



Interactions Between Mega-Events and Tourist Destinations, the 50th Edition of Marrakech Festival of Popular Arts 2019 as an Example

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Abstract: Nowadays, globalization has forced cities, in the north and south, to compete fiercely for tourists. The identity and uniqueness of the traditions of each venue are differentiating factors for the image that tourists have of the venue, which can be a powerful marketing tool for managers if it is integrated into a broader approach that includes the authorities and all organizations involved in marketing destinations. Due to the lack of studies regarding the synergistic relationships between mega-events and destination image, and their impact on destination revisitation in emerging economies, and the prevalence of such reports in Western and Asian countries, this study aims to generate interest in this topic and inspire further research. Taking into account the specificities of southern destinations through research methodology and tourism literature, this study argues that the mega-event exerts a greater impact on the conative image, although affective and cognitive images of a mega-event play a great role in other destinations their impact is shown to be average, and that the image of the destination exists a priori in the mind of the visitor rather than that of the event and thus the importance of preserving traditional aspects of the culture is advanced. In fact, the event of the Popular Arts Festival in Marrakech, our study case, through cognitive, emotional and conative images, positively impacts the image of the Marrakech destination. In the same vein, marketing experts need to recognize the experiences of tourists and integrate them into their strategies.

Keywords: Mega-Event, Tourist Destination, Conative Image, Cognitive Image, Affective Image, Revisit, Research and Methodology

1. Introduction

Over time, mega-events have become important creators and image enhancers of host destinations, as they have a positive influence on them. They are no longer seen as a simple time-limited offer that attracts tourists and drains money, they have become an urban and regional strategy that is part of the development plan of the destination. Mega-events can be hosted for various reasons, but from the perspective of tourism development and management, two effects predominate: first of all, they can attract participants

and spectators, thus increasing the number of visitors at the time of the event as well as the average expenses. Moreover, they can be the object of great attention through advertising and media coverage that can positively influence the brand image of the destination.

It should be noted that the larger the size of an event, the more its media coverage increases as well as its ability to convey the image of the destination to a greater number of stakeholders (tourists, residents, investors...).

Media coverage plays a key role in shaping the image and reputation of the destination. Nevertheless, it should be noted

that not only can the size of the audience have an impact on the interaction of images between events and destinations, but that other elements related to the event are involved. For instance, we could mention the date of the event, the degree of attachment to the place, its role in the social system...

The study of the economic, sociocultural and political impacts of mega-events on destination images has been considerably developed over the past decades [30, 74], which allowed several areas to be analyzed in order to better understand the economic consequences and justify public spending. The study of the impacts of the image of events on destinations has thus undergone a significant development over the last decade. Conversely, the impact of the image of the destination is also considered an interesting criterion for the evaluation of events and an essential determinant of the competitiveness of a destination [65]. Knowing that the definition and scope of the impacts of events on images of host destinations are varied, a literature review would clearly help to condense the research results to map its current state, as well as to identify possible areas for future research.

Nowadays, globalization has forced cities, north and south, to engage in fierce competitiveness to attract tourists. The identity and uniqueness of the traditions of each place are differentiating factors in the image that tourists have of the place, which can be a powerful marketing tool for managers if integrated into a broader approach that includes the authorities and all relevant actors involved in the marketing of destinations. When properly programmed, mega-events can help transform the image of tourists in destinations, which usually translates into increased income, employment and revenue. The importance of the image of the destination is widely recognized in the literature, directly affecting tourists and influencing their perceptions, behaviors and preferences when choosing destinations to visit [21]. In this context, destination marketers have clearly understood the need to manage, measure and improve the image of destinations in order to increase the number of visits [46]. Measurement of destination images has been extensively researched in the cognitive, emotional and conative domains [1, 2, 7, 21, 53, 60], which remain conceptually distinct but interdependent [27].

While research on the interactions between mega-events, cognitive, affective, and conative images, and destination images focuses primarily on industrialized countries, there is a glaring lack of empirical studies in emerging economies that can differ in many ways from those in the West and make new contributions to scientific research. It is in this context that we have developed this work that will contribute to the research that already exists on images of cultural events and destinations in three aspects: determining the impacts of the image of cultural events on the host destinations through cognitive, emotional and conative images, areas neglected by researchers in the countries of the south. Determining the impact of the images of the event and destination on the intention to revisit the site. Highlighting results to provide useful information for destination marketers when they need to assess their event portfolio. The

study will also help local managers and decision makers in selecting destinations to host a specific event.

