

Event Image, Destination Image and Behavioral Intention: Participants Perspective of IFFI 2015

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Abstract—*Researchers in the field of Destination marketing have accepted the fact that the Image of a Destination plays an important role in tourist decision making process and their Behavioral Intentions. There is a growing body of literature in the field of tourism identifying factors influencing Destination Image. Literature have reveal that Event plays a significant role in enhancing the Image of the host Destination and influences tourist Behavioral Intentions, most of these studies are in the field of Sports Events. In the world of tourism various kinds of Event are held to attract tourist including film related Events but limited number of studies are carried on. Apart from this creation of Event Image and Destination Image is interrelated but no comprehensive study has been carried out hence the purpose of this study is to understand what is the Image of the Event and the host Destination among the participants and whether it influences their Behavioral Intentions to the Event and to the Destination. This is an empirical study conducted during International Film festival Of India 2015 which is held in Goa. Responses on various factors of Event and Destination were collected from the participants through a structured questionnaire. Event Image plays significant role in influencing participants' Behavioral Intentions. But Destination Image does not show significant impact on participant's Behavioral intention.*

Keywords: *Destination Image, Event Image, Dimensions of Image, Behavioral Intentions.*

1. INTRODUCTION

According to UNWTO report “Tourism contributes directly to 10% of the world’s GDP, one in 11 jobs globally and contributes us\$ 1.5 trillion in world export” As per the projection of UNWTO “ international tourist arrivals worldwide are to surpass 1 billion by 2012, up from the 940 million of 2010. By 2020 the number is expected to reach close to 1.4 billion. The 1.5 billion mark will be in sight by 2023 and 1.8 billion by 2030”. The growth in the tourism industry for more than four decades have attracted Nations in developing tourism Destinations, widening the choices available to the tourists, which results in increased competition among the Destinations. Today’s tourist has become more selective while deciding the tourist Destination for his vacation. He considers various factors before choosing the Destination to visit, most important of which is the Image of

the place which is created through information provided by various sources, recommendations from friends, relatives & others or by his own experience. Literature also reveals that Events like sports, cultural, exhibitions etc. also plays significant role in creating the Image of the Destination.

Donald Getz (2007) mentions that “Events are an important motivator of tourism, and Fig. prominently in the development and marketing plans of most Destinations. Destinations develop, facilitate and promote Events of all kinds to meet multiple goals: to attract tourists, to serve as a catalyst, to foster a positive Destination Image and contribute to general place marketing”. Kaplanidou& Vogt, (2007), Getz & Anderson, (2010) states that “Destination and Event Images have the potential to influence Behavioral Intentions to revisit the Destination for vacation or to participate in the Event again” Further to this according to Pike & Ryan, (2004), de Matos & Vargas Rossi, (2008) “also engages in word-of-mouth recommendations “Hinch&Higham, (2004) states “Destinations can impact the Image of Events as they are the suppliers of the place of experiences related to the Event”. Academicians in the field of tourism have conducted various studies to identify Dimensions of Destination Image, factors influencing Destination Image, Destination Image & Behavioral Intentions etc. There are number of studies carried out which investigate the role of Events particularly in the field of sports, in the formation of Destination Image and its influence on Behavioral intention. Although there are studies assessing the role of Event on Destination Image and tourist Behavioral intention and there are studies which assess the role and impact of Destination Image on the Event Image and tourist Behavioral intention, there has been meager research in the combined effect of Event Image on Destination Image and Tourist Behavioral Intention and Effect of Destination Image on Event Image and Tourist Behavioral Intention.. Hence the purpose of this study is to understand Event participant’s Event Image, Destination Image and its influence on Event & Destination Behavioral Intentions. Keeping this in mind the following objectives for the study have been framed.

2. RESEARCH OBJECTIVES:

1. To identify the Image creating Dimensions of Event Image among the participants of International Film Festival of India 2015.
2. To identify the Image creating Dimensions of Destination Image among the participants of International film festival Of India2015.
3. To determine the influence of Event Image on Event participants Event and Destination Behavioral intention.
4. To determine the influence of Destination Image on Event participants Event and Destination Behavioral intention.

