

**CONCEPTUALISATION AND DEVELOPMENT
OF THE WINESCAPE SCALE**

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INTRODUCTION

This chapter will present literature relevant to the development of the winescape scale. It will be introduced in four sections. First, the services marketing literature will be examined for the service characteristics and servicescape framework. From here, relevant elements of the servicescape will be identified for use in the proposed winescape framework. Second, the destination marketing literature will be examined for destination attributes that contribute towards the image of a destination. The multi-attribute appeal of wine routes is explored for its contribution to the proposed winescape framework. Third, current literature on the winescape is examined and limitations of its scope are identified and discussed. Then, the proposed dimensions of the winescape are introduced. Finally, the relationships between the winescape and tourist satisfaction are explored from literature related to services marketing and tourism marketing.

WINE TOURISM

Wine tourism defined

Generally, wine tourism is defined as “visitation to vineyards, wineries, wine festivals and wine shows for which the grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall and Macionis 1998, 197). This definition highlights the main aspects of wine tourism - the destination (the wine region), the activity (festivals, wine shows and tastings) and the motivation for visiting the wine region (ultimate experience). Since wine shows and festivals can also take place in urban areas that are removed from a wine region, the definition is extended to ‘Tourism activity influenced by the physical, social and cultural dimensions of the winescape and its components’ (Cranbourne et al. 2000, 303).

From both these definitions, it can be seen that wine tourism involves tourist interactions with the environmental dimensions of the wine region. Such dimensions have been referred to as the winescape by some researcher in the area of wine marketing. (eg. Getz 2000; Hall et al. 2000; Getz and Brown 2006; Johnson and Bruwer 2007).

SERVICES MARKETING

Services marketing defined

Marketing as a discipline evolved from economic theory and was based around a model of manufactured goods until researchers began looking into and identifying the unique characteristics that distinguish services from goods during the late 1970's and early 1980's (e.g. Zeithaml, Parasuraman and Berry 1985; Vargo and Lusch 2004). Indeed, some authors suggest that taking a services marketing perspective will hold the key to creating an elusive holistic domain and definition of marketing (Vargo and Lusch 2004). At the onset, Solomon et al. (1985, 99) defined services marketing as referring to "marketing of activities and processes (health care, entertainment, air travel) rather than objects (soap powder, cars)". Recently, Lovelock et al. (2007, 6-7) suggest that, "A service is any act, performance or experience that one party can offer to another and that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product."

From these definitions, it is apparent that there is ambiguity and difficulty in defining what a service is as there is an overlap with and a product component to many services (Shostack 1977). This prompted Shostack (1977) to develop a scale that highlights the varying degree of intangibility across a range of products and services. Some products such as a new car will involve intangible service factors such as after sales service and support. Conversely, some services, such as a hotel stay, will involve a tangible component such as the hotel room, the bed and all other furnishings. The distinguishing factor between a product and a service is how much of consumer value is generated by the intangible component. For example, the new car is a product as the value is primarily generated from the car and the benefits its product features bring to the consumer. This is complemented by the after sales service and support. Looking at the hotel stay, the value is primarily generated from the experience the consumer has while staying in the hotel. This is complemented by the quality of the room, bed and other furnishings.

Services characteristics

Much research conducted in the late 1970's and early 1980's identified the four characteristics that distinguish services from goods (eg. Shostack 1977; Booms and

Bitner 1981; Zeithaml, Parasuraman, and Berry 1985). These characteristics are intangibility, inseparability of production and consumption, heterogeneity and perishability.

Intangibility is the most distinguishing characteristic and refers to the intangible nature of services as they are performed and experienced and cannot be seen, touched or tasted as opposed to a tangible product or object. As explained in the previous section, there are degrees of tangibility that exist across goods and services with services being identified as having intangible factors as the dominant generator of value (Shostack 1977). It is this intangibility that makes it hard to visualise the service experience and in turn form judgements on quality (Bitner 1990).