How are the interactions between mega-events and tourist destinations presented, the 50th edition of Marrakech festival of popular arts 2019 as an example? And what is the impact on the revisit of the destination?

In the first part, we will present a theoretical framework of our work, based on the literature review that exists on the subject. In the second part, we will analyze the methodology used by explaining the sample selection, the measures of the variables and the data analysis tools. The third part will be devoted to spreading and explaining the results obtained through the data collected. In the fourth and final part, the results will be discussed while listing the limitations of our work and presenting the future of research in relation to our topic.

2. Theoretical Framework

The literature has shown that there is a limited number of studies on the image of events on the one hand and on its relation to the image of the host destinations on the other hand, despite the development observed in the literature over the last decade. Advocates of brand value justify this by the fact that the image of the event does not contribute strongly to the overall brand strategy of the destination [46]. Although this negative judgment is not entirely shared by the scientific community, the research on the image of the event was greatly affected by the research on the image of the destination and vice versa.

The existing literature suggests that events may influence the image of the destinations in which they occur and vice versa. In this article, we have suggested several variables to provide a theoretical basis for the construction of the image of Marrakech destination through a mega-cultural event (festival of popular arts of 2019), corresponding to the image of the cultural event, the image of the destination, the cognitive-affective-conative aspects and the intention of the revisit.

2.1. Image of the Event

Mega-event tourism is defined as the planning, development and marketing of festivals and special events as a tourist attraction that creates the image of the destination [29, 64]. Mega-events, whether cultural or sporting, give the country an opportunity to redefine or recreate an image of how officials want visitors from other countries to see it. They can use organized events to promote a positive image or improve a negative image. It makes perfect sense for marketers to plan events to refine a destination's image, because any planned event is considered a key part of a destination brand strategy. The event image encompasses beliefs and interpretations of meanings attributed by events to consumers, has a structure parallel to the concept of the destination image, and can be addressed holistically [50]. The image of the event can be conceptualized, like the image of the destination, in terms of cognitive, affective and conative dimensions [1, 4, 5].

The concept of the event image is derived from the concept of the brand image. Researchers suggest that brand image is an important concept in the marketing study [51]. Based on Keller's work on brand image, Gwinner [33] defined the event image as the overall subjective perceptions of a particular market segment of the event. Kotler and Keller [57] define it as consumer perceptions and beliefs.

The event image is considered a multidimensional construction. Numerous researchers [17, 42, 50] suggest that it may encompass several components. Some researchers have argued that the image of the event is formed by the interaction between internal and external factors [33]. Empirical studies have shown that the image event is affected by many factors, such as the suitability of the event brand and the level of identification of the event [34] the purpose of the trip [48], the geographical distance [49], the type of tourism [38], the event slogans and the social status of the event leader [73], as well as the age and gender of the tourist [39].

Literature has shown that there is a positive link between the impact of the mega-event and the image of the destination in its cognitive, emotional and conative aspects [48, 75]. According to D'Hauterter [18], destinations suffer more from tourists' ignorance of their existence than from mismanagement. The promotion of a destination is essential to have a positive impact on its image. Events thus have more impact on the image of the destination than the reverse. Literature has revealed that there is asymmetry in image impact studies between events and destinations, not only in quantity but also in results. Numerous studies have shown that a sporting or cultural event has a significant impact (both positive and negative) on cognitive, emotional and conative images [20, 19, 52, 54, 59]. While the impact of the event on cognitive and affective images has been widely discussed in literature, its impact on the conative image has not been overly developed by researchers and the limited literature on this connection has been discussed in some qualitative studies dealing with the influence of the event on the intentions to visit one destination in relation to another, before or during the event.

Events thus provide a natural platform through which destinations can increase their awareness and improve their image in all its cognitive, emotional and conative aspects [52]. Hence, an increase in awareness enables events to highlight certain aspects of a destination to visitors. Research has shown that events show the variety and uniqueness of a destination's tourism resources [52, 54]. Cultural and sporting events tend to have more positive images than the destinations themselves [38] due to the high level of audience involvement.

Our hypotheses are as follows:

Hypothesis 1. The event image has a positive impact on the cognitive image of the destination.

Hypothesis 2. The event image has a positive impact on the emotional image of the destination.

Hypothesis 3. The event image has a positive impact on the conative image of the destination.

