A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo
Department of Tourism, Fudan University
Shanghai, China
yingzhig@sh163.net
yingzhig@hotmail.com
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Shanghai, China       2009
The 29th Olympic Games are held in Beijing.

More international and domestic travelers pay more attention to Beijing and China.

More international and domestic travelers would like to visit Beijing and China after Beijing Olympic Games.

Chinese residents’ life are greatly influenced by tourist industry because of this mage-event.

A Case study on the tourist impact perception of Chinese residents about 2008 Beijing Olympic Games
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.  Fudan University, Shanghai, China  Shanghai, China  2009
Economic Impacts on Olympic Games


Yu Tao. A study on the Olympic Games and the host country’s inbound tourism [J].
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D. Fudan University, Shanghai, China

Shanghai, China 2009
## Literature Review

### Social Impacts on Sports Games

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Journal</th>
<th>Year</th>
<th>Volume</th>
<th>Issue</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophie Lalande, MSc, and James Christopher Baldi</td>
<td>Left ventricular mass in Elite Olympic weight lifters</td>
<td><em>The American Journal of Cardiology</em></td>
<td>2007</td>
<td>Vol.100, No.7</td>
<td></td>
<td>pp1177-1180</td>
</tr>
<tr>
<td>Guohua Zhen, Shiyong Ding</td>
<td>Impact on cultural industry from Olympic Games</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Literature Review

Economic Impacts on Olympic Games

Social Impacts of Sports Games

Publicized on Sports /MICE Events


A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

2009

Current Situations & Development Trends

Social Impacts of Sports Games

Publicized on Sports /MICE Events

Factors on Tourist Motivation

Literature Review
Factors on Tourist Motivation


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Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

2009


The method of English papers in tourism mainly focused on both quantity and quality study.

The method of Chinese papers in tourism mainly focused on quality study, especially on report for government.

Economic Impacts on Olympic Games

Social Impacts of Sports Games

Publicized on Sports /MICE Events
Study Purposes

The Features of Tourist Impact Perception of Beijing Olympic Games

The Features of Tourist Motivations for Participation in Beijing Olympic Games

The Correlation between Tourist Impact Perception & Tourist Motivations for Beijing Olympic Games

Cluster Analysis of the Potential Participators for Beijing Olympic Games

The Perceived Effects of Information Channels for Beijing Olympic Games

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Shanghai, China 2009
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Study Background

Literature Review

Study Purpose

Data Source
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

2009

Data Sources

Second-hand Data

First-hand Data

Data Source

Quality Analysis

Quantity Analysis
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Survey Provinces/Cities

Heilongjiang, Beijing
Shanghai, Anhui
Hunan, Guangxi

First-hand Data

The Economic Developed Areas in North, South and Middle of China

The Potential developed Areas in North, South and Middle of China

Shanghai, Anhui
Heilongjiang, Beijing
Hunan, Guangxi
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

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Survey Spots

International Airport

Residents’ Community

Hotels & Restaurants

Shopping Centers

Scenic Spots
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Survey Period

From July to August of 2007
From January to February of 2008
Survey Samples

800 questionnaires

668 effective questionnaires
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.    Fudan University, Shanghai, China    Shanghai, China    2009
Questionnaire Contents

Questionnaire Design

Structured Questions
Unstructured Questions

First Section
Second Section
Third Section

Tourism Motivation
Tourism Perception
Socio Demographic

A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games
Yingzhi Guo, Ph.D. Fudan University, Shanghai, China
Shanghai, China 2009
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Methodology

- Literature Review from International & Domestic Academic Papers
- Interviews with over Ten General Managers of Travel Agencies & Officials from Government
- Attribute Features
- Items Attribute of Questionnaires
Measurement of Items Attributes

5-Point Likert-type Scale

- Strongly Disagree (1)
- Neutral Agree (4)
- Strongly Agree (7)

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A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Shanghai, China  2009

Quantity Method

Factor Analysis

To indicate Tourist Perception of Chinese Residents about Beijing Olympic Games

Tourist Perception

Tourist Motivation

To indicate Tourist Motivation of Chinese Residents about Beijing Olympic Games

Correlation Analysis

To indicate the relationship between Tourist Perception and Tourist Motivation of Chinese Residents about Beijing Olympic Games

Tourist Relationship

Frequency Analysis

To indicate the Differences of Tourist Perception of Chinese Residents about Beijing Olympic Games

Cluster Analysis

To indicate the Tourist Publicized Effects on Chinese Residents about Beijing Olympic Games