Inseparability of the production and consumption of a service refers to a service being produced by the service provider and consumed by the customer simultaneously. Products are first manufactured and then sold onto customers, where they will consume the product at their own will. Services on the other hand cannot be produced, purchased, taken away and consumed later. To highlight this, the production and consumption of a service is known as a service encounter (Shostack 1985; Bitner 1990). Shostack (1985, 243) defines the service encounter as “a period of time during which a consumer directly interacts with a service”. Such examples include making a hotel room reservation by phone or taking a museum tour.

As services are produced and consumed simultaneously they cannot be inventoried for later use or sale, giving services the quality of perishability (Bitner 1990). Therefore as time passes, so too does the opportunity to perform a service. For example, once a room in a hotel goes a night without anyone occupying it, it will cannot be saved up and sold once there is a buyer available. Once that time has passed, it is gone and cannot be retrieved (Zeithaml et al. 1985).

Finally, heterogeneity refers to the variability and difficulty in standardising a service. This is due to people being a large component of a service encounter, whether it be as the service provider or the customer. The performance of a service can vary from provider to provider and customer to customer and the performance quality of a service may even fluctuate from day to day from the same service provider (Bitner

1990). For example, having a meal at the same restaurant may differ depending on the wait staff serving, the chef cooking and even the amount and different types of people patronising the restaurant.

Due to these unique characteristics, the marketing mix for services has been extended beyond the traditional 4P's (product, price, place and promotion) to include 3 new P's (people, process and physical evidence (Booms and Bitner 1981; Bitner 1990; Moorthi 2002). The people aspect refers to the service encounter requiring interactions between the service personnel and customers. The service personnel are highly involved in the service delivery and therefore are a strong reference point in the quality assessment of the customer. This makes the service personal (people) an important factor in the services mix. The process aspect refers to the manner in which the service is delivered. As services have the potential for high variability and heterogeneity across service personnel it is important to have structured processes in place to ensure that the service is delivered with quality in a consistent fashion.

Due to the intangible nature of services, it is difficult for customers to make judgements of quality on the service. As a result, the customer will look at the physical evidence to form their assessment of the quality of the service, service facility and service provider. Such physical evidence visual cues and tangible elements that act as surrogates for service quality, the term servicescape is used to refer to the physical evidence of a service environment. For example, when forming judgements about an airline's service, customers will refer to the awards won by the airline, the uniforms of the crew members, the comfort and quality of the seating and safety records.

Servicescape definition

The servicescape construct was first presented by Bitner (1992) who observed that the physical evidence and environment of a service seemed to have a considerable effect on customer perceptions and behaviours (Booms and Bitner 1981; Bitner 1990). According to these researchers, the servicescape has a number of roles to play in the delivery of a service. Firstly, it helps create and implicitly communicates the organisation's identity, differentiating it from competition. Secondly, it provides tangible cues in which to guide judgements of quality and help shape expectations.

Finally, it acts to facilitate the effective and efficient delivery of the service, allowing the employee and customers to interact and achieve their goals in the most convenient manner (Lovelock, Patterson and Walker 2007). Bitner's (1992) servicescape model has successfully been applied to a range of service and tourism settings to explain attitudes and behaviour such as restaurants and bars (eg. Reimer and Kuehn 2005; Skinner et al. 2005; Ryu and Juang 2007; Harris and Ezeh 2008; Kim and Moon 2009), banks (eg. Reimer and Kuehn 2005, Grace and O'Cass 2005), leisure services such as sporting matches (Wakefield and Blodgett 1994; 1996; 1999) and casinos (Wakefield and Blodgett 1996; Lucas 2003), cruise ships (Kwortnik 2007), festivals (Lee et al. 2008), airport terminals, universities and hospitals (Newman 2007) and retail settings (Wakefield and Baker 1998; Martin and Turley 2004; Mattila, Wirtz and Tan 2007).

