	③	④	⑤	⑥	⑦
다른 사람들에게 평창 올림픽파크를 추천할 것이다	①	②	③	④	⑤	⑥	⑦
주변 지인들에게 평창 올림픽 파크 방문을 독려할 것이다.	①	②	③	④	⑤	⑥	⑦

문항	전혀 그렇지 않다	--	--	보통이다	--	--	매우 그렇다
평창 올림픽파크에 재방문할 가능성이 높다	①	②	③	④	⑤	⑥	⑦
기회가 된다면 다시 평창 올림픽파크에 오고 싶다	①	②	③	④	⑤	⑥	⑦
평창 올림픽파크에 다시 방문할 계획이 있다	①	②	③	④	⑤	⑥	⑦

국 문 초 록

목적지 이미지가 구전의도와 재방문의도에 미치는 영향 : 2018 평창올림픽 알펜시아파크를 중심으로

김준현

글로벌스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

메가 스포츠 이벤트 이후 형성된 올림픽 레거시 이미지로써
목적지의 전반적인 이미지 형성에 영향을 미치는 근거와 관련된 연구는
스포츠를 통한 관광산업의 발전에 있어 의미 있는 연구라고 사료된다.
지금까지의 평창에 관한 연구는 성공적인 동계올림픽 개최를 위한
방안들이 주를 이루어 왔다. 올림픽 레거시 이미지 연구는 제한적으로
이루어졌으며 거의 부재한 상태이다.

따라서 본 연구의 목적은 평창 올림픽 파크 방문객을 대상으로
동계스포츠 올림픽 레거시의 목적지 이미지가 구전의도 및 재방문의도에
영향을 미치는지 분석함에 있다. 이를 통해 평창 올림픽 파크를 방문

후에 이미지를 측정하고, 올림픽 레거시의 이미지가 구전의도와 재방문의도에 미치는 영향관계를 규명하고자 하는 것이다.

본 연구는 평창올림픽 이후 평창 올림픽파크에 방문한 적이 있는 방문객들을 대상으로 온라인 설문조사를 진행하였으며 총 355 부를 최종분석에 사용하였다. 본 연구의 자료 분석은 SPSS 25.0 와 AMOS 21.0 을 사용하였으며 기술통계분석, 신뢰도 분석, 확인적 요인분석 및 타당도 분석 그리고 구조방정식 분석을 실시하였다.

통계적 분석에 따라 도출된 본 연구의 결과는 다음과 같다. 첫째, 평창 올림픽 파크 이미지 중 Attraction, Olympic Competence, Money 요소가 구전의도에 정적인 영향을 미치는 것으로 나타났다. 둘째, 평창 올림픽 파크 이미지 중 Attraction, Olympic Competence, Money 요소가 재방문의도에 정적인 영향을 미치는 것으로 나타났다.

주요어 : 올림픽 레거시, 목적지 이미지, 구전의도, 재방문의도,

동계스포츠

학 번 : 2020-28471