Tourist Publicized
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Study Background

Literature Review

Study Purpose

Data Source

Study Findings
Demographic Profile of Respondents (1)

Gender:
- Male: 49%
- Female: 51%

Monthly Family Income:

- Below 2000: 34%
- 2000-3999: 31%
- 4000-5999: 16%
- 6000-7999: 6%
- 8000-9999: 6%
- Above 10000: 7%

Education Level:
- Below mid-school: 8%
- Senior high school/Vocational School: 17%
- Secondary technical school: 20%
- Technical college: 20%
- University: 37%
- Above the graduate education: 8%
- Above: 8%
- Below: 34%
Demographic Profile of Respondents (2)

- Government officer: 11%
- Technology experts: 9%
- Business employees: 35%
- Students: 24%
- Farmer & Worker: 3%
- Teacher: 5%
- Housewife: 6%
- Others: 5%
- Servicemen: 2%

Age Distribution:

- Below 16: 3%
- 16-25: 29%
- 26-35: 25%
- 36-45: 20%
- 46-55: 13%
- 55-65: 7%
- Above 66: 3%
- 16-25: 29%
- 26-35: 25%
- 36-45: 20%
- 46-55: 13%
- 55-65: 7%
- Above 66: 3%
Study Results

The Features of Tourist Impact Perception of Beijing Olympic Games
## Factor Analysis on the Impact Perception of Chinese Residents about Beijing Olympic Games

<table>
<thead>
<tr>
<th>Impact Perception</th>
<th>Characteristic</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
<th>Validity Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancement to Society</td>
<td>4.05</td>
<td>8.65</td>
<td>30.90</td>
<td>0.873</td>
</tr>
<tr>
<td>Environment Impression</td>
<td>4.05</td>
<td>0.806</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvement of job opportunity</td>
<td>4.08</td>
<td>0.761</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvement of social imagine</td>
<td>4.08</td>
<td>0.761</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strengthen community pride</td>
<td>4.12</td>
<td>0.699</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic benefit to the government</td>
<td>4.12</td>
<td>0.699</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let the world know more of China</td>
<td>4.34</td>
<td>0.623</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expansion of publicity</td>
<td>3.82</td>
<td>0.541</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion of Chinese culture</td>
<td>4.01</td>
<td>0.17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhancement of building</td>
<td>4.06</td>
<td>0.08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Society Cost</td>
<td>2.81</td>
<td></td>
<td>13.42</td>
<td>44.32</td>
</tr>
<tr>
<td>The pressure of service facilities won’t increase</td>
<td>2.65</td>
<td>0.839</td>
<td></td>
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<tr>
<td>Traffic congestion won’t increase</td>
<td>2.54</td>
<td>0.789</td>
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<tr>
<td>Impact Perception</td>
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<tr>
<td>Promotional Impact</td>
<td>3.76</td>
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<tr>
<td>Impact on Individual</td>
<td>3.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living &amp; Job Impact</td>
<td>3.82</td>
<td>0.541</td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
</tbody>
</table>

### Impact Perception
- **Enhancement to Society**
  - 4.05
  - 8.65
  - 30.90
  - 0.873
- **Environment Impression**
  - 4.05
  - 0.806
- **Improvement of job opportunity**
  - 4.08
  - 0.761
- **Improvement of social imagine**
  - 4.08
  - 0.761
- **Strengthen community pride**
  - 4.12
  - 0.699
- **Economic benefit to the government**
  - 4.12
  - 0.699
- **Let the world know more of China**
  - 4.34
  - 0.623
- **Expansion of publicity**
  - 3.82
  - 0.541
- **Promotion of Chinese culture**
  - 4.01
  - 0.17
- **Enhancement of building**
  - 4.06
  - 0.08

### Society Cost
- 2.81
- 13.42
- 44.32
- 0.854
Important Attributes of Tourist Impact Perception of Chinese Residents about Beijing Olympic Games
Study Results

The Features of Tourist Impact Perception of Beijing Olympic Games

The Features of Tourist Motivations for Participation in Beijing Olympic Games
### Factor Analysis of Tourist Motivations of Chinese Residents for Participation in Beijing Olympic Games