Dimensions and characteristics of the servicescape

In her seminal paper Bitner (1992), suggests that the servicescape comprises several dimensions that are associated with the physical surrounding and environmental factors. Such dimensions affect customer perceptions of quality stimulating and internal response and ultimately guiding their behaviour. Specifically the dimensions are identified as follows;

- Ambient conditions, such as weather, temperature, music, air quality and scents. Additionally, Kotler (1973) and more recently, Turley and Milliman (2000) propose that atmospherics such as the visual, aural, olfactory and tactile elements of the environment in a retail and service setting have an effect on customer mood states, attitudes and behaviours.
- Spatial functionality and layout, such as the arrangement of the machinery, equipment and furnishings and the ability of these items to facilitate performance goals and enjoyment.
- Signs, symbols and artefacts, such signage used to communicate and enhance mood and image and/or provide directional cues for customers.

Each these dimensions are examined in the next section.

Ambient conditions

Drawing on past empirical studies (e.g. Baker 1987; Baker, Berry and Parasuraman 1988) , Bitner's (1992) conceptual *ambient conditions* dimension takes into account variables such as music, temperature, odour and lighting that stimulate the five human senses and in turn, affect mood states and behaviour. This is the most intangible element of the servicescape. In his paper looking at retail and service environments, Kotler (1973) proposed that atmospherics such as music, lighting, odour and visual ambience through the use of colour and decor style (*ambient conditions*) have an effect on the purchasing behaviour of customers. Empirical research looking at more specific ambient condition constructs has found these proposed links between ambience, mood and behaviour to be true. Milliman (1982; 1986) was one of the first to find that music through the varying of style and tempo affects the time supermarket shoppers spend in the store. More recent studies have also found that music (Wakefield and Baker 1998; Lucas 2003; Martin and Turley 2004; Kwortnik 2007; Ryu and Juang 2007) and temperature (Wakefield and Blodgett 1999; Lucas 2003; Ryu and Juang 2007) influences mood states and behaviour. Other studies have observed that aroma plays a role in customer behavioural intentions (Kwortnik 2007; Harris and Ezeh 2008).

Extending Bitner's (1992) *ambient conditions* dimension, researcher have examined issues of crowding in a medical centre environment (Pinto and Leonidas 1994) and the feeling of escape in a wine region (Sparks 2007) and cruise ship (Kwortnik 2008) setting for their effects quality judgements and tourist behaviours respectively. Facility aesthetics is also considered since the structural condition, architectural design and use of colour within the business setting will influence the visual ambience and in turn behavioural intentions (Wakefield and Blodgett 1996; Wakefield and Baker 1998; Lucas 2003; Kim and Moon 2009). Finally cleanliness is suggested as an ambient condition by Wakefield and Blodgett (1996) and Harris and Ezeh (2008) who observed that the clean conditions of the sporting facility/ casino and restaurant impact upon customer satisfaction and behavioural intentions and customer loyalty respectively.

It should be noted that all these studies have been examined in a contained environment where the service provider has control over the music, temperature and odour. This has impacted on some researchers' inability to control variables such as temperature in large outdoor facilities and to not test them as independent variables (e.g. Wakefield and Blodgett 1996). The current study extends the existing body of research by exploring servicescape theory in a wine region setting where service providers have even less control over ambient conditions. Therefore, it is important to take into account less constrained ambient factors from the tourism and wine studies such as crowding, feeling of escape and cleanliness (e.g. Getz and Brown 2006[1]; Sparks 2007). These will be discussed in Section X.

Spatial layout and functionality

Bitner's (1992) conceptual *spatial layout and functionality* dimension refers to what equipment is used and how it is arranged to help maximise the efficiency in which both customer and employee goals are achieved and in turn create a more positive service encounter and service experience. Subsequent studies demonstrate that layout and functionality of a service environment affect customer behaviours in restaurants (Ryu and Juang 2007), at sporting games (Wakefield and Blodgett 1994; 1996; 1999) and casinos (Wakefield and Blodgett 1996; Lucas 2003), shopping malls (Wakefield and Baker 1998), cruise ships (Kwotnik 2007) and airport terminals, universities and hospitals (Newman 2007).