3. LITERATURE REVIEW:

3.1 Destination Image & Behavioral Intentions:

Destination Image has been defined by various authors and each one of them brings out new facets of the term. According to Baloglu and McCleary (1999) it is *“An individual’s mental representation of knowledge, feelings, and global impressions about a Destination”*. According to Ahmed et al. (1996) Image of the Destination is *“What tourists think or perceive about a state as a Destination, its tourism resources, its tourist services, the hospitality of its host, its social and cultural norms, and its rules and regulations which influence their consumer behavior”*. The review of various definitions indicates that Destination Image is a multidimensional concept arising from various attributes. Hence identifying Image creating Dimensions becomes necessary for the promoters of Destinations to design appropriate promotional & marketing strategy. Number of studies has been conducted on Destination Image in this context e.g. Fakeye and Crompton(1991), Echtner & Ritchie(1991), Baloglu and Bringer(1997), Baloglu and McCleary(1999), Beerli and Martin(2004), Chalip et al.(2003), Chi and Qu(2008), Martin and Bosque(2008)etc. The influence of these Dimensions on Destination Image of each Destination will be different depending on the nature of tourism, their policies & promotional plans. Apart from that these Dimensions will be perceived differently by the tourist as per their purpose and objective of travel.

According to (Gunn, 1988; Fakeye & Crompton, 1991, Tasci & Gartner2007).Influence of Destination Image on tourists’ behavior can be divided into four aspects:

1. Pre-visit decision-making
2. On-site experience
3. Impressions of their experience, and
4. Post-visit Intentions

Further, (Chon 1990, Echtner and Ritchie 1991, Tasci (2007) say that *“Destination Image is strongly believed to influence a tourist’s choice of Destination”*. According to Bigne, Sanchez & Sanchez (1999), Weaver and Lawton, (2006),

Tasci&Gartner (2009), *“Destination Image appears to have the most important effect on post – visit behavior of the tourist i e the visitors judgment about the likeliness to revisit or to the willingness to recommend the Destinations to others. After the visit, a traveler recollects their experience and evaluates the good or bad aspects of the Destination against their pre-trip perception. Destination Image is refined and this Image has an impact on traveler’s future purchasing behavior. A positive Image may serve as a pull factor for the Destination and increase the likelihood of re-visitation and recommendation to others”*.

3.2 Event Image, Destination Image & Behavioral Intention:

Mendes, Valle, & Guerreiro, (2012) state that *“Tourist nowadays seeks memorable experiences in memorable places and the participation in Events during their stay can contribute to these feelings & the process of Image formation”*. According to Getz (1999) *“A special Event is a onetime or infrequently occurring Event outside the normal program or activities of the sponsoring or organizing body. To the customer, a special Event is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience”*. Munster (1996) says *“Events provide a unique experience”*. And creates an Image which has a significant impact on the participants of the Event. Gwinner (1997), defines *“an Event’s Image is a function of the type of Event (e.g., sports, festival, arts), Event characteristics (e.g., size, professional status, history, venue, promotional appearance), and individual factors (e.g., meanings associated with the Event, strength of meanings, and past history with the Event)”*. According to Kaplanidou (2006) *“Event Image could consist of similar components to those of the Destination’s Image”*. On these lines of discussion we can say that Event Image is created by various Dimensions of the Event and hence identifying Dimensions having influence on Event Image is necessary. Demarche(2003) mentions that *“Destinations are attracted to hosting sport Events to draw marketing benefits that will contribute to the success of the Destination in the long run by creating awareness, improving their Image with visitors, and attracting tourism business to generate future inbound travel”*. Literature reveals number of studies which have shown the influence of Event on Destination Image e.g. Mossberg (1997, 1999), Kim and Morrisison (2005), Ritchie and Smith (2005), Lee, Lee, & Lee, (2005) Lee, Taylor, & Lee, 2005) etc. & also the subsequent influence on the participant Behavioral intention has been shown by the studies undertaken by K. Kaplanidou & C. Vogt (2007), Kaplanidou, Jorda, Funk, and Rindinger (2012).

