

Tourism: beijing olympic games



1. 0 Introduction

Obviously, a major global tourism event such as the Olympic Games, The World Cup and The World EXPO can affect a tourist destination deeply. This report will choose the Beijing Olympics to evaluate the importance of a major global tourism event to the future prospects of a tourist destination. With the modern Olympic Games, professional and commercial development, tourism industry as a whole contribute to the economic effects of the Olympic Games has become a consensus. The Olympic Games are a part not only of the new branded models of shoes or sportswear, but also of an Olympic city. Thus the notion of the branding of places became more and more popular (Amis 2003). , The host country and host city will attract numerous visitors and tourists to actively participate in making various industries have become the Olympic Games beneficiaries, of which tourism is the biggest beneficiary. The aim of this report is finding out the Olympic Games on the impact of tourist destination.

2. 0 Beijing Olympic Games on the impact of tourism industry

2. 1 Beijing Olympic Games to enhance China's overall tourism image
According to the National Tourism Administration (1995, p176-180), we can mention that Tourism promotion is defined as a definite tourist destination or tourism enterprises to expand customer base and increased tourist spending by a series of information campaign and intelligence with communication. For example, According to Tourism Forecasting Council (2011), 2000 Sydney Olympic Games to advance Australia's tourism image of the brand benefit for 10 years has greatly enhanced the world of the Australian tourism enthusiasm and expectations of the Australian inbound tourism market, had

a profound effect. The 2008 Beijing Olympic Games helped the world understand China, concerned about Beijing, which tourism development is a very beneficial opportunity to take full advantage of the host country.

In the Olympic Games period, tens of thousands of journalists of high intensity, high-density coverage has become the world's largest media coverage activities, the tourism image of a tremendous role in promoting. Construction of the Beijing Olympics would be the overall tourism brand image, develop strategic objectives and implementation of programs to obtain good publicity promotion effect. Thus the improvement of the tourism image would attract a lot of tourist to travel in Beijing and China.

2. 2Beijing Olympic Games for tourism to attract a large number of tourist sources From the perspective of a market economy, tourism demand is constituted by the Tourist and Tourist formed by the tourists. Olympics-related tourists can be divided into the Olympic Games and the Olympic Games specifically caused by two major categories of tourists. The Olympic Games is purely dedicated tourists to experience the object itself as stable tourists (Fu, 2002). Olympic tourists are caused by effects of information campaigns in the Olympic Games, through the Olympic Games to the host of tourism resources.

Thus it decided to host the Olympic Games to tourism, as the host to the tourists. Since the 1984 Olympics commercial operation it has in the host country government and the business of publicity and hype, the attention attracted countless Olympic Games, into the activities related to the Olympic Games for the tourism industry has brought a lot of tourists. Such as such as the Olympic family members, the International Olympic Committee officials,

the participating countries athletes, media representatives, spectators and tourists to experience the atmosphere of the Olympic Games and so on. A survey was proved that during the 2008 Olympic Games, Beijing inbound tourists will reach 60 million people. In accordance with each person spending an average of 3, 000 U. S. dollars, revenue will exceed 1. 8 billion U. S. dollars (Diao, 2009).

2. 3Beijing Olympic Games for the tourism industry to create a good tourism environment Tourism is the national economy, the department or a combination of industry, is a comprehensive business sectors, the core industry, mainly by the hotel industry, restaurants, transport, travel agents and tour entertainment industry (Tang 2001). In China, including the various tourist attractions and the corresponding facilities are still too many areas for improvement. Such as transportation, tour guides, hospitality industry and the corresponding provision of various services, a lot of thing should be improvement and development. It also needs to invest. Therefore, The Olympic Games investment funds obviously a very good remedy these shortcomings.

The 2008 Beijing Olympic Games has focused on large-scale capital, improving Beijing's infrastructure and created a good tourism environment. The Beijing Municipal Government invested 180 billion yuan for urban infrastructure construction and environmental management, including the construction of subway, light rail, highways and airports (Li 2009). This measure has reduced the size of foreign cities in the same gap. The tourism industry has built a strong network of support for large-scale traffic system, and to promote Beijing's move toward modernization. The Beijing tourism

sector improved the accommodation facilities, reception facilities and commercial activities from the quantitative and qualitative which enhance the host of tourism supply capacity, creating a first-class tourism environment. It could stimulate the tourism industry the level of overall improvement. Thus it offered a favorable tourism environment to attract the overseas tourist.