In large and complex servicescapes encompassing many services and outlets, such as airport terminals, universities and hospitals, good layout will allow easy navigation between them increasing efficiency and improving the experience (Newman 2007). The proper layout of equipment and facilities such as food outlets, restrooms and seating was very important in ensuring easy accessibility to these ancillary services in sports stadiums (Wakefield and Blodgett 1996), casinos (Wakefield and Blodgett 1996; Lucas 2003) and cruise ships (Kwotnik 2007). This accessibility in turn reduces overcrowding and long wait times that result in time taken away from experience the primary service experience, this was once again observed in sports stadiums (Wakefield and Blodgett 1996) casinos (Wakefield and Blodgett 1996; Lucas 2003) and cruise ships (Kwotnik 2007). An elaborate layout of outlets and facilities will also affect levels of customer excitement. For example within shopping malls, a star shape

rather than a standard strip or L-shaped layout was found to add to the excitement of the shopping experience and positively affect re-patronage intentions (Wakefield and Baker 1998).

Relating these aspects back to the current study, there are some important points that are very applicable to a wine region setting. A wine region is a large complex service environment containing many different service offerings and business facilities (Getz and Brown 2006[1]). Therefore, how these businesses and facilities are laid out and their layout communicated to visitors will greatly affect their ability to navigate their way through the wine region. The facility layout and quality of infrastructure will also affect accessibility to the wine regions facilities and if not done in an effective manner could result in overcrowding problems, which will ultimately detract from the tourism experience. Finally, as visitors to a wine region are primarily driven by hedonistic motives they will be aiming to maximise their pleasure and excitement and therefore the wine region layout must offer some elaborateness and a sense of adventure.

Signs, symbols and artefacts

Sign, symbols and artefacts are the final dimension in Bitner's (1992) servicescape model. The construct refers to the use of tangible signs to both implicitly communicate quality and image, while explicitly serving as a functional tool to communicate the customers' role in the service encounter. Research shows that the *signs, symbols and artefacts* have a profound effect on the perceptions and behaviours of customers during their service encounters across a range of settings including restaurants (Ryu and Juang 2007; Harris and Ezeh 2008; Reimer and Kuehn 2008), sporting games (Wakefield and Blodgett 1994; 1996; 1999), casinos (Wakefield and Blodgett 1996; Lucas 2003), cruise ships (Kwotnik 2007), airport terminals, universities and hospitals (Newman 2007) and betting shops (Cockrill, Goode and Emberson 2008).

Functionally, signage and displays can be used to communicate important information in relation to the service and direct customers through the servicescape. For example, electronic signage and displays at sports stadiums that communicate information about the game and the venue have been found to have a positive effect on patrons' perceptions of the servicescape, in turn impacting on mood state and behaviour

(Wakefield and Blodgett 1996; Moore, Pickett and Grove 1999). In a study on UK betting shops it was found that signage and displays were very important in displaying information regarding races and betting procedures and served to direct the customers around the servicescape (Cockrill, Goode and Emberson 2008). Newman (2007) also found that way-finding and signage in-conjunction with efficient servicescape layout greatly helped in directing people through the servicescape, resulting in a more positive experience. Perceptually, the quality and image of a service and the servicescape can be communicated through the aesthetical features of a facility such as the architectural design, material and styles of decor used and the use of colour. Studies observing restaurants (Ryu and Juang 2007; Harris and Ezeh 2008; Reimer and Kuehn 2008; Kim and Moon 2009), sporting games (Wakefield and Blodgett 1994; 1996; 1999) and casinos (Wakefield and Blodgett 1994; Lucas 2003) have found that facility aesthetics to have an impact on perceptions of the servicescape, in turn influencing mood states and behaviours.

