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# Analysis of Tourists Attending a Culinary Event: Motivations, Satisfaction, and Behavioral Outcomes

Sylvia Smith

*University of Tennessee - Knoxville*

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To the Graduate Council:

I am submitting herewith a dissertation written by Sylvia Smith entitled "Analysis of Tourists Attending a Culinary Event: Motivations, Satisfaction, and Behavioral Outcomes." I have examined the final electronic copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Ecology and Evolutionary Biology.

Carol Costello, Major Professor

We have read this dissertation and recommend its acceptance:

Pratibha Dabholkar, Houn-Kyung Kim, Steve Morse

Accepted for the Council:

Dixie L. Thompson

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

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We have read this dissertation  
and recommend its acceptance:

Dr. Pratibha Dabholkar

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Dr. Hounng-Kyung Kim

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Dr. Steve Morse

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Dr. Carol Costello, Major Professor

Accepted for the Council:

Carolyn R. Hodges

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Vice Provost and  
Dean of the Graduate School

(Original signatures are on file with official student records)

ANALYSIS OF TOURISTS ATTENDING A CULINARY EVENT:  
MOTIVATIONS, SATISFACTION, AND BEHAVIORAL OUTCOMES

A Dissertation  
Presented for the  
Doctor of Philosophy  
Degree  
The University of Tennessee, Knoxville

Sylvia Smith  
August, 2007

## DEDICATION

I dedicate this dissertation to Randy and Owen Thoms, my husband and son. Without them, I never would have made it. I hope to support them pursuing their dreams as they have supported me.

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## ABSTRACT

The study constructs a causal model of culinary tourist behavior from the theoretical framework of push and pull motivations and related concepts with regard to satisfaction and behavioral intentions. Respondents were distinguished with regards to socio-demographic characteristics, travel behavior, and importance of event attributes. Further, importance-performance hypothetical framework was utilized to measure pull motivations. The study proposed that culinary event attendees' expenditures, word-of-mouth behavior, and repeat patronage intentions would be related to their overall event satisfaction. Culinary event attendees were segmented on the basis of push motivations. Using factor, cluster, and multiple regression analyses with data collected from an international culinary event, the study examined the above relationships. The results of the analyses can be summarized as: 1) food event, event novelty, and socialization were the push motivations identified for attending a culinary event, 2) motivations were clustered into two meaningful segments: *Food Focusers* and *Event Seekers*, 3) the two clusters statistically were different from each other based on gender, age, income, education, and expenditures, 4) on all event attributes, with the exception of nightlife, performance means were significantly lower than importance means, 5) food product, support services, and essential services had a significant predictive affect on overall satisfaction, and 6) overall satisfaction had a significant relationship with outcome variables (expenditures, word-of-mouth behavior, and repeat patronage). This research makes unique contributions to the area of consumer research in culinary tourism from



both the theoretical and empirical perspectives. It is believed that results of the present study will be useful to organizers of culinary events and/or destination managers.

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# **CHAPTER I**

## **INTRODUCTION**

The desire to travel and taste unique and authentic foods is emerging as a new phenomenon in the tourism industry. Until recently, food was considered a secondary resource within the travel product mix. Eating was viewed as a necessity rather than an attraction; thus, its availability was required to satisfy the needs of the visitors. Currently, food tourism is being identified as a primary activity or attraction, whereby people travel and visit a destination specifically for the unique food products offered (Quan & Wang, 2004), with food tourism markets being recognized as a segment of the larger tourism industry (Au & Law, 2002; Henderson, 2004; Quan & Wang, 2004; Wolf, 2004).

A current trend in leisure activity is the desire to take shorter trips, with greater frequency as a means of escape (Getz, 1991). The Air Transport Association (ATA) reported that air travel declined and passenger revenue dropped 9.3 % in 2002. International travel visitation also was reported to be on the decline; on the contrary, domestic leisure travel within the United States has been on a steady increase since 1994. In 2004, leisure travel accounted for 81% of all domestic travel with spending in the United States at \$490 billion (<http://www.state.tn.us>). According to the Travel Industry Association of America (TIA, 2004), leisure travel preferences reportedly have changed, preferring trips closer to home, using highways, and going to rural destinations, rather than using air transportation and traveling to major cities.

Tourism demand worldwide has changed significantly over the last several years. More experienced travelers with larger disposable incomes and more time to travel have emerged (Thorne, 2001). Factors affecting their decision to travel and their choice of

destination also have changed. An increasing number of tourists are looking for specific experiences, such as learning vacations, agriculture tours, and gastronomy, among others (Wolf, 2002). Therefore, to compete successfully in the international and domestic market, destinations need to develop and promote new and innovative products and experiences highlighting local, cultural resources.

### **Definition of Culinary Tourism**

Wolf (2002) defined culinary tourism as “travel for the search and enjoyment of prepared food and drink” (p. 5). Culinary tourism as defined by Long (2004) is any experience of food or foodways other than one’s own. Long (2004) described foodways as the “full spectrum” of behavior surrounding food, to include physical, social, cultural, economic, spiritual, and aesthetic places. A variety of food-related characteristics can be included in the construct of foodways, such as food preparation, preservation, cooking techniques, menus planning, presentation, eating styles, food culture and origin, and lastly food consumption. Hall and Mitchell (2005) offer a comprehensive definition of culinary tourism including “visitations to primary and secondary food producers, food festivals, restaurants, and special locations for which food tasting and/or experiencing the attributes of specialist food production as the primary motivation for travel” (p. 20).

Food tourism includes a broad spectrum of food-related activities developed for visitors to enjoy while traveling, such as restaurant dining, food festivals, factory tours, educational seminars, and farm visits (<http://www.canadatourism.com>). Travel for the taste of food represents several terms, to include food tourism, cuisine tourism, culinary

tourism, gastronomy tourism, and taste tourism. Yet, the concept of travel to experience and taste food products is a common idea (Henderson, 2004).

### **The Role of Food Events in Culinary Tourism**

Special events give opportunity to travelers wanting to make a short trip. These short trips are referred to as “getaways” and act as pacifiers to the stressful, fast-paced activity of daily life. Destination marketers aware of these trends are using festivals and special events, among other alternatives, as a way to attract “getaway” tourists and promote the attributes of their location (Getz, 1991). The Travel Industry of America reported 75% of U.S. adult travelers attended a cultural activity or event while on a trip in 2002, (<http://www.tia.org>). One of the reasons tourist visit destinations is to experience cultures different than their own (Bessiere, 2001).

Regional events celebrate community, culture, and heritage. Special events often include food and food related elements as unique regional celebrations of culture. In many cases, food is the primary reason for the festival celebration. For the tourists it is a way to experience new cultures and flavors (Long, 2004). Experiencing local cuisine through demonstration or experiential interaction gives the tourist a deeper appreciation for the local culture. Using both food and food-related elements as a symbol for culture, and festivals as a medium for cultural exchange, food has become a destination image builder (Cai, 2002).

A festival is a celebration of culture from a specific region, typically, but not exclusively, rural. Festivals staged in rural areas can utilize food as a destination’s cultural image to differentiate their location from others. Cultural assets involving food

and food-related elements from festivals that are indigenous to the rural area could be identified as culinary tourism. Culinary experiences can add value to tourism by providing the tourist with a link between local culture, landscape and food, and by creating the 'atmosphere' so essential to a memorable travel experience (Hjalager & Richards, 2002). Rural destinations can capitalize on cultural assets and elements of culinary tourism unique to their community for destination image building (Hall & Mitchell, 2005).

### **Importance of Consumer Behavior Research in Culinary Tourism**

It has been noted that in-depth research is lacking while examining the nature of culinary tourists (Hall & Mitchell, 2005). Who are the culinary tourists? What are the needs of culinary tourists? What do they seek in order to fulfill their needs? Why does an individual travel for the taste of food? A more complete understanding of culinary tourists could provide insights for various stakeholders and allow marketers to more effectively target potential customers.

Fields (2002) revealed that the understanding of consumer behavior concerning food in tourism requires empirical evidence relating to socio-economic backgrounds of tourists, and their motivations. Consumer behavior research will provide important insights into who the culinary tourists are and what motivates them to travel for certain cuisines. Utilizing this information, tourism marketers and managers would be in better positions to effectively develop product bundles in order to satisfy the needs and wants of their culinary tourism market.



## **Theoretical Background of Research**

This study utilizes Dann's (1977) push-pull theoretical framework as a guide for assessing travel motivations of individuals attending a culinary event. According to Dann (1977) "push" factors are the factors that influence him/her to travel and "pull" factors are those factors that attract a tourist to a particular destination. Push motivations involve relaxation, family togetherness, knowledge, prestige, and/or socialization (Formica & Uysal, 1996), whereas pull motivations are representative of culture (e.g., education and novelty). Dann (1977) proposed that chronologically, push factors precede pull factors in the travel decision-making process. Thus, the need to take a vacation precedes the decision-making process of where to go. However, Mannell and Iso-Ahola (1987) suggested these motivators may occur separately or together.

Interestingly, push-pull motives are regarded as the driving force behind tourism decision-making behavior; yet, no single theory has been decided upon. A number of authors addressed the need to understand motivation in a more holistic approach and look at the entire experience (Fields, 2002; Gyimothy, 1999; Yoon & Uysal, 2005). The basic assumption that researchers have made within the tourism literature supports the connection between culinary tourism and cultural motivations; yet, no empirical studies have proven this to be true. Therefore, further research was necessary to identify the needs of this developing market segment.

## **Summary**

A few years ago food events may not have been considered a reason to travel, but with the popularity of the Food Network and the Star-chef phenomenon, such events are

being recognized as attractions in and of themselves (Peers, 2006). Given the exposure food has in the media (e.g., television, radio, print, movie, and internet), it was surprising that little research had been conducted concerning culinary tourism markets.