2.2. Destination Image

Destination image is one of the most explored topics in the literature on tourism; it is often confused with the brand of the destination. However, although the two concepts converge, the image is only part of the overall concept of the brand. The concept was first introduced in tourism by Hunt [44], Gunn [32] and Mayo [58]. Subsequently, several researchers were interested in studying the image of the destination differently. Gartner [26]; Echtner and Ritchie [21] studied the formation of the destination image, Kim and Morrison [52] analyzed the dynamic changes of the destination image, Gartner [26]; Chen and Tsai [12] worked on the evaluation of the destination image, Awaritefe [3], Berli and Martin [7]; Bigné and al [9] studied the relationship between tourist behavior and the destination image; Afshardoost and Eshaghi [1] focused their research on the dimensions of the destination image.

Researchers generally argue that the image of a destination includes the perceptions, impressions and feelings of actual or potential tourists toward a particular destination. It represents the sum of beliefs, ideas and impressions that a person has of this destination. Beliefs are formed before the visit and are therefore essential in the process of selecting one destination over another. It is an abstract concept that is influenced by cognitive, affective and conative dimensions [1, 5, 23]. The cognitive dimension includes the beliefs and knowledge of a place and its attributes [25]. The emotional dimension represents a person's feeling and emotional responses to a particular destination [53]. The conative dimension involves active considerations relating to the individuals who drive them to visit a destination [1]. It is the propensity to visit a destination in a given period because of its tourist offer. Thus, it is an action component that consists of decision-making after analyzing images developed and evaluated during the cognitive and affective phases, respectively.

Consumers' perception of a destination is the product of their experiences of the place and perceptions of each. The interaction of the three cognitive, affective and conative aspects form a global picture through a comprehensive assessment of each destination, which includes tourists and their assessments of the visited place [7, 9, 27]. The literature reviews clearly demonstrated that cognitive, emotional and conative factors have a strong impact on the destination image [27, 43, 61, 67]. On the basis of these indications, the following Hypotheses were made:

Hypothesis 4. The cognitive image has a positive impact on the destination image.

Hypothesis 5. The emotional image has a positive impact on the destination image.

Hypothesis 6. The conative image has a positive impact on the destination image.

2.3. Cognitive, Emotional and Conative Images

Researchers recognize the existence of a connection between cognitive and affective images on one side and the conative image on the other side [4, 9, 27]. However, there is

a lack of empirical research that has analyzed the impact of cognitive and affective images on the conative image. Some authors have shown that the conative image is constructed by the tourist through the respective influence of the cognitive image he forms and the affective image he develops [13]. Other authors have found, through empirical research, that the cognitive image exerts a high impact on the conative image through the affective component [61, 71].

In certain areas such as social media, some authors have demonstrated that cognitive and affective information developed by consumers and suppliers positively impacts their conative information [55].

Thus, we can advance two other hypotheses:

Hypothesis 7. The cognitive image has a positive and direct impact on the conative image of the destination.

Hypothesis 8. The affective image positively impacts the conative image of the destination.

2.4. The Revisit Intention

The intention to revisit a destination is the result of a good experience for the tourist. Satisfaction remains an essential element which directly influences the revisit and which is intimately linked to the images of the event and the destination perceived by the tourist during his or her visit to the location.

The image of the event and that of the destination exert a positive influence on the intention to revisit the location. Event image is considered a robust predictor of intention to revisit the destination after the event [48, 75]. Indeed, visitors whose primary reason for visiting was to attend a sport or cultural event were more likely to revisit the destination so as to attend in the future than visitors who considered the event as a secondary reason. Knott and al [54] pointed out that the

tourism potential of the destination as well as its attributes, such as the sympathy of the local population, culture and heritage play an important role in the decision to revisit. Several empirical studies have confirmed the existence of a positive relationship between the image of the destination and the intention to revisit [12, 15, 40, 70]. According to Xing and Chalip [75], the intention to revisit a destination is considered active when it was associated with an active or relaxing event.

Researchers [19, 31, 38, 54] have found that an enhanced image of a destination due to hosting an event seems to have a positive impact on the intention of consumer behavior. Visitors who have a more positive perception of the destination after their visit are more likely to return several times.

We could suggest/formulate the following hypotheses:

Hypothesis 9. The image of the cultural event has a positive impact on the intention to revisit the destination.

Hypothesis 10. The image of the destination has a positive impact on the intention to revisit it.

2.5. Research Model

The objective of our research consists of testing the effect of the mega-event (Festival of Popular Arts in Marrakech) on the image of the destination and on the intention of the revisit. Our research model (Figure 1) includes a causal chain where the cognitive, affective and conative images will be likely to be modified by the image of the mega-event, and therefore modify the image of the destination. In this same model, the image of the mega-event and that of the destination will exert a positive influence on the tourists' intention to revisit the location. Our research model stems from the relationships maintained between the various hypotheses cited above.