3.3 Interrelationship between Event Image & Destination Image:

Hinch&Higham, (2004).mentions *“Destinations can impact the Image of Events as they are the suppliers of the place of experiences related to the Event”*. Previous studies have

suggested that the Image of the Event can influence Destination Image. According to Gwinner, (1997), Gwinner & Eaton, (1999), Xing & Chalip, (2006) “*Events and Destinations may influence each other’s Imagery based on theoretical approaches that examine the Image transfer concept*”. Research has also shown that an Event influences the Destination Image and Behavioral intention. However Influence of Destination Image on Event Image and Behavioral Intentions has not been investigated. This research approaches this aspect and postulates the following hypotheses which will be tested:

4. HYPOTHESES:

H1. Event Image influences participant’s Behavioral intention towards the Event, Destination Image and Destination Behavioral Intentions.

H1a: Event Image will influence Event participant’s intention to re-participate in the Event

H1b. Event Image will influence Event participant’s intention to recommend the Event to others.

H1c. Event Image will influence Event participants’ Image of the host Destination.

H1d. Event Image will influence Event participant’s intention to revisit the Destination.

H1e. Event Image will influence Event participant’s intention to recommend the Destination to others

H2. Destination Image of the Event participant influences Destination Behavioral Intention, Event Image and Event Behavioral Intentions.

H2a Destination Image will influence Event participant’s intention to revisit the Destination.

H2b. Destination Image will influence Event participant’s intention to recommend the Destination to others

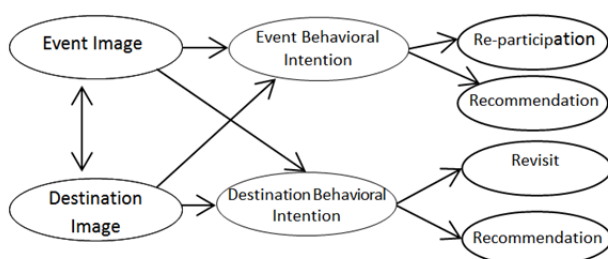


Fig. 1 Proposed Model Of The Study

H2c. Destination Image will influence Event participant’s Event Image.

H2d. Destination Image will influence Event participant’s intention to re-participate in the Event.

H2e. Destination Image will influence Event participant’s intention to recommend the Event to others.

The above Hypotheses have been shown below in a figurative way in Fig 1

5. METHODOLOGY:

5.1 Questionnaire Design:

The questionnaire as a survey instrument for this research was designed after including all the constructs. The questions were framed based on literature review and specific Destination & Event characteristics. The survey instrument was revised and finalized based on feedback from four professors from the Masters of Business Administration department of Goa University and one expert each from tourism and Event management field. A pilot study was conducted with 35 attendees of International Film Festival of India (IFFI) 2014. Hence, the content validity was assumed as adequate. The questionnaire was divided into five sections. Section I deals with 41 attributes of International film festival of India based on the observations of the researcher made during 2014 IFFI & discussion with IFFI management. Section II deals with two items of future Behavioral Intentions (likeliness to re-participate & recommending the Event to others). Section III deals with 26 attributes of Destination Image extracted from Beerli & Martin, 2004 study, Content analyses of travel websites & a survey conducted on 67 tourist who visited Goa in the month of October 2014. Section IV deals with two items of future Behavioral Intentions (i.e. likeliness to revisit & recommending the Destination to others). Section V is related to Demographic characteristics of the respondent. For section I & section III Respondents were asked to indicate their experience on a five point Likert type scale “Very Good = 5, to Very Bad = 1”. For Section II & Section IV respondent are asked to indicate their agreement on a five – point Likert type scale “5 = Very likely to 1 = Very unlikely.

5.2 Unit of study, Sample Design & Data Collection:

The Event selected for the purpose of study was International Film Festival of India 2015 (IFFI). This annual Event is organized in Goa by the directorate of film festival of India in collaboration with Entertainment society of Goa for the last 10 years. The Event is attended by over 10,000 to 12,000 International, National & Local delegates.

The study was carried out in IFFI 2015, which was held from 20th November 2015 to 30th November 2015. International & National delegates were considered to be the target population. The total number of International & National delegates registered for the Event was about 4482 out of which 1,303 attended the Event. The questionnaire was placed in the kit to be provided to the delegates on arrival & a text message was sent to fill the questionnaire & drop at the Drop Boxes kept at three Help Desk counters at the venue. Total 325 usable samples were obtained at the end of the Event, resulting in a response rate of 24.94%.