<table>
<thead>
<tr>
<th>Motivations</th>
<th>Mean</th>
<th>Factor Loading</th>
<th>characte r root</th>
<th>Valid percent (%)</th>
<th>Cumulative Percent (%)</th>
<th>Validity Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Search for new things</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search for sport curiosity</td>
<td>3.45</td>
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<td>10.11</td>
<td>30.64</td>
<td>30.64</td>
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<td>Preference of sport event</td>
<td>3.20</td>
<td></td>
<td>0.703</td>
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<tr>
<td>Drive of curiosity</td>
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<td></td>
<td>0.692</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excitement</td>
<td>3.56</td>
<td></td>
<td>0.652</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of individual's needs</td>
<td>3.54</td>
<td></td>
<td>0.560</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience of fresh things</td>
<td>3.68</td>
<td></td>
<td>0.489</td>
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<tr>
<td>Participation in the sport event</td>
<td>3.33</td>
<td></td>
<td>0.445</td>
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<td></td>
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<tr>
<td><strong>Culture experience</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>To experiencing foreign custom and cultural resource</td>
<td>3.73</td>
<td>0.784</td>
<td></td>
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<tr>
<td>To experiencing foreign sport and tourism resource</td>
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<tr>
<td>To learn cultural and sport resource of the Olympic Games</td>
<td>3.75</td>
<td>0.690</td>
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<td></td>
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<tr>
<td>To increasing the knowledge of foreign countries</td>
<td>3.69</td>
<td>0.669</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.  Fudan University, Shanghai, China

Shanghai, China  2009

Important Attributes of Tourist Motivation of Chinese Residents about Beijing Olympic Games

Search for new things
- Search for sport curiosity
- Preference of sport event
- Drive of curiosity
- Excitement
- Satisfaction of individual needs
- Experience of fresh things
- Participation in the sport event

Social Communication
- Participation with friends
- Watch the display of sport
- See the athlete from the 1 world
- Communicate with different persons

Sport Participation
- Like Fuwa
- Uniqueness of Fuwa
- The souvenir is important income
- The special meaning of Beijing Olympic Games
- The significant of souvenir
- Feeling unique event atmosphere

Attraction of Souvenir Fuwa
- The souvenir is important income
- The special meaning of Beijing Olympic Games
- The significant of souvenir
- Feeling unique event atmosphere

Culture Experience
- To experiencing foreign criticism resource
- To experiencing foreign sport and tourism resource
- To learning cultural and sport resource of the Olympic Games
- To increasing the knowledge of foreign countries
- To experiencing curious sport travel
- To feeling local culture, sport and tourism

Avoidance and Relaxation
- To alleviate the theme of life
- To moderate the theme of life
- To avoid annoying
- To decrease the pressure of life
- To alleviate life routine

Family Relationship
- To enjoy the time with family
- To enhance family relationship
- The common habit in the family
- Let family know more about foreign resource

Participation Motivation
- Search for new things
- Social Communication
- Olympic Experience
- Culture Experience
- Avoidance and Relaxation
- Family Relationship
Study Results

The Features of Tourist Impact Perception of Beijing Olympic Games

The Features of Tourist Motivations for Participation in Beijing Olympic Games

The Correlation between Tourist Impact Perception & Tourist Motivations for Beijing Olympic Games
The Correlation between Tourist impact perception & Tourist of Chinese Residents for Participation in Beijing Olympic Games

**Impact Factors**
- Enhancement to society
- Social cost
- Publicity impact
- Influence on the public
- Environment image
- Impact on life and job opportunities

**Motivations**
- Searching for new things
- Culture experience
- Relaxation /avoidance
- Family relationship
- Sport participation
- Attraction of Fuwa
- Olympic participation
- Social communication

**Correlation Matrix**

<table>
<thead>
<tr>
<th>Impact Factors</th>
<th>Culture experience</th>
<th>Relaxation and avoidance</th>
<th>Family relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancement to society</td>
<td>0.273**</td>
<td>0.035</td>
<td>0.064</td>
</tr>
<tr>
<td>Social cost</td>
<td>0.000</td>
<td>0.370</td>
<td>0.104</td>
</tr>
<tr>
<td>Publicity impact</td>
<td>0.060</td>
<td>0.117**</td>
<td>0.128**</td>
</tr>
<tr>
<td>Influence on the public</td>
<td>0.036</td>
<td>0.021</td>
<td>0.099*</td>
</tr>
<tr>
<td>Environment image</td>
<td>0.124</td>
<td>0.003</td>
<td>0.004</td>
</tr>
<tr>
<td>Impact on life and job opportunities</td>
<td>0.000</td>
<td>0.560</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Sig. (Two-tailed)**
- 0.060
- 0.035
- 0.104
- 0.099*
- 0.001
- 0.004
- 0.000

