

## City Image of Rio De Janeiro as the Host City of 2016 Olympic Games

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**Abstract :** Developing countries, such as BRICS (Brazil, Russia, India, China and South Africa) are hosting sports mega-events to promote socio-economic development and image enhancement. Thus, this paper aims to verify the image of Rio de Janeiro, in Brazil, as the host city of 2016 Olympic Games, considering the main cognitive and affective image dimensions. The research design uses exploratory factorial analysis to find the most important factors highlighted in the city image dimensions. The data were collected by structured questionnaires with an international respondents sample (n=274) with high international travel experience. The results show that Rio's image as a sport mega-event host city has two main factors in each dimension: Cognitive ('General Infrastructure'; 'Services and Attractions') and Affective ('Positive Feelings'; 'Negative Feelings'). The most important factor related to cognitive dimension was 'Services and Attractions' which is more related to tourism activities. In the affective dimension 'Positive Feelings' was the most important factor, which means a good result considering that is a city in an emerging country with many unmet social demands.

**Keywords :** Rio de Janeiro, 2016 olympic games, host city image, cognitive image dimension, affective image dimension

**Conference Title :** ICDBM 2018 : International Conference on Destination Branding and Marketing

**Conference Location :** Rome, Italy

**Conference Dates :** November 12-13, 2018