Once again relating back to the current study the *signs, symbols and artefacts* are very important in wine region setting. From an information signage perspective, wine regions are complex containing a diverse array of businesses and services for the wine region visitor to experience. To maximise the tourist experience the visitor must have what the wine regions offerings and attractions effectively communicated to them. From a directional signage perspective, Newman's (2007) research highlights the importance of way finding and directional signage to properly direct consumers is very important in directing visitors through the wine region. Finally, the wine region visitation experience encompasses a cultural experience that can only be communicated in an implicit fashion through tangible cues such as the nature of the regions architecture, the heritage of the facilities, town sites and the local population.

Applicability and importance of the servicescape theory to the winescape

Through the examination of the servicescape it is apparent that its dimensions of *ambient conditions, spatial layout and functionality* as well as *sign symbols and artefacts* have relevance to the winescape and are applicable. Previous research shows the link between the two (Bruwer 2003; Ali-Knights, Palmer and Charters 2002; George 2006). In a service setting, consumers will put more emphasis on the servicescape as a gauge of the quality in services that are hedonistic in nature and in

which they have to spend an extended length of time. This is due to the entertainment motivations the consumer is seeking to fulfil and the higher involvement they have with the environment (Wakefield and Blodgett 1994; 1996; George 2006). This therefore adds weight to the ability to integrate servicescape theory into wine tourism and further develop the winescape concept. In a tourism setting, a wine region is in a sense a service environment that provides highly hedonistic services and requires visitors to stay within the environment for an extended period of time. Thus, in the current study, relevant servicescape dimensions have been introduced that contribute to the composition of the winescape scale.

DESTINATION MARKETING

As previously stated, wine tourism integrates both services and destination marketing. While servicescape theory will take into consideration the effects of the physical evidence of a wine region it ignores the experiences and attractions a wine region offers. These factors have a massive pull effect on visitors and therefore must also be taken into consideration. Consequently, the literature on destination marketing and its role in wine tourism will be examined to develop the winescape scale in the current study.

Destination marketing and its ability to denote important winescape elements.

Destination marketing is concerned with creating an image of a destination based upon the attractions, facilities and experiences that will be gained from visiting the designated destination. It is done in the same fashion as a brand manager would a product (Morgan, Pritchard and Piggot 2003). A common method used in destination marketing and destination image analysis is the multi-attribute approach (e.g. Weiermair and Fuchs 1999; Pike 2002; Haahti and Yavas 2004). Pike (2002) in his extensive review of destination marketing literature observes that the multi-attribute method is by far the most commonly used method of creating a destination image. The multi-attribute approach views the destination as if it were a multi-faceted product in which tourist attractions and experiences represent the different product attributes. Using the approach, it is possible to identify the key attractions and experiences that form the most favourable destination image. For example, Haahti and Yavas (2004) use this approach to identify a theme park's key attributes such as the theme, design of space, range of activities, restaurants, road signs and personnel. The

multi-attribute approach has also been used in wine tourism contexts to create a regional brand image highlighting attractive elements and experiences from the wine region (e.g. Sparks 2007). Although the method has been criticised for being too narrow in its analysis (Dann 1996), there are no other accepted theories that can replace it (Pike 2002). Consequently, it will be useful in the current study determining the winescape elements, attractions, facilities and experiences that can be used to represent dimensions in the winescape framework.

‘Wine Routes’ are another way of identifying the attributes and layout of a wine region and is defined as “tourist route that connects several wine estates and wineries in a given area” (Bruwer 2003, 424). This helps create a regional brand image through the mapping out of the roadways that join the attractions within a wine region (Bruwer 2003; Hall et al. 2000). Thus, physical attractions such as the wineries, vineyards, facilities and complementary services such as restaurants, accommodation and winery tours are viewed as attributes in the wine route (Bruwer 2003). Further, infrastructure such as roads, transport and tour routes connecting all the winescape elements and attraction also constitute attributes in the wine route (Bruwer 2003). The quality of infrastructure will determine how well it facilitates the performance and achievement of tourist goals.