As Fields (2002) noted, empirical research is essential for better understanding of the motivational factors driving the growth of culinary tourism. This research contributes to the existing body of research by segmenting culinary tourists based on motivations and identifying items perceived as important to the tourists while making travel decisions. This research further analyzed post-visit outcome variables related to satisfaction with their visit (expenditures, word-of-mouth behavior, and repeat patronage intention). By collecting data from the individual, from their perspective, this research answered fundamental questions as to the nature of culinary tourists. Such investigations should help event organizers in their attempts to maintain the quality of special events and to promote local foods and food products.

Given the absence of research concerning motivations for individuals to attend a culinary event, the overall objective of this research was to examine the “push” and “pull” motives of individuals attending a culinary event. In addition, this research determined if there were any significant differences among culinary tourist groups concerning demographic characteristics, motivations, satisfactions, and expenditures at the Memphis in May World Championship Barbecue Cooking Contest (MMWCBCC). The MMWCBCC was selected for the current research study because of its notoriety, regional representation as a food event, and cultural influences.

## Operational Definitions

*Culinary tourism* is defined “as travel in order to search for, and enjoy, prepared food and drink” (Wolf, 2002).

*Culinary tourist* is defined as a person who travels 50 miles or more, one way, to an area visited in order to search for, and enjoy, prepared food and drink (Goeldner & Ritchie, 2003, p. 8; Wolf, 2002).

*Motivation* has been referred to as a psychological or biological need or want, which direct a person’s behavior and subsequent activity (Dann, 1981).

*Special Event* is defined “as a onetime or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body and to the customer, a special event is an opportunity for leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” (Getz, 1991, p. 43).

*Tourism* is defined “as the activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business, and other purposes” (Goeldner & Ritchie, 2003, p. 7).

*Tourist* is defined as a person who travels 50 miles or more, one way, to an area visited (Goeldner & Ritchie, 2003, p. 8).

*Travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day trips to places 50 miles or more, one way, from the traveler's origin ([www.state.tn.us](http://www.state.tn.us)).

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter provides a review of literature that explores the factors that may influence tourists attending culinary events. For the purposes of this study, a culinary event is defined as a onetime or infrequently occurring food event or festival, offering prepared food, which occurs outside the normal range of programs or activities of the sponsoring organization. The first section explores the push-pull theoretical framework and focuses on the motivations for individuals to travel. The second part provides an overview of festivals and special event tourism; additionally the concept of culinary tourism is presented. The third section presents a review of customer satisfaction in tourism and the different approaches used for evaluation. The fourth section summarizes the importance-performance theoretical framework and discusses the application of this analytical technique to measure individual's perceptions of performance variables at a culinary event. The last section is an overview of outcome variables (i.e., expenditures, word-of-mouth recommendations, and repeat patronage), and describes how these variables will be utilized to measure customer's intentions at a culinary event.

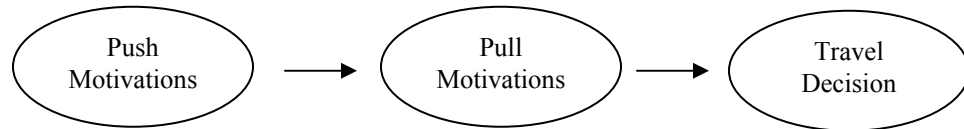
#### **Push-Pull Theoretical Framework**

The literature on travel and tourism behavior has shown that tourism patterns change for a variety of reasons, and that travelers are not a homogenous set (Turnbull & Uysal, 1995). Tourism demand worldwide has changed significantly over the last several years and the reasons for the change are worthy of attention. Much of the debate concerning tourism demand employs the notion of "push" and "pull" factors.

Conventionally, push motives have been utilized to explain the desire to go on a vacation while pull motives have been used to explain the choice of destination (Crompton, 1979). Push factors for a vacation destination represent the socio-psychological motives or needs of the individual traveler. Alternatively, pull factors are the attributes arising from the destination itself, motivating the individual to choose a specific experience.

Motivations are measured in order to identify and segment types of tourists for the purpose of product development and market promotion. According to Murray (1964), psychologists and social psychologists generally agree, “a motive is an internal factor that arouses, directs and integrates a person’s behavior” (cited in Iso-Ahola, 1982, p. 258). Gnoth (1997) postulated that internal motives represent the needs that all humans experience, whereas external motivators indicate the presence of specific situations with which these needs arise. Crompton and McKay (1997) gave three main reasons for better understanding motivation, as follows: it is key tool for designing offerings for customers, it is a direct link to customer satisfaction, and it is a crucial element in understanding a customer’s decision making process.

Dann (1977), one of the original authors referring to the concept of “push” and “pull” factors in the tourism literature, referred to “push” factors as those factors that predispose him/her to travel and “pull” factors as the factors attracting tourists to a destination. Dann (1977) proposed temporal antecedents of push factors to pull factors in which push factors precede pull factors in the decision-making process, but they don’t influence them directly. Temporal refers to the order of time, whereby events happen in a chronological sequence. Thus, the need to take a vacation precedes the decision-making process of where to go. Figure 2.1 represents the push-pull travel decision process. Push



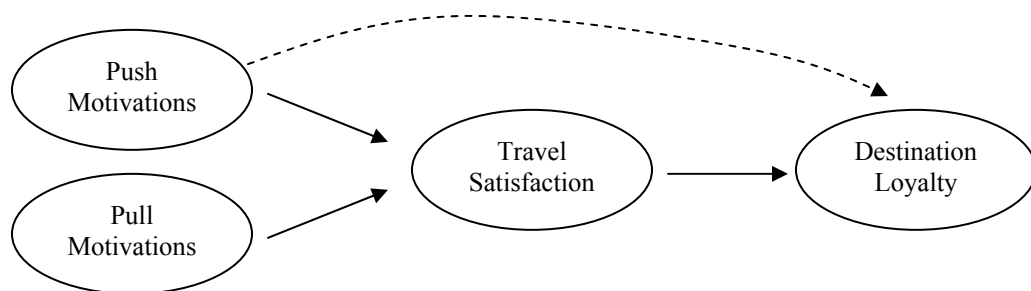
**Figure 2.1. Push-Pull Theoretical Framework (Dann, 1977)**

motives are used to explain the desire to go on a vacation while pull motives explain the choice of destination.

Crompton's (1979) research on "Motivations for Pleasure Travel" has been recognized and cited as a hallmark contribution to the tourism literature. Crompton (1979) collected qualitative data by interviewing 39 people from a range of occupations and age groups, residing either in Texas or Massachusetts, concerning their motivations for pleasure vacation travel. Motives were divided into two categories: socio-psychological and cultural motivations. The seven socio-psychological motives that served to direct pleasure vacation behavior were escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. Two cultural motives termed education and novelty were found to be more concerned with selecting the destination (seeking) than breaking from the normal routine (escape). Initial findings indicated that most respondents felt pleasure travel arose from a need to break the normal routine (disequilibrium). Crompton (1979) found from his interviews that once a respondent established a need for a pleasure vacation, the motivations shifted to the assertive dimensions of destination selection. These findings reaffirmed Dann's (1977) theory that push motives were antecedent to the pull factors of the location itself.

Another popular theoretical framework of travel motivations is the escape-seeking dichotomy. Mannell and Iso-Ahola (1987) proposed a two-dimensional theory suggesting that a simultaneous influence of two motivational forces (escape, seek) direct an individual's leisure behavior. Therefore, motivation to travel could be directed by the need to escape routine and stressful environments, in addition to seeking recreational opportunities for personal rewards. According to Mannell and Iso-Ahola (1987), tourism is more likely to be triggered by the escape motive because of the travel industry's promotion of the need to escape undesirable or mundane environments. However, Crompton (1979) found in his research that most respondents explained their reasons for going on a pleasure vacation in terms of cultural motives, seeking education, or novelty.

More recently, Yoon and Uysal (2005) explored the causal relationship of motivations, satisfaction, and destination loyalty utilizing the constructs of push-pull theory. The researchers explored the notion that external sources of motivations may have more effect on satisfaction than do internal sources. External sources of motivation were represented by destination attributes (pull) and internal sources were those psychological forces or motivations (push). Figure 2.2 displays Yoon and Uysal's (2005) proposed hypothetical model, whereby motivations influence a tourist's satisfaction with a travel experience, which then affects destination loyalty.



**Figure 2.2. Yoon and Uysal's Proposed Model**

In this study, data were collected from 148 tourists staying in well-known hotels in Northern Cyprus, yielding a 29.6% response rate (Yoon & Uysal, 2005). After a review of mean scores on a 4-point Likert scale, three important push travel factors were identified: “safety & fun,” “family togetherness,” and “relaxation.” Likewise, important pull factors were: “cleanliness & shopping,” “small size & reliable weather,” and “safety & fun.” Path analysis results indicated a significant relationship between satisfaction and destination loyalty. Interestingly, results indicated pull travel motivations were found to have a negative influence on satisfaction. Perhaps the parsimony of the exogenous model constructs with the endogenous construct of satisfaction (i.e., expectation-satisfaction, worth visiting, and comparison with other places) generated a negative relationship. Tourist satisfaction was not affected by push motivations; however, destination loyalty was related positively to push motivators. Summarizing the findings, Yoon and Uysal (2005) found that pull motivators had a significant, but negative relationship to satisfaction, satisfaction had a significant influence on destination loyalty, and that push motivations are related to destination loyalty. Although this last relationship of push motivations and destination loyalty was not expected, a direct gamma path was identified suggesting a new path and a revised model according to the observed data.

A review of literature on push and pull motivations indicates these factors are the driving forces behind tourism decision making behavior; however, no single theory has been decided upon. The need to take a vacation is precursor to where to go (Dann, 1977; Crompton, 1979). Motivations may involve relaxation, family togetherness, knowledge, prestige, and socialization. According to Mannell and Iso-Ahola (1987), these motivators may occur simultaneously. Researchers have pointed out the fallacy of assuming only



one motive drives the consumer decision-making process, therefore, a more holistic approach to understanding motivations is needed (Fields, 2002; Gyimothy, 1999; Yoon & Uysal, 2005). Determining what activities individuals seek to satisfy needs and identifying these individuals as a homogenous group is the essence of market segmentation and one of the objectives of this research.