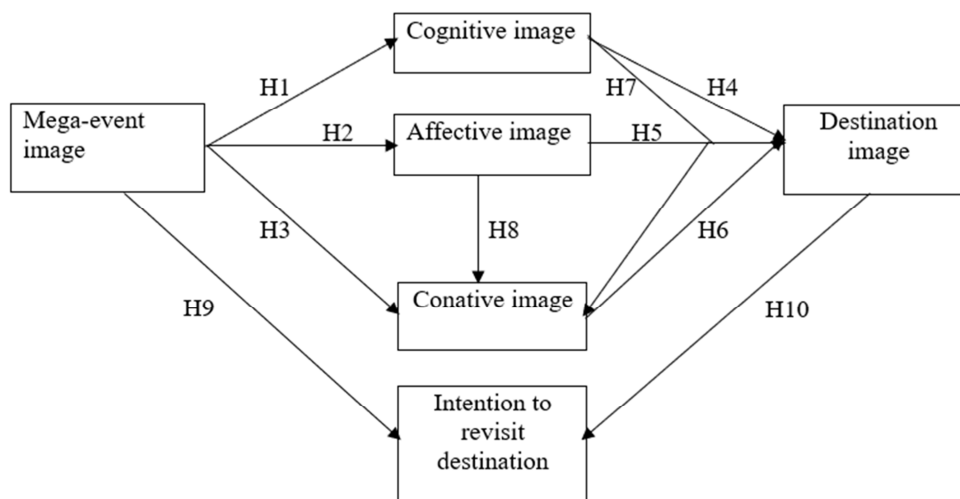


Figure 1. Research Model.

3. Methodology

The objective of this study is to examine whether there is a positive impact of a mega-event on the image of a southern

destination, and whether there is an influence of the images of the event and the destination on visitors' intentions to revisit the location. We have therefore opted for a hypothetico-deductive study by favoring quantitative data analysis. The hypothetico-deductive method consists of determining a causal

relationship, to be dismantled later, using necessary conceptual and empirical tools. Following the hypothetico-deductive method, we have developed a model by referring to the literature that we will submit to an empirical test.

We have developed a structured questionnaire inspired by some previous research, notably that of Kim and Morrison [52]. The survey included questions on socio-demographic variables, on the event, on cognitive, affective and conative images, on the image of the destination as well as on the intention to revisit the destination. For the Likert-type questions, we chose a 5-level response scale (from totally disagree to totally agree).

The survey concerned tourists who attended the 2019 Marrakech Popular Arts Festival, in its 50th edition, organized between 02nd and 06th of July, 2019; an edition selected for its great impact on the image of the destination. The questionnaire was written in Arabic, French and English, developed via Google Forms and sent by email on March 16th, 2021 to foreign visitors who stayed, between 1st and 7th of January, 2019, in classified accommodation facilities in the city of Marrakech and having attended the festival in question. A deadline for responding to the questionnaires was set as of April 1st, 2021.

3.1. Sample Selection

The computer-generated visitor database (survey base) was collected from accommodation facilities in the city. According to data retrieved from classified accommodation facilities, the number of foreign tourists who visited the city in the aforementioned period reached 14,869. Since we are in a probability sampling framework, we opted for the statistical theory to determine a sample to contact. This method provides researchers with some guarantee that all members of the parent population will have a chance of being part of the sample [69].

First, we proceeded by filtering/refining the database by identifying people who do not have email addresses and those whose email addresses are incomplete or incorrect. This operation allowed us to establish a computer-based list with personal data and emails belonging to 8,638 foreign tourists of different nationalities.

Second, we defined our sample size according to the

following formula:

$$n = \frac{t^2 p (1-p)}{e^2}$$

n = sample size;

d = trust level of the sample (standard deviation);

e = theoretical error margin in answers;

p = estimated proportion to a binary response.

We accepted a trust level of 95% (i.e. a standard deviation of 1.96) and an error margin of 5%. We assumed that p = 50% by adopting a theoretical hypothesis to a binary type question (yes or no): "Do you plan to revisit the destination?" 50% of selected tourists answered "yes" and the other 50% answered "no" (the worst possible situation).

$$\text{So: } n = \frac{1,96^2 \times 0,50 (1 - 0,50)}{0,05^2} = 384$$

In order to take into account, the tourists who would not be able to provide answers due to the impossibility of accessing their mailboxes, to language barriers, or to other technical problems, it was necessary to add people at the sample size originally calculated using a correction factor of 25% [69].

$$n = 384 \times 1,2 \quad n = 480$$

Third, we set up a random draw method to be used. We chose the systematic random sample for its ease of use.