THE WINESCAPE CONCEPT

The concept of a winescape was first proposed by Peters (1997) as a way of defining a wine region with elements such as the presence of vineyards, wine-making activities and wineries where wine is produced and stored. However, since it was first introduced, there appears to be limited empirical research in the literature on the winescape and where research does exist, the scope of work tends to be limited. This is due to several reasons. Firstly, the wine tourism literature has not identified the extent of the elements that constitute a winescape. The limited studies have examined the winescape elements in a few ways. Initially, researchers looked at supply elements such as vineyards, wineries, wines (Johnson and Bruwer 2007) restaurants, accommodation, wine festivals and attractions (Getz 2000; Hall et al. 2000). Then researchers examined aesthetics such as physical structures, natural landscape and setting, heritage, towns and buildings, architecture and artefacts (Johnson and Bruwer 2007), cultural and social elements (Getz and Brown 2006[1]). Next people were

studied for their contribution to the winescape (Johnson and Bruwer 2007). Secondly, there is little research that integrates the winescape elements into a buying model which examines satisfaction or purchase intentions. For instance, Yuan et al. (2005; 2008) examined motivations to visit wine festivals while, Sparks (2007) examined intentions to visit a wine region. Additionally, both studies by Yuan et al (2005; 2008) focused on behavioural intentions, such as intentions to visit a local winery or buy local wine products associated with wine festivals. This limited the generalisability of the buying model since all these constructs were not specified together. An exception to this is Spark's (2007) research, which takes a more integrated approach incorporating Ajzen's 'Theory of Planned Behaviour' (1991) with constructs such as the core wine experience, core destination experience and personal development to predict intentions to visit. Finally, other researchers in the field have also observed the need for more studies on the winescape. For instance, George (2006), in his study on the effects of the servicescape in a wine region setting concluded that a wine region's servicescape will impact on the behaviour of the wine tourist. Clearly, this suggests a need to identify the winescape elements and examine them for their impact on tourist behaviour. As there has been little past attempt to operationalise the winescape, the current study aims to integrate specific wine region elements from wine based literature into a servicescape framework that will explain visitor behaviour. The following section outlines the winescape constructs used in the present study.

Winescape Aesthetics

The winescape aesthetics construct adapts the facility aesthetics construct from servicescape literature (Wakefield and Baker 1998; Wakefield and Blodgett 1994; 96; 99; Ryu and Juang 2007; Harris and Ezeh 2008; Kim and Moon 2009). It is an important construct that extends from Bitner's (1992) visual elements of *ambient conditions* and refers to the tangible cues and physical evidence that wine region visitors use to judge quality. In a servicescape setting aesthetics refers to architectural design, the building materials used, the types of colour schemes employed, the types of decor and the quality finishings and equipment used create the service environment and communicate image to the consumer. In the current winescape context, drawing from wine literature aesthetics was used to refer to the architectural design of the wineries, vineyards and buildings within the towns of the wine region along with the

natural environment and scenery (Getz 2000; Hall et al. 2000; Getz and Brown 2006[1]; Sparks 2007). These communicate the quality and historical nature of the buildings in line with the architectural design that has been used in their construction.

It is also important to note the role of cleanliness in winescape aesthetics. In their studies, Wakefield and Blodgett (1996) and Lucas (2003) both found that the cleanliness of the servicescape had a significant effect on patrons' satisfaction with the servicescape. While not part of the facility aesthetic construct in that study, cleanliness is very much recognised as an aesthetic issue as it affects the visual ambience (Wakefield and Blodgett 1996; Lucas 2003; Harris and Ezeh 2008) and is therefore taken into account and included within the proposed winescape aesthetic construct.