**Social cost**

<table>
<thead>
<tr>
<th>Social cost</th>
<th>0.000</th>
<th>0.585</th>
<th>0.031</th>
</tr>
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<tbody>
<tr>
<td>Publicity impact</td>
<td>0.124</td>
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**Publicity impact**

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- 0.004
- 0.001
- 0.001
- 0.000
- 0.000

**Influence on the public**

<table>
<thead>
<tr>
<th>Influence on the public</th>
<th>0.340**</th>
<th>0.885*</th>
<th>0.202**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment image</td>
<td>0.101**</td>
<td>-0.023</td>
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- 0.004
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- 0.001
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- 0.000

**Environment image**

<table>
<thead>
<tr>
<th>Environment image</th>
<th>0.144**</th>
<th>0.123**</th>
<th>-0.056</th>
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</thead>
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<tr>
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**Social cost**

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Yingzhi Guo, Ph.D.  Fudan University, Shanghai, China  Shanghai, China  2009
Study Results

The Features of Tourist Impact Perception of Beijing Olympic Games

The Features of Tourist Motivations for Participation in Beijing Olympic Games

The Correlation between Tourist Impact Perception & Tourist Motivations for Beijing Olympic Games

Analysis of the Cluster Groups of Potential Participators for Beijing Olympic Games

A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D. Fudan University, Shanghai, China Shanghai, China 2009
## Cluster Analysis of the Potential Participators for Beijing Olympic Games

<table>
<thead>
<tr>
<th>Impact factor</th>
<th>Life-concerning cluster</th>
<th>Social Responsibility cluster</th>
<th>Publicity-concerning cluster</th>
<th>F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancement to society</td>
<td>0.788</td>
<td>1.414</td>
<td>-3.582</td>
<td>355.02</td>
<td>0.00</td>
</tr>
<tr>
<td>Society Cost</td>
<td>-0.735</td>
<td>1.233</td>
<td>-1.007</td>
<td>28.14</td>
<td>0.00</td>
</tr>
<tr>
<td>Promotional impact</td>
<td>-3.095</td>
<td>-1.158</td>
<td>0.834</td>
<td>11.36</td>
<td>0.00</td>
</tr>
<tr>
<td>Impact on the individual</td>
<td>0.389</td>
<td>-0.535</td>
<td>1.706</td>
<td>35.70</td>
<td>0.00</td>
</tr>
<tr>
<td>Environment impression</td>
<td>-1.054</td>
<td>2.844</td>
<td>0.630</td>
<td>4.35</td>
<td>0.01</td>
</tr>
<tr>
<td>Living and job impact</td>
<td>2.709</td>
<td>-4.206</td>
<td>-0.838</td>
<td>203.26</td>
<td>0.00</td>
</tr>
<tr>
<td>Samples</td>
<td>279</td>
<td>207</td>
<td>182</td>
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</tbody>
</table>
Demographic Profiles of Clusters for Respondent Participators about Beijing Olympic Games