The calculated interval is: $\frac{8638}{480} = 17,995$ So 18.

The starting number chosen at random is 8 (Number between 1 and 18).

By computer numbering the 8,638 tourists and choosing the 480 at random at intervals of 18, our first tourist corresponded to number 8, our second corresponded to number 26 (8 + 18), our third corresponded to number 44 (26 + 18)...our four hundred and seventy-nine tourist corresponded to the number 8612 (8594 + 18) and our last tourist corresponded to the number 8630 (8612 + 18).

The number of completed questionnaires reached 284 (Tables 1 and 2).

Table 1. Observation Processing Summary.

	Observations					
	Valid		Missing		Total	
	N	Percentage	N	Percentage	N	Percentage
Respondents Age * Respondents Gender	284	100,0%	0	0,0%	284	100,0%

Table 2. Respondents Gender.

		Frequency	Percentage	Valid Percentage
Valid	Women	98	34,5	34,5
	Men	186	65,5	65,5
	Total	284	100,0	100,0

3.2. Variables Measurement and Indicators Choice

Selected indicators in our work, used to measure the event

image and destination image variables, have been analyzed through a number of studies in relation to landscapes, cultural and natural resources [7-36], and tourist attractions [5]. We were mainly inspired by the works of Boo and al [11], Echtner and Ritchie [21] as well as other works to determine indicators to be used to measure the cognitive variable. To assess the affective variable, we adopted the bipolar semantic differential scale of Russell and al [66], mostly used in this context. To assess the conative variable, we referred to the

work of Pike and Ryan [61], as well as that of Zhang and al [76]. To set up measurement scales to be used in this study, in

addition to variables and indicators, we have been inspired from several references which are presented in Table 3.

Table 3. Variables, constructs and references.

Variables	Indicators	References
Event Image	Feeling that the event is well known locally and nationally	Ekinci and Riley, 2001
	Personal sense of pride and recognition by attending the festival	Delamere, 2001
	Unique event that offers an authentic experience	Getz, 1997
	Event that attracts tourists and contributes to the development of tourism	Hall, 1992
Destination Image	I like to visit this destination	Baloglu, 2002
	Visiting this destination offers me good deals	Oh, 2000
	This destination has a good reputation	Boo and al, 2009
	Quality infrastructure, easy access to the destination	Boo and al, 2009; Echtner et Ritchie, 1993
Cognitive Image	Socio-economic environment, rates, quality, accessible catering	Boo and al, 2009; Echtner et Ritchie, 1993
	Friendly natives	Boo and al, 2009; Echtner et Ritchie, 1993
	Children-friendly and family-friendly location	Echtner and Ritchie, 1993
	Mild climate	Echtner and Ritchie, 1993
Affective Image	Secure environment	Echtner and Ritchie, 1993
	pleasant-unpleasant	Russel and al, 1981
	Wake-sleep	Russel and al, 1981
	Relaxing-anxious	Russel and al, 1981
Image conative	Exciting-depressing	Russel and al, 1981
	Tourist's behavioral manifestation	Zhang and al, 2014
	Destination recommendation action	Agapito and al, 2014
	Intention/action component	Pike and Ryan, 2004

"Gender" and "intention to revisit the destination" variables were measured according to a binary system (no 0, yes 1). They were transformed into dummy variables according to the recommendations of Hardy [41]. As for the "age" variable, it was measured using a metric scale.

3.3. Data Analysis Tools

The data was first processed using descriptive analysis with the statistical program IBM SPSS Statistics version 23 [45]. Descriptive statistics were used to calculate the average age of tourists. To determine the internal consistency of our research model, we checked the relevance of the Principal Component Analysis (PCA) by calculating the Bartlett sphericity test and the Kaiser-Meyer-Olkin (KMO) test. After a Varimax rotation, we have refined/filtered all scales. We then checked the reliability of the factors derived from the factor analysis by calculating Cronbach's alpha. ANOVA analysis was used to test hypotheses.

4. Results

First, we checked the sample's representativeness by calculating the response rate (Table 4) and developed a principal component analysis (PCA) to measure the sample's adequacy (Table 5). Later, we tested the reliability of all and each dimension using Cronbach's Alpha (Tables 6 and 7). We retained all the variables because their significances are all greater than 0.7, in order to obtain empirically valid data. To test our hypotheses, we used the analysis of covariance (Table 8).