Winescape Layout and Signage

As discussed, spatial layout and signage are servicescape dimensions that have been found to have an effect on customer behaviour in a range of studies on services and servicescapes (e.g. Wakefield and Baker 1998; Wakefield and Blodgett 1994; 1996; 1999; Lucas 2003; Kwotnik 2007; Newman 2007; Ryu and Juang 2007), therefore they will be adapted to develop the winescape layout and signage construct. Layout accessibility refers to, the utilisation of service space and the arrangement of service equipment and amenities affects customer behaviour by facilitating the effective fulfilment of patrons' performance goals (Bitner 1992; Wakefield and Blodgett 1996; Newman 2007). Signposting and directional signage refers to, the functional use of *signs, symbols and artefacts* to convey information and communicate the customers role in the service, directing through the service environment (Bitner 1992; Wakefield and Blodgett 1996; Lucas 2003; Newman 2007; Cockrill, Goode and Emberson 2008). Wakefield and Baker (1998) also found that having a more elaborate spatial layout in a shopping mall will have a positive impact on the levels of excitement of mall patrons. The concept of *wine route* is already recognised within wine tourism literature (Hall et al. 2000; Bruwer 2003). It refers to how the attractions of a wine region such as wineries, vineyards and restaurants are connected through an organised and communicated route. This in a sense refers to how the wine region is laid out and amenities are connected through infrastructure such as roads and communicated

through signs such as signposting and maps and strong comparisons servicescape layout and directional signposting can be drawn. Therefore, in applying this to a wine region context, it seems logical that spatial layout and use of signage can be successfully integrated and applied to a wine region setting. In this context, they will refer to the infrastructure connecting the wine region attractions and the communication materials used inform and direct visitors between them.

Winescape Features

The winescape features construct is adapted from service, tourism and wine literature. Winescape features refers to the variety of tangible elements within a wine region such as facilities like wineries, vineyards and accommodation along with other tangible attractions such as the wines. Looking at services theory Wakefield and Baker (1998) in their study on shopping malls found mall patron excitement and re-patronage intentions were greatly affected by the degree of variety amongst the retail outlets offered within the mall. A study by Kwortnik (2007) also found that the variety of amenities on a cruise ship will have an impact on the attitudes and behaviours of patrons. From a tourism perspective, as discussed, the desire to travel to a destination is in some part dependent on the variety of attractions and facilities that the destination has on offer (Pike 2002; Haahti and Yavas 2004). Using the multi-attribute technique it is possible to identify these specific attractions that are the most appealing to the visitor. Applying this to a wine region setting and integrating wine literature it can be seen that there is a need for both primary attractions and secondary attractions that add variety and supplement the primary. While a shopping mall and cruise ship are not a wine region there are similarities as they are both rooted in a leisure service setting and are a central environment that is home to a wide variety of services and amenities, just as a wine region is an overarching home to a variety of services and attractions. It is important to identify and understand what the features and attractions of a wine region are and ensure that there is the correct variety of offerings for the wine region visitor. Applying the multi-attribute approach key wine region specific features can be identified from wine tourism literature (e.g. Getz 2000; Hall et al. 2000; Getz and Brown 2006[1]; Sparks 2007).

Winescape Activities

Winescape activities is adapted from tourism and wine literature and refers to the wine region specific activities that visitors will undertake while in the area. While straying away from the physical environment on which servicescape theory is built upon, it is important to recognise the tourism aspect associated with a wine region in relation to the service environment of restaurant and how much of an important role activities will actually play in the wine region experience. Therefore activities have been taken into account. In the same way there are features that act as attractions for the wine region visitor there are wine region specific activities that the visitor will experience (Sparks 2007). There are a number of tourism studies that identify activities within the destination as an important part of the destination experience (eg. Leisen 2001; Ibrahim and Gill 2005; Correia, Oom do Valle and Moco 2007). Activities are an important part of a tourist experience as they provide the visitor with something to do that is unique to the destination that they are travelling to. While these studies look at tourism in a general sense it is applicable to a wine region setting as wine tourism offers activities that are unique to wine tourism destination and are a primary draw on visitors. Adopting the same approach as winescape features, using the multi-attribute approach (Pike 2002) it would be possible to identify what activities wine region visitors are looking for. Once again wine literature (eg. Getz 2000; Hall et al. 2000; Getz and Brown 2006[1]; Sparks 2007) will provide a strong basis to apply this approach.