### **Festivals and Special Events**

Shorter trips with greater frequency are becoming a trend in domestic travel today. Festivals are considered short-term experiences and can be enjoyed within a day's drive of the event. Festivals and special events are being recognized as one of the fastest growing types of tourism attractions and are being utilized to promote travel and boost regional economies (Felsenstein & Fleischer, 2003; Getz, 1991). Local events, however, are not limited to local tourists; travelers looking for a different experience will participate in a weekend festival and spend the night. Many of these local festivals are unique in experience and offer individuals reason to travel. Special events have an impact on the local economy and bring money into the community that would not have been present if not for the event itself (Uysal & Gitelson, 1994). Festivals may have a variety of goals (cultural development, heritage, leisure activity, etc.), but one underlying objective of most festivals is positive economic stimulus to the community or destination.

As with other forms of tourism, such as ecotourism, heritage tourism, and adventure tourism, a variety of definitions for special event tourism are prevalent. According to Getz (1991), a special event is "a one time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the

individual, a special event is an opportunity for leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” (p.44).

From a sample of 52 festivals in the Province of Ontario, Getz and Frisby (1988) developed a list of events for evaluating and comparing management effectiveness in community-run festivals. These events included contests, food, music/concerts, displays/exhibitions, dancing, theatre, sporting events, kids activities, parade, arts/crafts, beauty contest, raffle/lottery, recreation, gambling, races, and tours. Frequencies of events and attractions suggested that the majority of festivals employed a similar marketing strategy for success (Getz & Frisby, 1988). Additionally, a listing of festival main themes resulted in eight categories: music, food, culture, recreation, entertainment, history, creative arts, and education. This research indicated that food-themed festivals are one type of tourist attraction, yet little research has been conducted examining motivations of individuals attending a culinary event.

A study conducted by Uysal, Gahan, and Martin (1993) analyzed festival motivations at a South Carolina Corn Festival. The authors utilized the theoretical framework of tourist motivation proposed by Mannell and Iso-Ahola (1987), which views motivational behavior as seeking or escaping or a combination of the two. Uysal et al. (1993) factor analyzed 22 motivational items into 5 categories: “escape,” “excitement/thrills,” “event novelty,” “socialization,” and “family togetherness.” Results revealed significant differences between first-time versus repeat visitors. Repeat visitors placed more importance on factor dimensions of “event novelty” and “socialization” than first-time visitors.

Mohr, Backman, Gahan, and Backman (1993) investigated the relationship of motivation and event satisfaction by visitor type at the Freedom Weekend Aloft (FWA) festival in Greenville, South Carolina. Questionnaires were used to collect data from attendees of the annual hot air balloon festival in South Carolina (n=438). Visitor type was classified into four categories: first-time attendees, repeat attendees, previous attendance at other festivals, and previous attendance at FWA festival. Twenty-three items were delineated to reveal a 5-factor solution, labeled “socialization,” “family togetherness,” “excitement/unique,” “escape,” and “event novelty.” Motivational factors were found significantly different based upon visitor type. Specifically, the motivational factor “excitement” was significantly higher for repeat visitors compared to first-time visitors. “Event novelty” was found significantly higher for first-time FWA visitors compared with repeat FWA. In addition, satisfaction level was measured across visitor type and found repeat FWA visitors were significantly more satisfied than first-time visitors while attending the same festival.

Formica and Uysal (1996) segmented visitors at the Umbria Jazz festival in Italy by location (region vs. out-of-region) to compare motivations, socio-demographic characteristics, and event behavior characteristics (satisfaction). Twenty-three motivation statements were factored and visitors were subsequently, described with respect to motivation factor groupings and event and visitor characteristics (Formica & Uysal, 1996). Motivation items were factored into five groups: “excitement & thrills,” “socialization,” “entertainment,” “event novelty,” and “family togetherness.” Results indicated that out-of region versus region visitors differed significantly on motives to attend the festival. The Umbria region visitors placed significantly more importance on

the “socialization” factor motive, whereas the out-of-region visitors placed more importance on the “entertainment” motivation. Overall, “event novelty” appeared to be the most important motivation for attending the Jazz festival for both groups. Motive factor categories generated in their study paralleled previous motivation studies, with the exception of the novelty factor, as reasons to travel to festivals (Mohr et al, 1993; Ralston & Hamilton, 1992; Uysal et al., 1993).

Crompton and McKay (1997) measured visitor motivations to individual events (e.g., parades, balls, food, music, shows) within the same festival. The festival was Fiesta San Antonio in San Antonio, Texas. Data collection involved on-site distribution of a mail-back survey to 2,277 participants with 1,496 surveys returned for a 66% response rate. Factor analysis was performed to generate six underlying motivational factors: “cultural exploration,” “novelty/regression,” “recover equilibrium,” “known-group socialization,” “external interaction/socialization,” and “gregariousness.” Analysis of variance tests indicated that those attending the food events were significantly less motivated by “cultural exploration,” but significantly more motivated by “novelty/regression,” than those in other groups (Crompton & McKay, 1997). The analysis suggested that motives of food event attendees were different from those of other groups attending the festival.

A study conducted by Nicholson and Pearce (1999) compared characteristics of attendees at four events (two food and wine, air show, country music) in the South Island of New Zealand. These innately unique events were viewed as having similar comparative characteristics. The research question proposed by Nicholson and Pearce (1999) was “do different types of events attract different types of visitors?” Differences

were found between tourists and other visitors with regard to age, gender, and occupation. Researchers concluded that event attendees do not represent a single, homogenous group; rather, different events appear to attract different audiences. However, similarities among socio-demographic characteristics were found between the two food and beverage festivals. According to Nicholson and Pearce (1999), organizers need to determine whom it is that each particular event is attracting and make provision for those segments.

Felenstein and Fleischer (2003) examined local festivals with regards to public assistance funding. The researcher's assessment of impacts was not limited to economic, with additional areas of impact included physical-environmental, cultural, and social (Felenstein & Fleischer, 2003). The researchers evaluated two local festivals: the Kfar Blum music festival in Upper Galilee and the Acre Alternative Theatre festival in the city of Haifa, Northern Israel. The Kfar Blum festival yielded a sample of 319 usable responses and the Acre Alternative Theatre festival resulted in 570 usable surveys for analysis. Statistical analysis divided data into local and non-local visitor spending and only for those individuals who indicated the festival was the reason for their visit. Additional expenditure information necessary for evaluation of economic growth due to festivals was local product growth and new public income. Results indicated that net income change due to the local festivals were positive, but modest. However, the festivals were viewed as playing a role in promotion of the cities in terms of image, brand, and other marketing components (Felenstein & Fleischer, 2003).

Reviewing the literature on festival motivation attendance revealed that motives vary according to event theme and visitor type. Appendix A summarizes the findings of

festival motivations from a review of literature. Event themes include music, theatre, agriculture, cultural, and sport/entertainment. Visitor type may encompass social affiliation, repeat attendance, or local attendees versus visitors. Event attendees are not a homogenous group; thus segmentation results will vary according to event theme or visitor type.

### *Wine and Food Festival Research*

Bruwer (2002) described wine (and food) festivals as special events of limited duration with a primary focus on wine (and regional food) most often set in the landscape of a wine region. Hoffman, Beverland, and Rasmussen (2001) noted that events such as wine and food festivals attract visitors to a region and help build loyalty to the region and its wineries. Festival attendance is recognized as the main reason and specific motivation for visiting wineries or wine regions (Hall & Macionis, 1998). Attending the festival may be the primary purpose of the trip, yet visitors still seek an experience with wine and/or food and other leisure activities (Yuan, Cai, Morrison, & Linton, 2005).

To accentuate the importance of wine festivals, Getz and Cheynne (2000) described the role of festivals and events as attractions and defined several distinct types of events related to wine tourism, as wine (and food) festivals, special events and functions at wineries, and wine trade events. However, it is necessary to separate wine (and food) festivals from other wine-related events. Unlike other types of wine events, wine and food festivals are embedded in the construct of special events, which are the cultural resources of an area and are utilized to promote a positive image of a place (Getz, 2000).

Exploring why individuals attend a wine festival, Yuan, Cai, Morrison, and Linton (2005) segmented wine tourists based on their motivations. These researchers support the observation that motivations should be analyzed within context and should be considered situational variables. The researchers gathered data from a sample of 501 attendees at the 2003 Vintage Indiana Wine and Food Festival. Statistical analysis involved a factor analysis of 25 motivational items followed by a cluster analysis to identify underlying segments based on factor scores. Lastly, a multiple discriminant analysis used two canonical discriminant functions to discriminate among the three identified groups.

Results indicated a four-factor solution of motivations that provided 53% explained variance. Factors were labeled as: “festival & escape,” “wine,” “socialization,” and “family togetherness.” The cluster analysis produced three distinct groups: “wine focusers,” “festivity seekers,” and “hangers-on” (Yuan et al., 2005). Wine festival attendees represented 27 % of total attendance, whereas “festivalgoers” were 56% of total sample. After performing a multiple discriminant analysis (MDA) and examining the discriminant loadings, results revealed the factor differentiating the clusters the most was “wine” (Yuan et al., 2005). The research confirmed that multiple motivations were influential for those who attended this wine & food festival.

Getz and Brown (2006) examined motivations of long-distance wine tourists from Calgary, Canada, a city remote from any wine region. Calgary residents were selected as a sample because of their similar high income and education characteristics as those of wine tourists. While defining wine tourism the authors note that most definitions include reference to a traveler’s motivations and experiences.

Research findings reveal Calgary wine consumers are indeed mature, married adults in an upper socio-economic group (Getz & Brown, 2006). It was found that 79% of respondents had visited a wine-producing region in the past five years. Results of a factor analysis of 27 items indicated the importance of destination features while making travel decisions and resulted in a 7-factor solution explaining 63.6% of variance. Factor 1 was named “core wine product” and included the importance of familiarity with one or more wineries, wine festivals, knowledgeable winery staff and visitor friendly wineries. According to Getz and Brown (2006), inclusion of wine festivals in this factor loading indicates that special events are an important part of the destination product.