4.1. The Sample's Representativeness Verification

To verify the representative nature of the sample and not to

carry out a new draw, we calculated the response rate (Table 4), in accordance with the statistical theory, which must be greater than 50%. The formula used is:

$$\text{Response Rate} = \frac{\text{NCQ}}{\text{NUI} - \text{IU}} = 100$$

NCQ = Number of Completed Questionnaires;

NUI = Number of observation Units Initially drawn to be part of the sample;

IU = Inadmissible observation Units.

Table 4. Retrieved/Obtained Responses.

Headings	Number
Completed questionnaires	284
Language barriers	29
Unable to reply (automatic reply: I don't have access to my mailbox at the moment)	38
Did not attend the event (I did not attend the event)	56
No response until April 1st (deadline to receive responses)	73
Total	480

$$\text{Response Rate} = \frac{284}{480 - 123} = 79,55\% (123 = 29 + 38 + 56)$$

Our sample is representative.

4.2. Measurement of Sample Adequacy

The measurement is made by the KMO index (Table 5). In our case, the KMO is equal to 0.950 (KMO > 0.9); it can be described as excellent (SPSS professional statistics). The score obtained is greater than 0.7 recommended by the authors [35]. It tells us that the correlations between the items are of very good quality and very significant. In addition, the result of Bartlett's Test of Sphericity is significant (p < 0.0005). This allows us to continue our analysis.

Table 5. KMO Index and Bartlett's Test.

Kaiser-Meyer-Olkin index for sampling quality measurement.	.950
Khi-two approx.	2129,813
Bartlett's Test of Sphericity	ddl
Signification	.000

4.3. Reliability Test

The reliability of the variables (or internal consistency) was tested by the Cronbach alpha index with a score of about 0.916 (Table 6). We tested the internal consistency of the event image, destination image, cognitive image, affective image and conative image. Cronbach's alpha scores are: 0.875; 0.873; 0.844; 0.899 and 0.815 (Table 7). Thus, the closer the value of Cronbach's alpha is to 1, the more homogeneous the set of elements is. The model has values above the minimum recommended value of 0.7 [14], confirming its reliability.

Table 6. Reliability statistics for all variables.

Cronbach Alpha	Number of items
.916	20

Table 7. Reliability statistics for each variable.

Variables	Cronbach Alpha	Number of items
Event image	0,875	4
Destination Image	0,873	3
Cognitive Image	0,844	6
Emotional image	0,899	4
Conative Image	0,815	3

4.4. ANOVA Analysis

We tested the hypotheses from 1 to 10 through the analysis

of the covariance (ANOVA) of the different scores obtained (Table 8).

Hypothesis n°1, which states that the event exerts a positive influence on the cognitive image, has been tested positive ($F = 9,386$ and $p < ,01$).

Hypothesis n°2 states that the event has a positive effect on the emotional image. This hypothesis was validated by the test ($F = 9.172$ and $p < ,01$).

Hypothesis n°3 according to which the event exerts a positive influence on the conative image has been validated ($F = 12.074$ and $p < ,01$).

According to hypothesis n°4, the cognitive image positively influences the image of the destination. The result in the table indicates that there is a significant relationship between these two variables ($F = 13.526$ and $p < ,01$).

The emotional image positively impacts the image of the destination. This hypothesis n° 5 has been validated ($F = 22,221$ and $p < ,01$).

Hypothesis n°6, which states that the conative image exerts a positive influence on the destination image, has been validated ($F = 22,326$ and $p < ,01$).

Hypothesis n°7, according to which the cognitive image exerts a positive influence on the conative image, has also been tested positive ($F = 19,045$ and $p < ,01$).

Hypothesis n°8, which states that the affective image positively impacts the conative image, has been validated ($F = 14.087$ and $p < ,01$).

The event positively impacts the intention to revisit the destination. This hypothesis n°9 has been validated ($F = 7,349$ and $p < ,01$).

Hypothesis n°10 according to which the image of the destination positively impacts the intention to revisit the destination has been validated ($F = 9.814$ and $p < ,01$).

Table 8. ANOVA.