Service Experience

Service experience like winescape activities, stray away from the physical evidence of the winescape but has been considered due to the perceived pivotal role they take in the wine region visitor experience. Service experience draws on service and wine tourism literature and refers to the quality of the service encounters that contribute to the overall wine region tourism experience. Parasuraman, Berry and Zeithaml (1988; 1991) developed the SERVQUAL scale as a way of measuring service quality and since then it has a well accepted scale used in services research (i.e. Harris and Ezeh 2008). While having a tangible dimension the remaining four dimensions relate to how the service is delivered via the service personnel showing that there is a strong need to consider service experience as a winescape dimension. Research into wine

tourism has also found that service is a very important factor in the wine region visitors' eyes (e.g. O'Neill and Charters 2000; Jago and Issaverdis 2001; Charters and Ali-Knight 2002; O'Neill, Palmer and Charters 2002; Sparks 2007). It has been found that the quality of the service delivered by cellar door staff will have an impact on the cellar door visitors' intentions to revisit and repurchase wine from the visited winery (O'Neill, Palmer and Charters 2002). It should also be noted that wine consumers will differ in levels of knowledge (Charters and Ali-Knight 2002). Wine lovers have a high need to gain knowledge about wine while wine novices are not searching for as much of a depth of knowledge experience as wine lovers but still require a level of customer service that gives them a wine experience on their level. This shows that service is an important part of the wine tourism experience as there is a large amount of information regarding wine that needs to be communicated to the wine tourist via service staff. Relating this back to the winescape, it can be seen that service delivery is a very important part of the tourism experience and therefore is justified to be included in the winescape scale.

SATISFACTION

The aim of the current study is to test the effects of the winescape dimensions on visitor behaviours. Consequently, the current study will examine the effects of winescape features, aesthetics, activities, signage and layout and service experience on visitor satisfaction. This is in line with Wakefield and Blodgett's (1996) research which looks at the causal relationships between the servicescape dimensions and customer satisfaction.

Satisfaction is a construct that has been the subject of much research in the area of marketing with applications to both services (e.g. Cronin and Taylor 1994; Wakefield and Blodgett 1996) and tourism (e.g. Weiermair and Fuchs 1999; Yoon and Uysal 2005; Sparks 2007). While there are some varying views on how to define and measure satisfaction it is widely accepted that it is a post-consumption emotion, or attitude that that is internally experienced by the consumer after the purchase and consumption of products and services (Westbrook and Oliver 1991). The construct is rooted in the expectancy disconfirmation paradigm in which consumer satisfaction is based upon the service or product performance against the consumers preconceived

expectations (Oliver 1980; Westbrook and Oliver 1991; Spreng, MacKenzie and Olshavsky 1996). If the product or service performance meets or exceeds the consumer's expectations, it will result in satisfaction whereas if the performance does not meet the expectations, dissatisfaction will result.

In a service context, studies on leisure services have used satisfaction as an important variable, for example Wakefield and Blodgett (1996) use satisfaction as a predictor to sporting game patrons intentions to re-patron the sport facilities and the length of stay they will have in the ground. Similar results have been found in other service settings such as casinos (Lucas 2003) and live music performances (Minor et al. 2004). In a tourism context, it has been found that the features and experiences within the tourism product will affect tourist satisfaction. Weiermair and Fuchs (1999) found that the quality of the different features associated with an alpine ski holiday would impact on the satisfaction experienced. It was also found that the experiences one gathers while undertaking leisure holiday activities will affect their levels of satisfaction (Neal, Sirgy and Uysal 1999).

SUMMARY

This chapter has put forward the literature surrounding wine tourism and highlighted its links to services marketing and destination marketing as to justify the development of the winescape construct. Elements of the servicescape have been shown to have high levels of applicability to the operationalisation of the broadly and conceptually defined existing winescape construct. Through further integration of services marketing and destination marketing literature, it is believed that the proposed winescape in the current study will be able to explain the effects of the wine regions physical elements on visitor satisfaction.

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