The respondents profile is summarized in Table No.1. The majority of respondents were Male (68.92%), with the majority from the age group of 26 to 40(43.38%), respondents having educational qualification up to graduation were (49.5%), majority of them were employed (32.6%) & regular attendees of the Event (42.2%).

Table 1: Socio – Demographic Characteristics Of the respondents:

RESPONDENTS PROFILE	FREQUENCY	PERCENTAGE
GENDER		
MALE	224	68.92
FEMALE	101	31.08
TOTAL	325	100.00
AGE GROUP		
LESS THAN 25	57	17.53
26 – 40	141	43.38
41 – 55	96	29.53
55 & ABOVE	31	9.54
TOTAL	325	100.00
LEVEL OF EDUCATION		
UP TO HIGH SCHOOL	19	5.87
UP TO HIGHER SECONDARY SCHOOL	29	8.9
UP TO GRADUATION	116	35.7
TOTAL	161	49.5
TOTAL	325	100.00
OCCUPATION		
EMPLOYED	106	32.6
STUDENT	56	17.2
BUSINESS	46	14.2
HOUSEWIFE	29	8.9
RETIRED	27	8.3
OTHERS	61	18.70
TOTAL	325	100.00
VISITS TO GOA		
FIRST TIME	91	27.99
REPEATER	97	29.8
REGULAR	137	42.2
TOTAL	325	100.00

6. DATA ANALYSIS:

The analysis of data was conducted using SPSS 22 package in two stages. First, Factor analyses using principal component method with promax rotation were conducted to identify the Dimensions of Event Image & Destination Image. On that basis the influence of Event Image on Destination Image & Behavioral Intentions and influence of Destination Image on Event Image & Behavioral Intention were empirically tested using linear regression.

7. EMPIRICAL RESULTS:

7.1 Underlying Dimensions of Event Image:

As mentioned above factor analysis was applied to the 41 items measuring the Image of the IFFI 2015. The Kaiser-Meyer-olkin(KMO) measure of sampling adequacy was equal to .806, showing a good degree of inter-relation among the items and their appropriateness for factor analysis. The Bartlett’s test was significant (p=.000), (Table No.2.) which is another indicator of the suitability of factor analysis.

Table No.2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	6410.156
	Df	465
	Sig.	.000

Following the Kaiser criterion, eight factors were retained with Cronbatch alpha .898 .Promax rotations was employed to improve interpretations. (Table No.3) Eight factors with eignvalue greater than one explained 71.76% of the variance .The first factor concerns Opportunity of exposure to Local Art ,Culture,& Other Programmes(5 items, Cronbatch Alfa = 0.883 with mean value of 2.0871). The second factor relates to “Pricing & Safety” (4 items, Cronbatch Alfa = 0,808 with factor mean of 3.219).The third factor consists of “Knowledge Creation”(3 items with Cronbatch Alfa = .765 with the factor mean of 2.773),The fourth factor is “Recreation & Entertainment” (3 items with Cronbatch Alfa = .752 with factor mean Of 2.3055),the fifth factor extracted is “Management Aspects” (4 items with Cronbatch Alfa = .738 a factor mean of 3.5203).Sixth factor consists of “Infrastructure”(3 items with Cronbatch Alfa = .729 with factor mean of 3.3968). The seventh factor is “Tourism & Social opportunity” (4 item with Cronbatch Alfa = .787 with factor mean 3.0559). The eighth factor is extracted is “Event Content (2 items with Cronbatch Alfa .541 with factor mean 3.2718)

Table 3; Eight Factor Principal Component Analyses of Event Image

Attributes/Dimensions	Factor Loading							
	I. Opportunity of exposure to Local Art ,Culture,& Other Programmes							
Goan Art	.871							
Goan History	.854							
Other Event programmes	.831							
Goan Culture	.758							