<table>
<thead>
<tr>
<th>Demographic characters</th>
<th>Life-concerning cluster, N</th>
<th>%</th>
<th>Society concerning cluster, N</th>
<th>%</th>
<th>Publicity Concerning cluster, N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>143</td>
<td>51.25</td>
<td>102</td>
<td>50.00</td>
<td>95</td>
<td>52.49</td>
</tr>
<tr>
<td>female</td>
<td>136</td>
<td>48.75</td>
<td>102</td>
<td>50.00</td>
<td>87</td>
<td>47.51</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government officer</td>
<td>9</td>
<td>3.23</td>
<td>21</td>
<td>10.29</td>
<td>24</td>
<td>13.19</td>
</tr>
<tr>
<td>Technology experts</td>
<td>8</td>
<td>2.87</td>
<td>20</td>
<td>9.80</td>
<td>19</td>
<td>10.44</td>
</tr>
<tr>
<td>Business employees</td>
<td>35</td>
<td>12.54</td>
<td>85</td>
<td>41.67</td>
<td>60</td>
<td>32.97</td>
</tr>
<tr>
<td>Students</td>
<td>2</td>
<td>0.72</td>
<td>41</td>
<td>20.10</td>
<td>44</td>
<td>24.18</td>
</tr>
<tr>
<td>Farmer &amp; Worker</td>
<td>13</td>
<td>4.66</td>
<td>10</td>
<td>4.90</td>
<td>5</td>
<td>2.75</td>
</tr>
<tr>
<td>Teacher</td>
<td>10</td>
<td>3.58</td>
<td>9</td>
<td>4.41</td>
<td>8</td>
<td>4.40</td>
</tr>
<tr>
<td>Housewife</td>
<td>6</td>
<td>2.15</td>
<td>10</td>
<td>4.90</td>
<td>13</td>
<td>7.14</td>
</tr>
<tr>
<td>Servicemen</td>
<td>7</td>
<td>2.51</td>
<td>2</td>
<td>0.98</td>
<td>3</td>
<td>1.65</td>
</tr>
<tr>
<td>Others</td>
<td>48</td>
<td>17.20</td>
<td>6</td>
<td>2.94</td>
<td>6</td>
<td>3.30</td>
</tr>
<tr>
<td><strong>Month income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 2000</td>
<td>96</td>
<td>34.41</td>
<td>76</td>
<td>37.25</td>
<td>60</td>
<td>32.97</td>
</tr>
<tr>
<td>2000-3999</td>
<td>85</td>
<td>30.47</td>
<td>59</td>
<td>28.92</td>
<td>59</td>
<td>32.42</td>
</tr>
<tr>
<td>4000-5999</td>
<td>46</td>
<td>16.49</td>
<td>27</td>
<td>13.24</td>
<td>33</td>
<td>18.13</td>
</tr>
<tr>
<td>6000-7999</td>
<td>11</td>
<td>3.94</td>
<td>14</td>
<td>6.86</td>
<td>16</td>
<td>8.79</td>
</tr>
<tr>
<td>8000-9999</td>
<td>18</td>
<td>6.45</td>
<td>15</td>
<td>7.35</td>
<td>4</td>
<td>2.20</td>
</tr>
<tr>
<td>Above 10000</td>
<td>23</td>
<td>8.24</td>
<td>13</td>
<td>6.37</td>
<td>10</td>
<td>5.49</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below mid-school</td>
<td>19</td>
<td>6.81</td>
<td>19</td>
<td>9.31</td>
<td>15</td>
<td>8.24</td>
</tr>
<tr>
<td>Senior high school/ Vocational School</td>
<td>47</td>
<td>16.85</td>
<td>39</td>
<td>19.12</td>
<td>30</td>
<td>16.48</td>
</tr>
</tbody>
</table>
Cluster Analysis of the Potential Participators for Beijing Olympic Games

Life-concerning Cluster

This group emphasizes the life perspective impact of Beijing Olympic games, which is close to the individual’s life.

Social Responsibility Cluster

This group is the most responsible of the society in the three, who focus on the enhancement or the damage to the society brought by the games.

Publicity-concerning Cluster

This group is influenced by the strong publicity of Beijing Olympic games, this cluster is more inclined to join in the games.
A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games

Yingzhi Guo, Ph.D.       Fudan University, Shanghai, China

Study Results

The Features of Tourist Impact Perception of Beijing Olympic Games

The Features of Tourist Motivations for Participation in Beijing Olympic Games

The Correlation between Tourist Impact Perception & Tourist Motivations for Beijing Olympic Games

Analysis of the Cluster Groups of Potential Participators for Beijing Olympic Games

The Effects of Publicizing Channels for Beijing Olympic Games
The Perceived Impacts of Information Channels by Residents about Beijing Olympic Games

<table>
<thead>
<tr>
<th>Rank</th>
<th>Main Combination of Information Channels</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Single Channel</td>
<td>44</td>
<td>67.22%</td>
</tr>
<tr>
<td>2</td>
<td>(Newspaper/Magazine/Books, TV/Broadcast/Film), (TV/Broadcast/Film, Computer/Internet), (Friends/Relatives, TV/Broadcast/Film)</td>
<td>10</td>
<td>15.42%</td>
</tr>
<tr>
<td>3</td>
<td>(Friends/Relatives, Newspaper/Magazine/Books, TV/Broadcast/Film), (Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet), (Newspaper/Magazine/Books, TV/Broadcast/Film, Handbook)</td>
<td>85</td>
<td>12.72%</td>
</tr>
<tr>
<td>4</td>
<td>(Friends/Relatives, Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet), (Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet, Handbook)</td>
<td>19</td>
<td>2.84%</td>
</tr>
<tr>
<td>5</td>
<td>(Friends/Relatives, Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet, Handbook)</td>
<td>8</td>
<td>1.20%</td>
</tr>
<tr>
<td>6</td>
<td>(Friends/Relatives, Hotel/Restaurant, Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet, Handbook)</td>
<td>3</td>
<td>0.45%</td>
</tr>
<tr>
<td>7</td>
<td>(Friends/Relatives, Travel Agency/Tour Guide, Hotel/Restaurant, Newspaper/Magazine/Books, TV/Broadcast/Film, Computer/Internet, Handbook, Direct Mailing)</td>
<td>1</td>
<td>0.15%</td>
</tr>
</tbody>
</table>
The Perceived Impacts of Information Channels by Residents about Beijing Olympic Games