3. 0 Beijing Olympic Games makes the Beijing a unique tourist destination Olympic cities are building up a strong country image related partly to a short term, but mostly to a long term, marketing strategy in order to attract visitors of all kinds. The more the elements are communicated through Olympic communication, the highest attractiveness Olympic cities are getting. Olympic cities then become unique tourist destinations. Although these elements might exist in other destinations across the worlds, the relationship built and the mega event associated with these elements render the tourist destination unique and probably much different from other tourist destinations. The relationship between the Olympics and tourism is strong (Lang, 2006).

Olympic cities attract not only thousands of visitors, but also every kind of scholar and leaders (Aderson, 2002). It is generally accepted that the Olympic Games help advance a city in the hierarchy of World Cities (Owen, 2005). Mega sports events such as the Olympics offer the stage on which city builds its global status. As the last phase of globalization tries to repackage old with new infrastructure, the Olympic Games seem to be the remedy of the tourist advantage of city. Tourism stands to benefit directly and indirectly from the Olympics through economic and employment's spin-

offs. The Olympic facilities when the games are finished will be at the disposal of the organizing city. A well-organized mega event like the Olympic Games attracts millions of foreign and domestic visitors to a place (Lang, 2006).

Tourists spend money not only to attend the sport events but also to see the country or the city. Sometimes tourists extend their stay for a long time for those visits (Bauer et. al, 2005). Olympic tourism assesses a very strong potential role for Beijing, Olympic tourism have built strong tourist infrastructure. The term infrastructure for the Olympic Games defines the improvement of existing hotels, public places or other installations related to tourism. To the general infrastructure that will be developed for the needs of the Olympic city. Absolutely, they are new, such as snow places in countries or towns that temperature never falls below zero. The Olympic Games with regard to infrastructure are much more attractive to the tourists. Not only is now, but also is in the future.

4. 0 Two major tourism dimensions of Beijing Olympic Games

The ecological tourism and the mainstream tourism are two tourism dimensions related to the Beijing Olympic Games (Yan and Bramwell, 2008). These dimensions can develop a full image of the tourist destination after the Olympic Games. Each one has a unique contribution to the tourist destination. The term ecological tourism refers to tourism activities related to the nature, including sports, or other more simple activities like camping by the river (Jamrozy, 2007). The tourists who enjoy the glamour of a big city and its characteristic of environmental friendly are the supporters of such touristic Olympic destination. Ecological tourists then have the chance to

enjoy both rural activities and also the advantages would be offered by an Olympic city, in which they can watch the Olympic Games and simultaneously be nearby the nature.

The later might be achieved by organized hiking to rural places nearby Beijing before and after Olympic Games. The Business model for promoting ecological tourism implies a sound marketing program, with the help of the local community (Shannon, 1999). Ecological tourism becomes very popular day after day, because of the environment are getting worse today. People usually prefer good fresh and beautiful scenery. After Beijing Olympic Games, a lot of tourist infrastructures are trying to marketing the fact that they protect the environment through the publicizing of the environmental friendly approach. These measures are also adopted by the local government when promoting its city as an Olympic city and also as a tourist destination.

Thus a lot of tourist may put their first travel choice in Beijing. Mainstream tourism refers to the development of an Olympic city meeting with the needs of the majority of tourists. Large resorts and entertainment places were developed in the host city where mainstream tourism succeeded. The most successful example is Barcelona with its theme parks. In that case tourism might be recognized as a source of growth and diversification with the right kind of assets base (King, 2003).

In Beijing Olympic Games case, mainstream tourism in Beijing might a source of attractiveness also because of the Olympic committee selects Beijing as a host city for the Olympic Games. Although the Olympic concept is sports related, the spectators' entertainment is equally important and that

is why the Olympic committee might opt for a city which combines both aspects (McGaughey and Liesch 2002). Mainstream tourism is extremely beneficial for the country which develops it. A lot of job positions as well as recreational opportunities for the cities' residents are created. The resident population receives access to high quality infrastructure. Thus the government could build a better tax base and the investors have a clear access to their property, serviced land and financing (Giulianotti 2009). It is beneficial for the city and country development after the Olympic Games.

5. 0 Conclusion

To conclude, a major global tourism event really can benefit the future prospects of a tourist destination. The Beijing Olympic Games improve the image of the host country as well as the host city. In addition, it can improve the structure of the host country's tourism and promote the further development of the international tourism market as a whole has impact of tourism significance. The Olympic Games improve the tourist infrastructure of Beijing. The improvement of the infrastructure leads to the increase of incoming tourism. The ecological tourism and the mainstream tourism are aspects of the tourist development after the Olympic Games. There are also factors affecting the tourism development of Beijing. Such as the ecological tourism supporters are the ones who will develop the environment friendly tourism in Beijing. The mainstream tourism supporters will develop new tourism way.