Dodd and Bigotte (1997) conducted research concerning the socio-demographic characteristics of individuals who visit wineries in the state of Texas. Six wineries in Texas participated in the study for a response rate of 634 individuals. Visitors were asked to rate winery attributes in wine, service, and environment categories on a seven-point scale. Additionally, the importance of each of these attributes in their purchase decision was rated on a seven-point scale. Cluster analysis was used to identify groups and ANOVA was used to compare the clusters.

A two-cluster solution was the most appropriate, comprising of older people with high incomes and younger persons with lower income levels. Cluster 1 (older adults with higher incomes) rated label, aroma, and quality higher in importance than Cluster 2 (younger individuals with lower incomes) while making wine purchasing decisions. Cluster 1 placed more importance on the cleanliness of the environment, yet Cluster 2 rated overall service to be more important in their decision to purchase wine. Cluster 2 suggested that price was more important to them in their decision to purchase, yet



purchased less wine, however spent more per bottle. Researchers concluded that younger consumers may be more interested in the image of the wine, which is associated with a brand name and higher price than the taste of the wine itself. Results found that Texas winery visitors were similar to the American population of wine tourists, but were very different than Texas residents in general in terms of income and education.

Research conducted by Charters and Ali-Knight (2002) segmented wine tourists in Australia by demographic and motivational characteristics. A personal one-to-one survey format was conducted at two different wineries in Australia focusing on visitor experiences, to include previous experience of wine education, the benefits of wine education, and expectations of wine education. These items were used to analyze education as an influence on purchase decisions, interest in wine, and demographic characteristics. In addition, respondents of the survey were asked to self-classify on the basis of their interest in wine and their knowledge about wine. Based on cross tabulations of self-classification, respondents were classified into one of four categories “wine lover,” “connoisseur,” “wine interested,” and “wine novice.”

Findings revealed about one-third of the respondents could be called “wine lovers” who desired a learning experience at wineries. Comparative results of motivations suggest “wine lovers” are more likely to want to buy wine, to want to learn about wine, and to want to taste wine at the winery and were less motivated by ancillary activities (i.e., winery shop). In terms of educational interests, they were more likely to want to learn about food and wine links and storing and maturing wine than the “wine interested,” and “wine novices.” A sub-set of the “wine lovers” was identified as “connoisseurs.” Characteristics of the “connoisseur” were more likely to be male,

university-educated with a keener interest in the educational options of wine and knowledge of how grapes are grown and wine is produced (Charters & McKnight, 2002). Charters and Ali-Knight (2002) found that bundles of benefits have to be offered, not just wine-related experiences, as wine tourism is rarely a discrete activity.

A study conducted by Taylor and Shanka (2002) analyzed festival attendance at the 3<sup>rd</sup> annual “Taste of the Valley” held in Swan Valley, Australia. The festival was a composite of food, wine, and arts for the purpose of tourism promotion to the rural area during a slow season. Results of factor analysis indicated two factors, “location” and “facilities”, as key attributes for festival success, explaining 57% of variance. However, researchers caution that 43% of the variance is unexplained and would be worthy of attention. Items measured under the factor “location” included location of the festival, timing of the event, atmosphere of the festival, parking facilities, attractions, overall service quality, crowd control, and adequacy of staffing level at the festival. Items considered under the factor “facilities” included accommodation facilities, public transport, toilet facilities, amenities, information and signage, and security.

A multivariate analysis of variance (MANOVA) was performed to measure differences of groups (location and facilities) on the combination of independent variables (gender, age, group size, membership, visits, transportation, expenditures, length of stay, festival venues, place of origin). Significant differences were found among age groups, visits to the festival, and expenditures at the festival. In terms of age, those over 35 had more favorable perceptions of both factors “location and facilities.” Significant differences were found between those who visited the festival for the first time and those repeat visitors. Mean scores of repeat visitors in terms of “location” were

significantly higher than those who had visited for the first time (Taylor & Shanka, 2002). Lastly, expenditures were divided into two groups, those who spent \$11 - \$50 and over \$50. Those visitors who spent over \$50 had more positive attitudes toward the factor “location” than those who spent less.

A review of wine and food festival research indicated that wine tourists are not all alike in terms of their needs, wants, and demographic characteristics. Appendix B summarizes the findings of wine tourism from a review of literature. Research involving wine and food festivals often included detailed information concerning attribute items that were important to the visitor’s experience. Bruwer (2002) suggested the reason to include food while studying wine tourism was to add “service and depth” to the wine experience. However, research investigating wine and food festivals centered almost entirely around wine attributes (e.g., wine education, interest in wine, tasting wine) with exclusion of food items.

### *Culinary Tourism*

Historically, hospitality services (e.g., food, beverage and accommodations) have served a supporting role within the larger tourism industry and were considered a necessary component of the product mix, but not a strong enough attraction in itself to motivate tourists to travel (Gunn, 1993). Godfrey and Clarke (2000) categorized a destination’s resources as either a principal resource or a supporting resource. Principal resources are those with the strongest pulling power, motivating a tourist to travel. On the other hand, supporting resources are those that supplement a destination’s appeal, but do not motivate an individual to travel. More recently, food is being considered a principal

resource, attracting individuals to travel and visit a destination specifically for the unique food products offered.

While investigating food as part of the tourist experience, Quan and Wang (2004) developed a typology of food consumption. On vacation, food may be consumed as: (1) a peak experience (main attraction), (2) secondary or supporting experience, or (3) an extension of the daily routine. According to the authors, awareness of the importance of food as a primary tourist activity implies greater opportunities for development of destination attractions, such as local themes for agro-tourism development, cultural tourism events, food as a sub-event within a mega-event, food festivals for destination identity, and food events as a source of sustainable tourism.

Cohen and Avieli (2004) outlined a systematic approach to study the position of food in tourism. The researchers incorporated the analogy of the “environmental bubble” when discussing food tourism, such that food is prepared to appeal to the tastes of the larger global market while traveling, thus, food loses its authenticity. Easterners (such as the Japanese) were found to be more adverse to other cuisines while traveling and typically frequent their own food establishments or do not travel to a place that does not offer their national cuisine. In contrast, Westerners were found to be more accepting of other cuisines (Cohen & Avieli, 2004).

Heaney and Robertson (2004) examined trends and characteristics of culinary tourists in Australia over a four-year period, 1999-2002. First, the researchers segmented culinary tourists as either domestic or international. Domestic tourists were segmented further by overnight versus day-trippers. Frequencies were calculated for each group of culinary tourists and compared with non-culinary tourists in each of the following

demographic variables: expenditure, age, travel party, activity, length-of-stay, purpose of trip, gender, and travel pattern behavior.

Domestic overnight culinary visitors were found to have higher per night expenditure than total overnight visitors (\$154 compared with \$130) and more likely to stay in a hotel. Incomes tended to be higher, on average, and average traveling parties were two adults. Domestic overnight culinary tourists were more likely to strongly agree to the statement of trip purpose “short break to escape the grind,” compared to overnight visitors (Heaney & Robertson, 2004). Lastly, overnight culinary visitors were more likely to partake in cultural attractions, nightlife activities, and markets and wineries as compared to total domestic overnight visitors.

Domestic culinary day visitors represented 36% of the total domestic day visitor market, yet accounted for 47% of total expenditures (Heaney & Robertson, 2004). Detailed results revealed that 62% of domestic culinary visitors travel for purposes of holiday (opposed to 53% day visitors) and 80% of them travel in a party size of 3 to 5 people (compared with 75% of total visitors). Domestic culinary day visitors had higher average expenditure (\$110 versus \$84) and higher expenditures in restaurants (\$27 versus \$16) compared to international culinary visitors (Heaney & Robertson, 2004).

Heaney and Robertson (2004) noted that culinary visitors generally have been considered to be more mature travelers having greater disposable incomes and this research supported that observation. Another significant difference between international and domestic culinary tourists was the use of primary information sources. Results indicated that over 50% of domestic culinary tourists used the internet to gather

information regarding their trip to Australia, whereas only 25 % of international visitors used the internet for this purpose (Heaney & Robertson, 2004).

Earlier research by Fox and Sheldon (1988) explored the importance of foodservice to the Hawaiian tourist from a cross-cultural perspective. Respondents were asked to rate factors affecting their choice of restaurants and to indicate what extent these factors would affect repeat patronage of Hawaii. Factors influencing choice of restaurants were rated on a scale of 1 to 5 (1 = little importance and 5 = extreme importance). The five factors rated were “excellent cuisine,” “inexpensive dining,” “new eating adventure,” “best-value-for-dollar,” and “quick service/convenience.” “Best value for dollar” was the most important decision making factor for breakfast and lunch, whereas “excellent cuisine” was the decision making factor for dinner. Local restaurants were considered the most popular choice for dinner meal consumption. Overall, results suggested Japanese travelers were more critical of eating establishments compared to Canadian or US travelers (Fox and Sheldon, 1988).

Various researchers suggest that culinary tourism is an indication of cultural motivation as the primary reason for travel; however, to date no empirical studies have proven this to be true. Tourism marketing research studies have been conducted to determine motivations, satisfaction levels, expenditures, and travel pattern characteristics of visitors while traveling. Yet, research has not been conducted to examine the same items for individuals attending a culinary event. Appendix C summarizes the findings of culinary tourism from a review of literature.

## **Customer Satisfaction in Tourism**

Many researchers have attributed customer satisfaction and subsequent repeat patronage as key factors towards success (Jang & Mattila, 2005; Johns & Howard, 1998; Kivela, Inbakaran, & Reece, 2000; Yi & La, 2003). Customer satisfaction is a critical indicator of a destination's performance. Yoon and Uysal (2005) point out that "an understanding of satisfaction must be a basic parameter used to evaluate the performance of destination products and services" (p. 47). If managers are able to identify how components of a product or service affect customer satisfaction, they may be able to alter the consumer's experience to maximize satisfaction (Petrick, Morais, & Norman, 2001).