	N	F	Sig.
H1- Event Image → Cognitive Image			
Intergrups	4	9,386	0.000
Intragroup	279		
Total	283		
H2- Event Image → Affective Image			
Intergrups	5	9.172	0.000
Intragroup	278		
Total	283		
H3- Event Image → Conative Image			
Intergrups	4	12,047	0.000
Intragroup	279		
Total	283		
H4- Cognitive image → Destination Image			
Intergrups	4	13,526	0.000
Intragroup	279		
Total	283		
H5- Affective image → Destination Image			
Intergrups	4	22,221	0.000
Intragroup	279		
Total	283		
H6- Conative image → Destination Image			
Intergrups	4	22,326	0.000
Intragroup	279		
Total	283		
H7- Cognitive image → Conative Image			

	N	F	Sig.
Intergroups	4	19,045	0.000
Intragroup	279		
Total	283		
H8- Affective image → Conative Image			
Intergroups	4	14,087	0.000
intragroup	279		
Total	283		
H9- Event image → Intention to revisit destination			
Intergroups	3	7,349	0.000
intragroup	280		
Total	283		
H10- Destination Image → Intention to revisit destination			
Intergroups	3	9,814	0.000
intragroup	280		
Total	283		

5. Discussion

As noted above, images of events and destinations are formed of mental representations of individual beliefs and feelings influenced by cognitive, affective and conative

components. Based on the results obtained, the measurement model is considered reliable and valid, confirming the data from the literature review and bringing some new features discussed below. Figure 2 summarizes all connections after the search template has been validated.

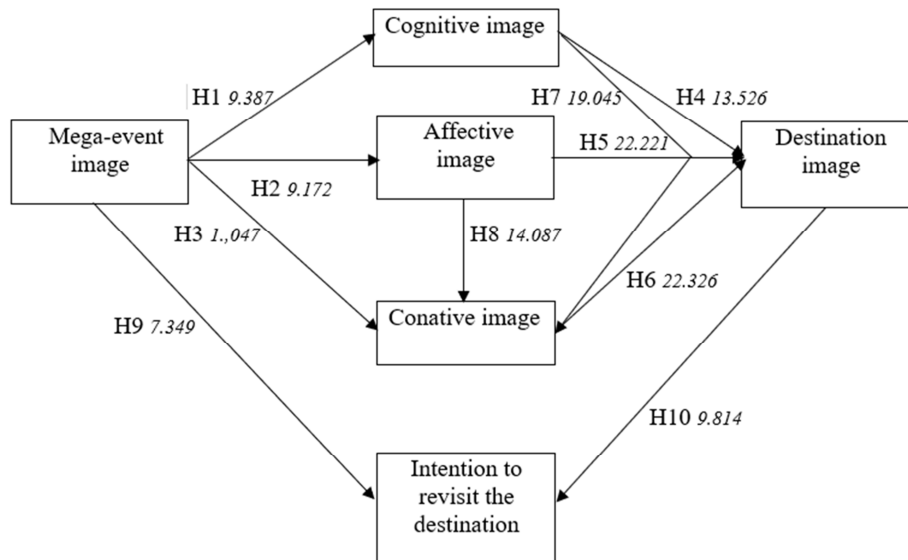


Figure 2. Validated search model.

Literature has shown that there are links between an event and a destination [48-75] and that, theoretically, these links should be maximized to benefit the images [46]. The above results justify the use of cultural events to promote tourism and the destination brand [56], suggesting that all images (cognitive, affective and conative) contribute to the formation of the destination image. These results show that the event exerts an almost identical influence on both the affective image and the cognitive image. However, other studies [63] indicate that the impact of cultural events is greater on the cognitive image than on the emotional image.

Going beyond the study of the purely economic benefits generated by tourist flows attracted by sporting or cultural events organized by destinations [10], this study seeks to verify the impact of cultural events on the image of destinations and on the intention of tourists to revisit them

after the event. Indeed, cultural events function as a marketing tool for the image of places, presenting them as very popular tourist destinations [72]. Our study contributes to the theory by quantifying the contribution of cognitive, affective and conative images to the image of the destination, and at the same time showing that cultural events related to local heritage and traditions have the capacity to improve the image of the destination and increase the rate of return.

The importance of the images of the event and of the destination in the potential improvement of the return rate of the visitors, in terms of their triple cognitive-affective-conative aspect, becomes clear through the results obtained. In our model, as confirmed by some research [13-76], cognitive and emotional aspects have a strong influence on the conative aspect and all together contribute strongly to the formation of the image of the destination [43]. In addition,

events can improve the image of a place and consolidate it in the minds of visitors as a tourist destination par excellence.