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Relatives</td>
<td>45%</td>
</tr>
<tr>
<td>Travel Agency/Tour Guide</td>
<td>10%</td>
</tr>
<tr>
<td>Hotel/Restaurant</td>
<td>9%</td>
</tr>
<tr>
<td>Newspaper/Magazine/Books</td>
<td>6%</td>
</tr>
<tr>
<td>TV/Broadcast/Film</td>
<td>4%</td>
</tr>
<tr>
<td>Computer/Internet</td>
<td>7%</td>
</tr>
<tr>
<td>Handbook</td>
<td>0%</td>
</tr>
<tr>
<td>Direct Mailing</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>19%</td>
</tr>
</tbody>
</table>
The Relationship between Information Channels and Perception Impacts of Chinese Residents about Beijing Olympic Games

<table>
<thead>
<tr>
<th>Information Channels</th>
<th>Special Theme</th>
<th>New Idea</th>
<th>Rich Content</th>
<th>Great Publication</th>
<th>Good Living/Experience</th>
<th>Good Location</th>
<th>Deep Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Relatives</td>
<td>2.83</td>
<td>3.15</td>
<td>3.2</td>
<td>3.25</td>
<td>3.55</td>
<td>3.48</td>
<td>3.85</td>
</tr>
<tr>
<td>Travel Agency/Tour Guide</td>
<td>2.93</td>
<td>3.24</td>
<td>3.52</td>
<td>3.59</td>
<td>3.69</td>
<td>3.66</td>
<td>3.66</td>
</tr>
<tr>
<td>Hotel/Restaurant</td>
<td>3.48</td>
<td>3.42</td>
<td>3.77</td>
<td>4</td>
<td>3.26</td>
<td>3.35</td>
<td>3.61</td>
</tr>
<tr>
<td>Newspaper/Magazine/Books</td>
<td>3.72</td>
<td>3.52</td>
<td>3.67</td>
<td>3.93</td>
<td>3.51</td>
<td>3.57</td>
<td>3.92</td>
</tr>
<tr>
<td>TV/Broadcast/Film</td>
<td>3.53</td>
<td>3.55</td>
<td>3.73</td>
<td>4.03</td>
<td>3.75</td>
<td>3.8</td>
<td>3.89</td>
</tr>
<tr>
<td>Computer/Internet</td>
<td>3.48</td>
<td>3.52</td>
<td>3.61</td>
<td>3.57</td>
<td>3.86</td>
<td>3.91</td>
<td>3.91</td>
</tr>
<tr>
<td>Handbook</td>
<td>2.93</td>
<td>3.33</td>
<td>3.67</td>
<td>3.6</td>
<td>3.27</td>
<td>3.47</td>
<td>3.6</td>
</tr>
<tr>
<td>Direct Mailing</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3.5</td>
<td>4</td>
<td>3.5</td>
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<tr>
<td>Others</td>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

\[ x^2 \] 54,000\(^a\)  63,000\(^a\)  63,000\(^a\)  63,000\(^a\)  72,000\(^a\)  72,000\(^a\)  72,000\(^a\)
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Shanghai, China 2009
Conclusion

There were mainly six factors of tourist impact perception about Beijing Olympic Games.

There were mainly eight tourist motivations for Chinese residents about Beijing Olympic Games.

There was a close correlation between tourist impact perception and tourist motivations for Beijing Olympic Games.

There were different features for three cluster groups of potential participants about Beijing Olympic Games.

Chinese residents were greatly impacted by different information channels about Beijing Olympic Games.
Further Discussion

- Marketing Policies of Potential Domestic Residents for Beijing Olympic Games
- Quantity Study about Chinese International/Domestic Travelers about Beijing Olympic Games
- Marketing Segmentation for Chinese Tourism Market
- Comparison of 2008 Beijing Olympic Games and Other Sports Games
- Comparison of 2008 Beijing Olympic Games and Other MICE Events
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shanghai, China  2009

yingzhig@sh163.net

yingzhig@hotmail.com