The primary motivation for tourism providers to enhance levels of satisfaction is the assumption that such efforts will lead to increased revenues and visitation.

Satisfaction has been suggested to lead to customer loyalty (Yoon & Uysal, 2005). Satisfaction also leads to a higher level of repurchase intention and repeat attendance behavior (Oliver & Burke, 1999). Gyimothy (1999) indicated that tourist satisfaction is dependent on the image of the destination before visiting and related to the actual experience they have in the destination. Therefore, there is a need for pre and post visit experience to gain further insight.

Heung (2000) points out that customer satisfaction is the post-purchase evaluation comparing expectations with performance and subsequent judgment concerning a specific product or service. According to Costa, Glinia, Goudas, and Antoniou (2004), there are two main types of quality assessment, which are attitude-oriented and satisfaction-oriented. Attitude-oriented assessments are formulated through a preconceived belief or conviction. Whereas, satisfaction-oriented assessments are based

on the customer's experience with a product and/or service. Consumers may determine their satisfaction with a product or service based on their comparison of expectations and perceived performance of outcome. Based on the customer satisfaction response, hospitality providers have the ability to change the outcome of the experience by altering the product attributes (Costa et al., 2004). Although, consumer satisfaction theories have been utilized to discover customers needs and wants, there remains some discrepancy on the relevant attributes necessary for evaluation (Kivela et al. 1999).

#### *Measurement of Customer Satisfaction*

A number of theories have been used for gaining understanding of customer satisfaction within the consumer behavior environment (e.g. attribution theory, equity theory, and expectancy-disconfirmation theory). Attribution theory considers an individual's perspective of attributing good or bad experiences to other parties involved in the process or to themselves (Richin, 1983). Whereas, equity theory is referring to the perception of fairness in regards to the product exchange process from buyer to salesperson (Oliver & Swan, 1989).

The most utilized measure of customer satisfaction is the expectation-disconfirmation paradigm. According to the expectation-disconfirmation model presented by Oliver (1999), consumers make purchase decisions based on their expectations of a product. These expectations are judged based on the ensuing outcome. If the performance is less than they had expected, it leads to negative disconfirmation, which means the consumer is not satisfied and may not repurchase. If the performance is better than they had expected, this leads to positive disconfirmation, which means the consumer is



extremely satisfied and will likely repurchase the product again. If the performance is confirmed, they are satisfied with the product and will most likely repurchase (Yoon & Uysal, 2005).

The disconfirmation paradigm includes three components: expectations, perceived performance, and satisfaction. The first two components are generally accepted as affecting satisfaction, but whether these lead directly to satisfaction or dissatisfaction has not been established (Petrick et al. 2001). There also is no consensus regarding how these variables interrelate. For example, a high quality service may result in a consumer's dissatisfaction if his or her expectation were too high (for example, an overstated advertisement). One problem with the disconfirmation model is that as expectations decrease, the probability of being satisfied increases (Petrick et al., 2001). Thus, this suggests that as the consumer expects and receives poor performance, he or she may be satisfied.

Satisfaction is an important, yet, complex construct for which no common approach has been developed. Multiple definitions of satisfaction exist and little agreement on valid measures of satisfaction has been reached. An alternative approach to satisfaction that has been utilized is known as the importance performance theory. This method is based upon the notion that customers attach different importance to different products or service attributes. Customer's satisfaction levels would be related to the strength of their beliefs regarding each attribute's importance measured to performance of how well the attributes meet expectations.

### *Importance-Performance Theoretical Framework*

Tourist satisfaction is an important construct to successful marketing because it has an effect on the destination choice, the consumption of products and services, and decisions to return (Kozak & Rimmington, 2000). In recognition of the fact that consumer satisfaction is a function of both expectations related to certain importance attributes and subsequent judgments of attribute performance, Martilla and James (1977) introduced the importance-performance analysis (IPA). IPA is a technique used for evaluating the elements of a marketing program.

The IPA analysis uses a three-step process. First, a set of product attributes are identified through techniques such as focus groups and literature reviews. Second, consumers are asked two questions about each attribute item: “How important is it?” and “How well did the product or service perform?” Third, importance-performance scores are calculated for each attribute. These values represent the  $x$  (performance) and  $y$  (importance) coordinates that are placed on a plot called a grid. Components of the results then can be sorted effectively into one of 4 cells, labeled “concentrate here,” “keep up the good work,” “low priority,” and “possible overkill.” This analysis translates into practical results, which the practitioner can utilize to evaluate his or her marketing program.

Martilla and James (1977) examined loyal customers based on importance-performance analysis of 14 service attributes. Importance-performance results were divided into four grids representing high importance/high performance, high importance/low performance, low importance/low performance, and low importance/high performance. Shown in Appendix D, mean scores were used to compare and graph

results within one of four marketing quadrants: 1) “concentrate here,” 2), “keep up the good work,” 3) “low priority,” and 4) “possible overkill.” Importance-Performance analysis provide practitioners useful information for developing marketing strategies (Martilla & James, 1977). However, determining which attributes to measure is a critical factor to the success of importance-performance analysis.

Kinley, Kim, and Forney (2002) examined tourist-shopping behavior in three categories: “super regional”, “theme/festival,” and “super off-price” centers. According to Kinley et al. (2002), consumer satisfaction may be related to the level of importance of specific attributes and subsequent performance of these attributes. Measuring performance without importance would result in a limited measure of consumer satisfaction (Kinley et al., 2002). Data collected from 3 destination cities, in 3 geographic areas from 8 shopping centers, produced 624 surveys. Results from factor analysis on perceived importance of shopping center attributes resulted in eight factors: “environment,” “mall design,” “fashion,” “enjoyable,” “friendly,” “economy,” “fun,” and “proximity.” Comparing the three destination shopping centers, tourists visiting a “theme/festival” center indicated proximity to be more important than when visiting the other centers.

Applying the same factor analysis to performance of shopping center attributes also resulted in eight factors labeled “environment,” “variety and appeal,” “ambiance,” “economy,” “location,” “classic,” “stimulating,” and “fun.” Comparing the three destination shopping centers, significant differences were found with “entertainment,” “variety and appeal,” “location,” and classic “fun.” A gridline analysis of factor ratings suggested that “super regional” centers should apply more emphasis to economy-related

attributes based on their low mean performance score relative to their mean importance score. Kinley et al. (2002) utilized the importance-performance framework to examine tourist shopping center attributes, thereby demonstrating that this type of analysis may be applicable to some products within tourism marketing research.

O’Leary and Deegan (2005) applied innovative data collection procedures in research concerning Ireland’s destination image. First, the researchers used the literature, as well as marketing publication brochures to collect images from the visitor’s perspective. Second, a form of word association was employed to compile the list of destination attributes; respondents were handed a questionnaire and asked to use three words to describe Ireland. Responses were coded and put into categories and frequencies were recorded.

Data collection was comprised of a two-part questionnaire asking respondents to rate importance of attributes before visiting Ireland (upon arrival) and a second survey to be completed after the visit, rating performance of attributes (O’Leary & Deegan, 2005). Respondents were asked to rate importance of attributes on a 5-point Likert scale (1 “not at all important” and 5 “very important”). They then were asked to rate performance of attributes on a 5-point scale (1 “very poor performance” and 5 “very good performance”). Mean scores were calculated for each attribute and paired *t*-tests were carried out to determine significant differences between importance and performance.

Results indicated significant differences in scores of importance and performance attributes involving services, climate, economic development/urbanization, welcome, discovery, litter, and culture/history (O’Leary & Deegan, 2005). Individuals had higher

ratings of attributes before they visited, implying that tourists were disappointed with several factors and may not return.

Research regarding satisfaction levels of individuals at culinary events, is missing from the literature. To date, none of the literature involving festival or event research makes use of the importance-performance theoretical framework.

*Outcome Variables: Expenditures, Word-of-Mouth, and Repeat Patronage Intentions*

Researchers point out that festivals and special events are unique tourist attractions and frequently are difficult to compare (Baum, 1999; De Bres & Davis, 2001). Consequentially, when evaluating festivals and special events, specific sets of criteria must be utilized. According to Nicholson and Pearce (1999), event attendees do not appear to be a homogenous group; on the contrary, different events attract different types of tourists. Festivals and special events may have varying goals (e.g., branding, cultural, heritage), but one underlying goal of most festivals is the economic stimulus the event will have on the community or destination (Uysal & Gitelson, 1994).

Spotts and Mahoney (1991) segmented visitors to a destination region based on the volume of their expenditures. Visitors to Michigan's Upper Peninsula were divided into light, medium, and heavy spenders. Although heavy spenders made up 33% of all spenders, their expenditures accounted for 78% of total expenditures for all the groups combined. In their study, total expenditure was the dependent variable. Independent variables included place of residence, trip purpose, information sources, trip planning, trip duration, length of stay in region, use of lodging, recreation interests, party size, and composition. Heavy spenders were more likely to have larger party size and children

within their traveling group, stay longer, participate in more recreation, and plan to visit more attractions. Heavy spenders also were distinguishable by their use of information sources while planning their trip (Spotts & Mahoney, 1991). Therefore, according to the researchers, there may be greater potential and profitability in attracting “heavy spenders” within the tourism market.

Another market segmentation study conducted by Mok and Iverson (2000) examined tourists in Guam. Expenditure was the dependent variable and was divided into light, medium and heavy spender categories. Independent variables included demographics, travel experience, trip preparation, exposure to media, travel arrangements, prepaid and optional tour participation, satisfaction, and desired attractions. Light spenders were the bottom third (\$879) or less; medium spenders the middle third (\$880-\$1,206); and heavy spenders, the top third (greater than \$1,206).

Expenditures from heavy spenders accounted for 50% of total expenditures (Mok & Iverson, 2000). Results indicated that heavy spenders were significantly younger (95% under 50 years), had longer lengths of stay, smaller party size, traveled independently and not on package deals.