Food Festival	.672							
II.Pricing & Safety								
Security & safety at the venue		.884						
Delegation Fees		.809						
Pricing of transport		.671						
Safety & security of delegates		.555						
III.Knowledge Creation								
Debates & discussions			.856					
Interviews of Film Personalities			.830					
Master Class			.709					
IV.Recreation & Entertainment								
Venue Location				.874				
Cultural programmes				.779				
Entertainment activities				.720				
V.Management Aspects								
Cleanliness					.755			
Waiting arrangements					.721			
Crowd Management					.703			
Seating Arrangements					.662			
VI.Infrastructure								
Registration facilities & process						.849		
Ticketing Facilities & process						.732		
Rest Rooms						.676		
VII.Tourism & Socialization Opportunity								
Sightseeing							.938	
Spending time with friends							.562	
Participation in other tourism activities							.531	
Meeting New People and making friends							.517	
VII.Event Core Content								

International Panorama								.785
Indian Panorama								.626
Eighnvalues	8.998	3.425	2.263	1.945	1.664	1.579	1.181	1.005
Variance (%)	29.026	11.050	7.300	6.273	5.367	5.092	3.809	3.243
Cummulative Variance (%)	29.026	40.076	47.376	53.649	59.016	64.108	67.918	71.76
Cronbatch Alfa	.883	.808	.765	.752	.738	.729	.787	.541
Factor Mean	2.8071	3.2192	2.7738	2.3055	3.5203	3.3968	3.0559	3.2718
Number of Items (N=325)	05	04	03	03	04	03	04	02

7.2 Underlying Dimension of Destination Image:

To bring out the dimension of Destination Image Factor Analyses with Principal Component Analyses was adopted. Kaiser-Meyer-olkin (KMO) measure of sampling adequacy was equal to .728 showing a good degree of inter-relation among the items and their appropriateness for factor analysis. The Bartlett's test was significant ($p=.000$), (Table No.4.) which is another indicator of the suitability of factor analysis

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	3251.349
	Df	231
	Sig.	.000

Following the Kaiser criterion, six factors were retained with Cronbach alpha .898. Promax rotations was employed to improve interpretations. (Table No.6) Six factors with an eigenvalue greater than one explained 67.20% Variance. The first factor is "Leisure & recreation" (4 item with CronbatchAlfa = .795 with factor means 3.758). The second factor extracted is "Socio Environment" (4 items with Cronbatch Alfa = .843 & factor mean of 3.7518). The third factor consists of "Culture, Art& History" (3 items with Cronbatch Alfa = .767 with factor mean 3.6624). The fourth factor was "Infrastructure" (3 items with Cronbatch Alfa = .541 with factor mean 3.5438). The Fifth factor was "Natural Resources" (3 items with CronbatchAlfa = .643 with factor mean 3.9229). The Sixth factor was "Economical Aspects" (3 items with Cronbatch Alfa = .659 with factor mean 3.3352).

Table 6: Six Factor Principal Component Factor Analysis of Destination Image

Attributes/Dimensions	Factor Loading					
	1	2	3	4	5	6
Factor 1. Leisure & Recreation						
Night Life	.887					
Casinos, Bar & clubs	.835					
Water sports, Spice plantations, Adventure Activities.etc.	.818					
Factor 2. Socio – Environment						
Opportunity to meet new people & make friends		.912				
Hospitality & friendliness of Locals		.904				
Opportunity to spent time with Family & Friends		.734				
Factor 3. Culture, Art & History						
Exposure to Goan Art			.935			
Exposure to Goa History			.835			
Exposure to Goan Culture			.691			
Factor 4. Infrastructure						
Quality of Roads				.892		
Quality Of Transport				.828		
Quality Of Accommodation				.615		
Factor 5. Natural Resources						
Weather					.894	
Beaches					.637	
Flora & Fauna					.522	
Factor 6. Economical Aspect						
Pricing of Accommodation						.785
Pricing of Food						.720
Pricing of other tourist Facilities						.550
Eigen values	5.443	2.841	1.968	1.751	1.428	1.354
Variance (%)	24.739	12.914	8.945	7.958	6.493	6.155

Cumulative variance (%)	24.739	37.653	46.598	54.556	61.049	67.204
Cronbach's Alpha	.795	.843	.767	.541	.643	.659
Factor Mean	3.7633	3.7518	3.6624	3.5438	3.9229	3.3352
Number of Items (N = 325)	03	03	03	03	03	03

7.3 Influence of Event Image on Destination Image, Event Behavioral Intention & Destination future Behavioral Intention of the Event participant:

The proposed Hypothesis & Conceptual model In Fig. 1.is tested by using Regression Analyses. This is presented in Table No.7 & Table No. 8. In the analyses intention to re participate in the Event, intention to recommend the Event to others, Destination Image, intention to revisit the Destination and intention to recommend the Destination were used as dependent variable and Event Image is treated as independent variable. Based on this the hypotheses H1 & sub hypotheses H1a to H1e were tested. The sub hypotheses tested were all supported. Showing support to hypotheses H1. The R Square ranged from .075 to .106 in case of supported hypotheses .Event Image significantly influences participants intention to re participate in the Event (std beta = 0.27, p < 0.000), intention to recommend the Event to others (std beta = 0.32), p < 0.000),influence on Destination Image(std beta = 0.14), p < 0.012),intention to revisit the Destination(std beta = 0.32), p < 0.000) & intention to recommend the Destination to others (std beta = 0.28, p < 0.000). Hence, the findings showed a fairly strong support for H1, H1a, H1b, H1c, and H1d& H1e.

Table 7: Regression Analyses of Influence of Event Image on Destination Image & Behavioral Intention

	R Square	F	Std beta	Sig.	Supported /not supported
Influence of Event Image on participants:					
1.Intention to re-participate in the Event	.075	26.237	.274	.000	Supported
2.Intention to recommend the Event to others	.102	36.654	.320	.000	Supported
3.Destination Image	.020	6.421	.141	.012*	Supported
4.Intention to revisit the Destination	.106	37.355	.326	.000	Supported
5.Intention to recommend the Destination to others	.080	27.358	.283	.000	Supported

Note: *p<.005

7.4 Influence of Destination Image on Event participants Event Image, Event re-participation and willingness to recommend the Event to others And Destination revisit and willingness to recommend the Destination to others:

Regression was conducted to see whether Destination Image of the participants which is an independent variable as an influence on dependent variable Event Image. Event future re participation& intention to recommend the Event to others, Destination future revisit intention & recommending the Destination to others. Influence of Destination Image on Event Image is significant but shows a weak relation the R square is just .038 with std.beta .194 & p value< .001).The result shows that a hypothesis H2 is partially supported & H2a, H2b, H2d& H2e is not supported i.e. influence of Destination Image on Event future Behavioral intention & Destination future Behavioral intention is not significant.

Table 8: Regression Analyses of Influence of Destination Image on Event Image& Behavioral Intention

	R Square	F	Std beta	Sig.	Supported /not supported
Influence of Destination Image on Event participants:	.000	.000	.001	.983	Not Supported
1.Intention to re-participate in the Event	.009	3.050	.097	.082	Not Supported
2.Intention to recommend the Event to others	.038 .000	12.080 .067	.194 -.014	.001 .796	Not Supported
3.Event Image					Supported
4.Intention to revisit the Destination	.011	3.428	.102	.065	Not Supported
5.Intention to recommend the Destination to others					Not supported

8. DISCUSSION:

This study has focused on identifying the Dimensions of Event Image and Destination Image from the Event participant's perspective. The results show that the Event Image of IFFI 2015 is reflected in eight main Dimensions i.e. Opportunity of exposure to Local Art, Culture, & Other Programmes, Pricing and Safety, Knowledge Creation, Recreation and Entertainment, Management Aspects, Infrastructure, Tourism and Social Opportunity and Event Core Content. If we refer to the mean value of these Dimensions we can say that out of eight Dimensions of Event Image, Pricing and Safety, Management aspect, Infrastructure, Tourism and Social opportunity and Event core content have been perceived positively by the Event participants. Exposure and Social opportunity, Knowledge Creation and Recreation &

Entertainment Dimensions have been perceived negatively. Similarly, six identified Event participants' Destination Image Dimensions are Leisure& Recreation, Socio – Environment, Culture, Art & History, Infrastructure, Natural Resources and Economical Aspects. All the six Dimensions of Destination Image have been perceived positively by the Event participants.