Contrary to some research that has inferred that events have a greater effect on the emotional image of destinations than other images [47-62], our results show that during a cultural event, the image of the event exerts a greater positive impact on the conative image compared to the cognitive and affective images. The study confirms that tourists are unable to identify the image of the event communicated as a reference for a possible return. Indeed, our study revealed that tourists are attracted by the image of the destination rather than that of the event, and therefore the potential revisit is more aimed at the place rather than the event. This means that in the minds of tourists, it is the destination that takes precedence over the event, which is contrary to what our literature review suggests by emphasizing the role of events in developing destination strategies in order to improve their image and promote them.

Literature has shown that events play a positive role in influencing the image of the destination, whether by increasing its notoriety or by reducing its negative images. Cultural events have thus become important tourist attractions, progressively including event promotion and marketing as a means of developing and strengthening the competitiveness of destinations [68]. These cultural events provide destination marketers and policy makers with an effective strategy to refine the destination's image in internal and external markets and to increase the intentions of revisiting the place. Because of the popularity of events, destinations can therefore develop their tourism resources [54] to attract visitors and bring a sense of authenticity to the place [24].

The results of the study, in contrast to previous studies on European or Asian destinations, show that the cognitive image has an average influence on the image of the destination; this is probably due to the location of the destination in a southern country and the tourists were not too informed about the location and the event. On the other hand, people's image of a destination is crucial to boosting their willingness to visit and recommend it to family and friends. These recommendations could effectively motivate others to visit the site and discover the event. Thus, destination managers should pay attention to the cognitive image. Yet, they also should work to provide visitors with experiences to improve the emotional and conative images, which is crucial to fostering the desire to revisit the place [9].

This study suggests that managers implement new strategies for marketing and branding the destination based primarily on the experiences of tourists, given the effects of cultural events on cognitive, emotional and conative images, and, in turn, on the destination image [47]. In addition, tourism managers can expand cultural and historical activities at a cultural event to increase the participation and involvement of tourists [50] and locals in a broader strategic direction framework so that events are an important part of destination marketing plans and improve the image of places and events.

We will be able to question the role that an intelligent and

modern destination could play in improving the images of the event and the territory and their attractiveness if it is hyper-connected and put at the service of intelligent tourism [8].

The significant impact of the conative image on the destination image, confirmed by our study, must draw the attention of managers to the need to preserve the local historical heritage, culture, traditions, architecture and historical monuments as elements that increase the rate of return and revisit.

6. Conclusion

The objective of this study was to examine whether mega-cultural events influence destination images through cognitive, affective and conative images and whether images of events and destinations positively impact the intention of revisiting the place. We found that the event (Marrakech Popular Arts Festival), through cognitive, emotional and conative images, positively impacts the image of the Marrakech destination. We found that the revisit of the destination is much more influenced by the image of the destination than by that of the event. We also determined that the effects of conative image on destination image are greater than those of cognitive and emotional images, contrary to a number of previous studies. We confirmed the results of some previous research on the influence of cognitive and emotional images on the conative image. This study contributed to the theory by quantifying the contribution of cognitive, affective and conative images in the formation of the image of the place by showing that cultural events related to local heritage and traditions, in connection with the image of the destination, have the capacity to attract visitors and retain them.

Although several empirical and conceptual studies have been included in our literature review to ensure the fullest possible overview, our analysis has some limitations. First, only articles in English that have been analyzed, potentially relevant articles published in other languages are taken only in a superficial way. This choice is explained by the existence of a very abundant and very specific English-language bibliography. Then, only one cultural event (Marrakech Popular Arts Festival) was studied, although, the sports events organized by the destination (world club championship, international marathon...) could be relevant case studies. We have opted for a cultural event in view of the few empirical studies that have analyzed the impact of such events on destination images. Furthermore, the literature review used covers only one linear aspect dealing with the impact of the event on the image of the destination, and not the other way around, as well as the impacts of the images of the event and the destination on the revisit of the place. Thus, the results of this study are generally derived from a part of tourism activities and in a different geographical (southern destination) and very limited temporal context. We are aware that the database received from the classified accommodation establishments of the destination contained only a part of the tourists who visited the destination. Similarly, several non-

listed establishments and guest houses did not provide us with their customers' records for privacy reasons. Thus, the results obtained must be interpreted within the limits of these data.

To complete and refine this study, it is suggested that future research should investigate the impacts of reciprocal images of several events on a single destination and focus on analyzing the effects of destination images on cultural or sporting events. This research should also look at medium and small events organized by southern destinations. Moreover, as mega-events are usually only organized by major destinations, we should also deepen our understanding of the impacts on images of small and medium-sized destinations. It would also be interesting to check whether residents perceive images of events and destinations in the same way as tourists. Conducting this research would not only be of great academic importance, but also of great value to destination marketers and tourism decision makers.

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