Thrane (2002) noted that tourism expenditures might be dependent on a number of independent factors, such as purpose of trip, travel party size, length of stay, type of travel activities, and socio-demographic characteristics. However, the researcher stated that additional studies should be conducted examining motives to attend specific festivals in relation to the amount of personal expenditures during the festival.

Research data was collected at the 4 day Kongsberg Jazz festival in Norway for a total of 1,061 usable surveys (Thrane, 2002). Interest in Jazz was measured based upon

responses to three questions regarding the primary reason for attending (i.e., leisure time main interest, music only, and performing artists). Variance explained by the regression model 1 with music interest alone was very small compared to model 2 and model 3, which included other independent factors (length of stay, regionalists, tourists, household income, household size). These results indicated there were more factors influencing expenditure than primary motive to attend. Visitors who made their decision to attend the festival in advance spent more money than those who decided to attend at the last minute (Thrane, 2002).

Tourism expenditures contribute to a destination's economy and are considered one of the most important reasons for a destination to support a unique festival or special event (Mok & Iverson, 2000; Spotts & Mahoney, 1991; Uysal & Gitelson, 1994). However, additional outcome variables such as positive word-of-mouth and repeat patronage may be considered important reasons for hosting a special event.

Marketing and tourism literature have endorsed the benefits of positive word-of-mouth and repeat patronage as an outcome to be desired (Opperman, 1998). Word-of-mouth advertising is classified as informal personal selling and noted in the research literature as the main source of information from which event attendees learn about an upcoming event. Similarly, repeat patronage offers reduced marketing costs, as well as higher earning potential as a result of lower attrition by loyal customers. According to Getz (1997), word-of-mouth promotions have the strongest impact among the local and regional audience. Therefore, for recurring events, it is crucial to make the experience a positive one, whereby repeat patronage and positive word-of-mouth recommendations are an additional outcome measure (Getz, 1997).

Previous research has shown that motivation and customer satisfaction to have a causal relationship with destination loyalty and that destination loyalty is determined by repeat patronage and word-of-mouth behavior (Yoon & Uysal, 2005). Therefore, knowledge of determinants that affect outcome variables (expenditure, repeat patronage and word-of-mouth behavior) would seem important for destination marketers developing products, which will satisfy visitors. However, little research has been conducted measuring the relationship of customer satisfaction with outcome variables within the context of festivals and special event tourism.

### **Summary**

Culinary tourism is emerging as a strong and growing area of special-interest tourism worldwide and represents an increasingly significant component of regional and rural tourism products. Tourism destinations are utilizing local culture and cultural products to enhance their image in the eyes of the demanding tourist. Culinary tourism has potential to play a significant role in developing and marketing tourism regions by differentiating destinations through identity associated with the dining experience (Richards, 2002). The very nature of food lends itself to a marriage with tourism. Not only is food important to the tourist experience, it also allows for destination identity formation. Culinary tourism has been recognized within tourism research and is being identified as a viable special-interest market (Cohen & Avieli, 2004; Heaney & Robertson, 2004).

The study of travel motivation has been generating continuous research results since the middle 1970's. Currently, Yoon and Uysal's (2005) research on leisure



travelers has shown the importance of “push” travel motivations in relation to destination loyalty. Travel motivation research has been applied to the recreation, leisure and festival settings (Formica & Uysal, 1996; Mannell & Iso-Ahola, 1987; Tarrant & Smith, 2002). Within these settings, travel research has examined individual differences among visitors in terms of demographic characteristics, ethnicity, and visitor type (Crompton & McKay, 1977; Dann, 1977; Mohr et al., 1993). More specifically, motives of individuals attending theme-related events have been segmented based on push variables. However, to date, little research has incorporated both push and pull motivations to attend a special event and no research has been conducted to examine the travel motivations of individuals attending a culinary event.

According to Getz (1991), event tourism is the planning, development, and marketing of festivals and events as tourist attraction image-makers, which are catalysts for other development or attractions. Events can enhance the image of a destination or create an image for a destination that had not previously been regarded as a tourist destination (Bruwer, 2002). Food-related events present opportunities to promote products and destination attractiveness (Getz, 2000). Events such as wine and food festivals attract a significant number of visitors to a region and help build loyalty to the region (Hoffman et al., 2001). The impacts of food-related festivals and events can sometimes be profound and dramatic (Bruwer, 2002). Yet, it is somewhat surprising that little research has been given to the role of regional culinary events, since such events often attract a significant number of visitors to a region and assist in building loyalty to a destination (Hoffman et al., 2001).

A critical issue for organizers of a festival event is providing the right type of festival or event for a community. Research is important in determining whether they are on the right track. The more information organizers have about festival attendees, the greater the chance of meeting expectations and satisfying the needs of these visitors (Mohr et al., 1993). Festivals and events can provide a wide range of experiences and consequently have wide appeal for both visitors to a region and local residents.

The review of literature on special event tourism begs the questions: Why do individuals choose to attend a culinary event? Can attendees at culinary events be segmented based on their motivations? What event attributes are important to culinary attendees? What is the relationship between tourist's motivations and tourist's satisfaction at a culinary event? How will the visitor's satisfaction level effect outcome variables of expenditures, word-of-mouth behavior, and repeat patronage intentions? These questions are put forward by this research and serve as the purpose for which this research is being conducted.

## CHAPTER III

### METHODS

The past decade has shown an increase in the size and number of festivals and special events worldwide, which has summoned researchers to investigate the growing phenomenon of event tourism. A review of literature on motivation to attend festivals and special events concludes that motives vary according to event theme and visitor type. However, little research has been conducted concerning motivations to attend a culinary event. Given this absence, the primary purpose of this research was to explore differences among visitors concerning motivations, satisfaction, expenditures, word-of-mouth recommendations, and repeat patronage at a culinary event. Specific objectives include:

***Objective 1:*** To segment attendees at a culinary event based on push travel motivation factor scores.

***Objective 2:*** To compare cluster segments with regards to socio-demographic characteristics, travel behavior, and importance of event attributes.

***Objective 3:*** To measure the extent to which perceived performance of event attributes differs from perceived importance of event attributes at a culinary event.

***Objective 4:*** To determine the effect of performance satisfaction on overall satisfaction.

***Objective 5:*** To determine relationships among motivations, performance, satisfaction, and outcome variables: expenditure, word-of-mouth recommendations, and repeat patronage of visitors to a culinary event.

This chapter consists of five sections. The first section defines the population and sample, identifying general and specific parameters. The second section discusses the research model and describes the relationship of variables. The third section includes the research design and provides operationalization of measures. The fourth section describes the development of the instrument in terms of specific objectives. This section includes an explanation of data analysis procedures utilized in this study, to include reliability,

validity, and measurement scales for variables. The last section explains data collection procedures, to include administration, timeline, and follow-up procedures.

### **Population and Sample**

Barbecue competitions are some of the most active culinary attractions in the country, with over 200 annual competitions throughout the United States. The culinary event under study was The World Championship Barbecue Cooking Contest held annually in the city of Memphis, TN. The event is organized by Memphis in May International, which is a not-for-profit 501-C (3) community based-organization, governed by a board of directors and operated by a full-time paid staff. The barbecue-cooking contest is one of four events happening during the month-long celebration. The barbecue-cooking contest is a 3-day event, beginning on Thursday and ending Saturday evening, which involves competitors, spectators, and judges. There are three main opportunities for spectators to become actively involved in the competition: 1) a tasting tent, where the spectator purchases a ticket to act as a judge by tasting and comparing 5 styles of barbecue, 2) a guided tour of the competing teams, gaining insight on grilling secrets and learning first-hand of the teams' passion for barbecue, and 3) on their own, walking around and interacting with the competitors. Because the barbecue competition is a three-day event, local health codes prohibit teams from selling their barbecue to the general public.

Barbecue has numerous regional variations in many parts of the world. Throughout the United States, there are annual barbecue events, usually beginning in April and running through October. These types of events allow for sometimes fierce

competitions between barbecue teams. Such is the case at the MMWCBBC held annually in Memphis, TN during the month of May. The MMWCBCC features barbecue competitors from around the region. The barbecue competition has five divisions which the teams can compete, they are: rib, shoulder, whole hog, patio porkers, and Lawry's People Choice. In 2006, 248 teams were competing for the prize winnings which totaled \$61,050. In addition to the barbecue competition, there also are awards for the best t-shirt and best decorated booth.

The World Championship Barbecue Cooking Contest, which began in 1986, has more than one objective. The primary reason for the event is economic impact to the city of Memphis; over 90,000 visitors attend the three-day event and contribute to the economic growth of the community. Additionally, the barbecue-cooking contest promotes tourism, fosters civic pride, and promotes awareness of Memphis heritage.