This study further tested influence of Event Image on Event participant's Destination Image, Event Behavioral intention & Destination Behavioral intention. Studies of Ritchie& Smith, 1991, McCartney, 2005, Kim and Morrison2005, Ritchie and Smith 2005, Lee, Lee, & Lee, 2005 Lee, Taylor, & Lee, 2005, K. Kaplanidou& C. Vogt 2007, Kaplanidou, Jordan, Funk, and Rindinger2012 etc. have shown support for the positive impact of sport Events on the Image of Destinations. The result of this study also shows significant influence of Event Image on Destination Image. The influence of Event Image on re-participation and willingness to recommend the Event to others is also significant. Similar results are presented by Leo Kenneth Jago 1997in his study; however, his study was limited only to re-participation of Event and does not cover recommendation aspect. Further analyses were carried out to determine influence of Event Image on Destination Behavioral intention which is also accepted.

The study also tested the role of Event participant's Destination Image on Event Image, Event re-participating intention, willingness to recommend the Event to others, Destination revisit intention and willingness to recommend the Destination to others. The result shows significant influence on participant's Event Image which is contradictory to the study of K. Hallmann & C. Breuer (2010).The influence of Destination Image on Event re-participation and willingness to recommend the Event to others is not significant. However in terms of the relationship between Destination Image and Intentions to attend the 2008 Olympic Games, the model of Gibson, Qi, and Zhang (2008) shows a significant relationship between Destination Image and Event Behavioral intention. This study also revealed contradictory result with regard to research of Bigne, Sanchez, and Sanchez (2001); C. F. Chen and Tsai (2007); Chi and Qu (2008); Pike and Ryan (2004); Tsung hung Lee (2009); Qu, Kim, and Im (2011); Kaplanidou et al. (2012) etc. in which they have demonstrated positive effect of Destination Image on future Destination revisit intention and willingness to recommend the Destination to others. The study accepts the importance of Event Image in influencing Destination Image, Event and Destination Behavioral intention of Event participants and influence of Destination Image on Event Image; however, it undermines the importance of Event participant's Destination Image in influencing Destination Behavioral intention and Event Behavioral intention.

9. IMPLICATIONS OF THE STUDY:

9.1 Managerial Implications:

This study presents various managerial implications. The study has focused on identifying Dimensions of Event Image and Destination Image which will help the management of Event & Destination. Event promoters and Destination promoters can concentrate on these Dimensions and can design appropriate strategy for enhancing the Event Image and Destination Image. To the Destination marketers, the result of this study provides enough justification to use Events as one of the tools for Destination marketing. Destination Promoters & Suppliers of tourism experience can use this Event to promote Destinations' culture, leisure & recreation, social environment & Natural Resources of the place

Research has shown that Event Image predicts Destination future behavior intention of the participants i.e. revisit intention to the Destination & willingness to recommend the Destination to others. Hence, Destination attributes should include Event as one of the attributes of a place which has a significant impact on Image. Destination.

9.2 Theoretical Implications:

The study of Kaplanidou & C. Vogt (2007) suggested that the Image of the Event is a key factor in generating Destination Image and re-visitation behavior. This study also supports the notion that Event Image plays important role in creating Destination Image & revisit intention and also contributes by showing its impact on willingness to recommend the Destination to others. This study also suggests that Destination Image has an influence on Event Image which is contradictory to K. Kaplanidou & C. Vogt (2007) study. Interestingly, with the exception of Destination Image having influence on Event Image, the Destination Image by itself, does not predict Event participant's intention to revisit & willingness to recommend the Destination to others and Event participant's re-participation intention & willingness to recommend the Event to others. However, in the literature it has been generally accepted that Destination Image plays a mediating role in influencing tourist future Behavioral intention. In academic arena, this study highlights the importance of Event Image in influencing the participants Image of the Destination, Revisit intention and Willingness to recommend the Destination to others.

10. LIMITATIONS & FUTURE RESEARCH:

The model suggested in the study is tested in one single Event & respondents were non local Event participants and hence, the results cannot be generalized. This model needs to be tested in different types of Events on participants as well as non-participants of the Event including local as well as non-local respondents. Future research can also test the moderating effect of number of visits and demographic characteristics of the respondent.

11. CONCLUSION:

The empirical study conducted on International Film Festival Of India 2015 plays an important role in the formation of Goa's Destination Image, Revisit Intention and willingness to recommend the Destination to others and also Re participation in the Event and Recommending the Event to others, but surprisingly, Destination Image is not that strong enough to positively influence the Behavioral intention of the tourist.

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