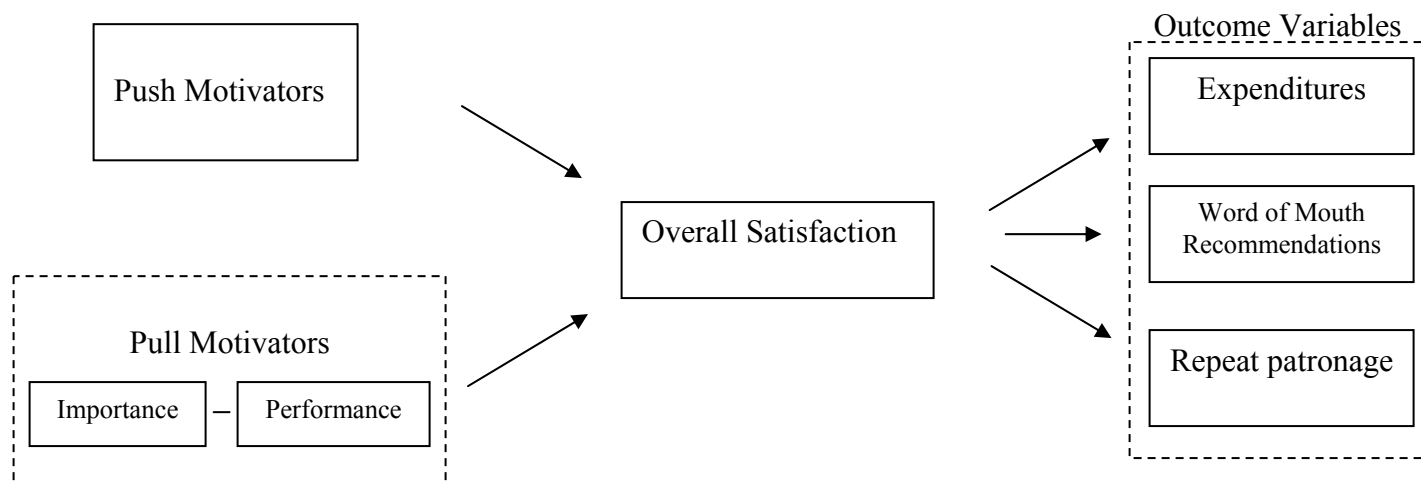
### **Proposed Research Model**

Figure 3 displays the proposed research model. Each component of the model was selected based on the literature review. Debate concerning tourism demand utilizes the notion of "push" and "pull" theoretical framework. Dann (1977) referred to "push" motivators as the needs and wants of the individual that predispose him/her to travel, whereas "pull" factors were viewed as the characteristics or attributes of a given destination, which become apparent after the decision to travel has been made. From a socio-psychological perspective, Mannell & Iso-Ahola (1987) argued that leisure benefits are a simultaneous relationship between two motivational forces, seeking and escaping.

The proposed model in Figure 3.1 is presented as follows: individuals have internal and external motivations to attend a culinary event, which are considered push and pull motives, respectively (Dann, 1977). It has been suggested that the push and pull motivations work in combination to produce overall satisfaction (Noe & Uysal, 2003). Pull motivations may be measured using importance and performance analysis (Kinley et al., 2002). Perceived performance of event attributes will have a subsequent effect on customer satisfaction (Dabholkar, Shepherd, & Thorpe, 2000). As a result, customer satisfaction will have an effect on expenditures, word-of-mouth recommendations, and repeat patronage intention (Oliver, 1999). Consequently, the proposed model examined relationships among the push and pull motivations, overall satisfaction, expenditure, word-of-mouth recommendations, and repeat patronage behavior.

### **Research Design**

Research design involved the development of an original instrument based on previous research, expert opinion, and pilot test results. The main variables in the study included “push” and “pull” motives of culinary events, overall satisfaction, and outcome variables: expenditures, word-of-mouth recommendation, and repeat patronage intention. Description of the variables will be provided in the following section. Dependent variables were customer satisfaction, expenditures, word-of-mouth recommendation, and repeat patronage intention. Independent variables were push and pull motive items.



**Figure 3.1. Proposed Culinary Event Motivation Model**

### *Push Travel Motivations*

Push motivations involved a list of motive items collected from a review of literature. Preliminary instrument development of initial scale items were derived from Uysal, Gahan and Martin (1993), Formica & Uysal (1996), and Formica & Murrmann (1998) and included socio-psychological domain items, such as escape, site novelty, socialization, entertainment, event attraction/excitement/thrills, cultural/historical attractions, and family togetherness. Two additional items suggested by Fodness (1994), representing the “prestige/status” motive, were included in the list of push motivational items. Motivation items were measured on a five-point rating scale (1 = strongly disagree, 2 = disagree, 3 = neither, 4 = agree, and 5 = strongly agree) to indicate the extent to which respondents agreed or disagreed on the importance of each item as a factor influencing reasons to attend culinary event. See Appendix E for a summary of the initial push factor scale items and corresponding reliability.

### *Pull Travel Motivations*

Pull motivation items stem from Saleh and Ryan’s (1993) research analyzing factors that attract tourists to festival events. See Appendix F for summary of the initial pull factor scale items. Additional attribute items were generated through the literature review and online website analysis of current culinary events. The initial list of scale items included specific product features aimed to augment the pull motivations of individuals attending a culinary event (i.e., ancillary considerations, core product, alternative pursuits, price and travel, time dimensions of festival, and catering



provisions). Ancillary considerations relate to the accessibility and ease of acquiring information, in addition to basic facilities. Core product items refer to the quality of the product itself. Alternative pursuits involve additional activities while visiting the location, while price and travel refer to admission prices and travel distance to the event. Time dimensions of the festival refer to opening and closing times and duration of the event. Lastly, catering provisions address availability of a variety of food and beverage options.

In order to measure pull motivations the importance-performance hypothetical framework was utilized. The basic premise of the importance-performance model is that individual visitors consider the presence of certain attribute items important to their travel experience. These important items are subsequently judged based on performance.

Importance of attribute items were measured on a five-point rating scale (1 = not at all important, 2 = slightly important, 3 = neither, 4 = important, and 5 = very important) indicating the extent to which respondents agreed or disagreed on the importance of each item and factor analyzed. Performance items were measured on a five point rating scale (1 = poor, 2 = fair, 3 = good, 4 = very good, and 5 = excellent) indicating the level of satisfaction to which culinary attendees rated the actual performance of event attributes.

### *Overall Satisfaction*

Three interval questions were asked to evaluate overall satisfaction: 1) Overall, how satisfied have you been with the World Championship Barbecue Cooking Contest experience/event? 2) How satisfied were you with the barbecue? and 3) How satisfied were you with the competition? These items were measured on a five-point rating scale

(1 = completely dissatisfied, 2 = dissatisfied, 3 = neither satisfied or dissatisfied, 4 = satisfied, and 5 = completely satisfied). These three items were averaged into one measure to indicate the extent of overall satisfaction with the total event experience.

### *Expenditures*

Research on expenditures included categories of continuous data. Travel expenditures were divided into two broad categories: 1) expenditures at MIMBBC (i.e., fees, food, beverages, and shopping), and 2) expenditures while in the Memphis area (i.e., lodging, transportation, restaurant/eating, shopping, entertainment, and misc.). Expenditures amounts were reported for each sub-category in terms of Mean Per Person (MPP), Mean Per Travel Party (MPTP), and Total reported expenditures. The MPP was calculated individually by dividing the travel party expenditure by the travel party size within each sub-category to attain a mean per person expenditure. MPTP was calculated by taking the average reported expenditures within each sub-category as the mean per travel party expenditure. Lastly, the Total was calculated by adding the total reported expenditures within each sub-category.

### *Word-of-Mouth Recommendations*

Two interval questions for word of mouth recommendation were asked to evaluate word-of-mouth intentions: 1) Do you intend on sharing your Memphis in May Barbecue experience with family/friends? 2) Would you recommend a trip (visit) to Memphis in May Barbecue Competition to your friends/relatives? These items were measured on a five-point rating scale (1 = definitely will not, 2 = will not, 3 = neither will

nor will not, 4 = will, and 5 = definitely will). These two items were averaged into one measure to indicate the extent to which respondents will recommend the culinary event to other individuals.

### *Repeat Patronage Behavior*

Two interval questions for repeat patronage behavior were designed to evaluate intentions: 1) Do you intend on making another trip to the Memphis in May Barbecue Competition? 2) In the next two years, how likely are you to take another trip to the Memphis in May Barbecue Competition? These items will be measured on a five-point rating scale (1 = very unlikely, 2 = unlikely, 3 = neither likely or unlikely, 4 = likely, and 5 = very likely). These two items were averaged into one measure to indicate the extent to which respondents are likely to attend The World Championship Barbecue Cooking Contest in the future.

## **Instrument Development**

### *Push Travel Motivations*

In an effort to enhance face and content validity, the original push motive item list composed of 35 items was distributed to an independent panel of experts who were requested to rate selected items on a scale of 1 to 3 as being clearly representative, somewhat representative, or not representative of any motive. The panel of judges represented academicians and tourism professionals with expertise in travel consumer behavior. Mail-back item lists were distributed in a pre-addressed stamped envelope

according to the Dillman method (Dillman, 2000). An operational definition of a culinary event was included in the cover letter, defined as a “onetime or infrequently occurring food event or festival, offering prepared food and beverage, which occurs outside the normal range of programs or activities of the sponsoring organization.” Experts were asked to edit, clarify, and suggest additional motive domains for items that did not appear to fit. Based on established decision rules, items that did not fit were discarded. Mean score of 1.90 was used as the decision rule to purify the list of motive items. This would retain items rated as 'somewhat representative', and would eliminate items the majority scored as 'not representative' of a motivation to attend a special food event. The panel of experts reduced the original list of 35 items to a list of 26 representative push travel items.

### *Pull Motivations*

In an effort to enhance face and content validity, the 52 item pull motivation list also was distributed to an independent panel of experts (Delphi panel) who were requested to rate selected items on a scale of 1 to 3 as being clearly representative, somewhat representative or not representative of any motive. The panel of judges represented academicians with expertise in travel consumer behavior. As before, an operational definition of a culinary event was included in the cover letter, defined as a onetime or infrequently occurring food event or festival, offering prepared food and beverage, which occurs outside the normal range of programs or activities of the sponsoring organization. Experts were asked to edit, clarify, and suggest additional

attribute items that did not appear to fit. Based on established decision rules, items that did not fit were discarded. Results of the Delphi panel reduced the list to 27 items.

### *Pilot Testing the Instrument*

A pilot test of the push and pull travel motivation items was conducted on a convenient sample of individuals ( $n = 51$ ) attending the National Barbecue Association annual meeting in Knoxville TN. Surveys were distributed between the hours of 11 am-1:30 pm, Saturday, February 25, 2006. A cover letter of informed consent was attached to all surveys and a \$2 incentive was offered to those who participated.

Responses from the convenient sample were used to pre-test the dimensionality and internal reliability of both push and pull travel motivation items. Internal consistency reliability of the instrument was tested employing Cronbach's (1951) coefficient of reliability alpha. This test determines how consistent a set of items (or variables) measures a single latent construct.

Exploratory principal component analysis (PCA) was performed on all 26 “push” items detecting 9 factors with eigenvalues  $> 1$  and variance explained 80.88 %. Following exploratory PCA, principal component factor analysis with a varimax rotation was performed, extracting 9 factors, however, 2 items (group enjoyment and curious) were dropped due to factor loadings under .40. Total variance explained with the 24 items was 82.67 %. Table 3.1 shows the factors, factor items, and the corresponding alpha coefficient for each factor.

Additionally, exploratory PCA was performed on all “pull” items detecting 10 factors with eigenvalues  $> 1$  and 76.86% variance explained. Next, factor analysis with a

**Table 3.1. Results of Push Factor Dimensions from Pilot Test**

Dimensions	Items	Number of Items	Cronbach's Alpha
Factor 1	Friends Meet people Enjoying themselves Food quality To talk about	5	0.760
Factor 2	Shows, ballets, theatre Change of pace Entertainment Visit the area Discovery	5	0.754
Factor 3	Enjoy the same thing Unique Similar interests Variety to see and do	4	0.762
Factor 4	Good food Local culture	2	0.646
Factor 5	Enjoy food events Learning	2	0.772
Factor 6	Companions New/different foods	2	0.701
Factor 7	Been before Sounded like fun	2	0.496
Factor 8	Thrills	1	N/A
Factor 9	Family togetherness	1	N/A

\*Pilot test factors may or may not represent actual data collection.

varimax rotation was performed, 10 factors extracted, but several items cross-loaded or had factor loadings under .40, thus 7 items were removed from the original list of 27. This resulted in a 5-factor solution explaining 64.62% of the variance. Table 3.2 displays the factors, factor items, and the corresponding Cronbach's alpha coefficient.

Respondent's comments from the pilot test concluded the survey was easy to understand and fill out. It took on average 5.5 minutes to complete. Respondents were friendly and receptive while being approached during their leisure time.

### **Operationalization of Measures**

Tables 3.3, Table 3.4, and Table 3.5 represent the variables and measures, which were used in the survey instrument.

### **Data Collection and Sampling**

Information concerning primary purpose, motivations, importance of event attributes, socio-demographics, and travel behavior information was collected on Part I of the survey from visitors while attending the 2006 Memphis in May International Barbecue Competition. Questionnaires were distributed using a systematic, randomized sampling methodology. Human Subjects approval by the University of Tennessee was obtained prior to conducting research. Types of questions referred to general travel motivations, perceived importance of specific culinary event attributes, demographics, and use of information sources. In addition, participants were offered a \$2 bill, as an incentive to participate in Part I of the study.

**Table 3.2. Results of Pull Factor Dimensions from Pilot Test**

Dimension	Items	Number of Items	Cronbach's Alpha
Factor 1	Program Prices Come and Go Cleanliness Parking Friendly Service Good Highways Opening/Closing Times	8	0.880
Factor 2	Outdoor Activity Cultural Attractions Nightlife Music Local Restaurants Shopping	6	0.818
Factor 3	Cooking Demos Locally produced food Knowledgeable Service Equipment Demos Expert Advice Cooking Techniques	6	0.772
Factor 4	Recipes Free Food Tasting Attractive Environment Pleasant Smells	4	0.641
Factor 5	Celebrity Cooking Demos	1	N/A

\*Pilot test factors may or may not represent actual data collection.



**Table 3.3. Push Items on Questionnaire and Measurement**

Variable	Survey Items	Item Measurement
Push Motives	To help bring the family together more	Interval (A five-point rating scale: 1 = strongly disagree, 2 = disagree, 3 = neither, 4 = agree, and 5 = strongly agree)
	Because I have heard about the festival and it sounded like fun	
	To enjoy activities at events that offer thrills	
	Because I have been before and had a good time	
	To experience new and different foods	
	To be with people who enjoy the same things I do	
	So I could experience it with my companions	
	For a change of pace from everyday life	
	Because food events are unique	
	So I could be with my friends	
	Because I like food of the best quality	
	Because I enjoy special food events	
	Because learning about new food is stimulating	
	Because I have heard about the event and it sounded like fun	
	Because I like shows, ballets, concerts, and theatre plays of the best quality	
	Because it is a good opportunity to visit the area	
	For a chance to be with people enjoying themselves	
	To see the entertainment	
	Because I want there to be a sense of discovery as part of my experience	
	To enjoy the good food	
	Food events help increase my knowledge of local culture	
	Because I thought the entire group would enjoy it	
	To be with people of similar interests	
Because I like a variety of things to see and do		
Because it is a great opportunity to meet people from all over the world		
Because I was curious		
Because I like to talk about the places I've eaten		

**Table 3.4. Pull Items on Questionnaire and Measurement**

Variable	Survey Items	Item Measurement
Pull Motives	Food product knowledge	<i>Importance</i> Interval (A five-point rating scale: 1 = not at all important, 2 = slightly important, 3 = neither, 4 = important, and 5 = very important)
	Cooking demonstrations	
	Program guide/map, event schedule	
	Food and beverage prices	
	Come and go as you please	
	Foods grown/produced locally	
	Outdoor activities	
		<i>Performance</i> Interval (A five point rating scale: 1 = poor, 2 = fair, 3 = good, 4 = very good, and 5 = excellent)
	Cleanliness of event site	
	Product recipes	
	Convenient parking	
	Cultural attractions	
	Nightlife	
	Free food tasting	
	Attractive environment	
	Pleasant smells	
	Music/entertainment	
	Good local restaurants	
	Friendly service	
	Knowledgeable service from personnel	
	Good highways to area	
	Celebrity cooking demonstrations	
	Shopping available	
	Cooking equipment demonstrations/ information	
Expert advice		
Opening/closing times		
Festival souvenirs (posters, pins, t-shirts)		
Cooking techniques		

**Table 3.5. Dependent Items on Questionnaire and Measurement**

Variable	Survey Questions	Item Measurement
Primary Purpose	What was your primary reason for attending Memphis in May Barbecue Competition?	Categorical (To watch friend/family compete, To see and tasted the barbecue, To enjoy the entertainment, Business)
Overall Satisfaction	1) Overall, how satisfied have you been with the World Championship Barbecue Cooking Contest experience/event? 2) How satisfied were you with the barbecue? 3) How satisfied were you with the competition?	Interval (A five-point rating scale: 1 = completely dissatisfied, 2 = dissatisfied, 3 = neither satisfied or dissatisfied, 4 = satisfied, and 5 = completely satisfied)
MIMBCC Expenditures	Admission fees Food Beverage Shopping	Continuous ( $x > 0$ )
Memphis Area Expenditures	Lodging Transportation Restaurant/eating Shopping Entertainment Miscellaneous	Continuous ( $x > 0$ )
Word-of-Mouth Recommendations	1) Do you intend on sharing your Memphis in May Barbecue experience with family/friends? 2) Would you recommend a trip (visit) to Memphis in May Barbecue Competition to your friends/relatives?	Interval (A five-point rating scale: 1 = definitely will not, 2 = will not, 3 = neither will nor will not, 4 = will, and 5 = definitely will)
Repeat Patronage Intention	1) Do you intend on making another trip to the Memphis in May Barbecue Competition? 2) In the next two years, how likely are you to take another trip to the Memphis in May Barbecue Competition?	Interval (A five-point rating scale: 1 = very unlikely, 2 = unlikely, 3 = neither likely or unlikely, 4 = likely, and 5 = very likely)
Tourist	Did you travel 50 miles or more, one way, to attend Memphis in May Barbecue Competition?	Categorical (yes or no)
Been Before	Including this year, how many Memphis in May Barbecue Competitions have you attended?	Categorical (1, 2-4, 5-7, more than 7)

Applying a systematic approach, a convenient random sample (n = 1,600) was drawn from visitors to the Memphis in May World Championship Barbecue Cooking Contest. Site analysis was conducted with festival organizers, prior to the research starting, regarding traffic flow and activity scheduling for the purpose of including a wide range of festival venues. The sampling plan required that a questionnaire be distributed to every 10th adult (18 years or older). Trained interviewers introduced themselves and the study to visitors, asking them to participate with no penalties for decline. Participants then were asked to complete a short survey. Each survey was coded with a number and day to track data for the follow-up survey. Surveys were distributed equally throughout the three-day event to ensure a representative sample of visitors.

Part II of the survey involved collecting information on perceived performance of event attributes specific to the barbecue competition, overall satisfaction, expenditure data, word-of-mouth recommendations, and repeat patronage behavior. This information was collected using a combination of mail-back, self-administered questionnaires or online surveys in order to collect the most complete data and total amount of money spent during the visit. Utilizing mailing information or email addresses collected from survey part I, survey part II was sent out immediately following the event. Utilizing a modified Dillman (2000) method, postcard thank you reminders were sent out one week following initial distribution. One additional reminder was mailed 2 weeks after original questionnaire distribution to encourage anyone who had not completed the survey to do so. Five \$100 gift certificates were offered with the second part of data collection to increase response rate.

## **Data Analyses**

Table 3.6 displays the objectives, intended statistical analysis, and expected results for research proposal. Descriptive statistics including frequencies, percentages, and Chi-square tests were used to describe the sample and determine if differences existed in terms of demographic characteristics: age, education, income, and travel behavior. Individuals were segmented initially based on motivations.

The objectives were tested using factor analysis, cluster analysis, analysis of variance (ANOVA), multiple analysis of variance (MANOVA), and multiple regression analyses. Statistical significance was determined at .05 level. See Appendix G for a copy of the instrument.

To test objective 1, push motive items were factor analyzed using the principal components factor analysis with varimax rotation. Factor analysis of motive items were followed by cluster analysis of motive factor scores, which were used to identify segments of culinary attendees based on motivations. ANOVA was used to determine if differences existed between cluster segments in terms of push motivations.

To test Objective 2, culinary attendee segments were compared in terms of socio-demographics, travel behavior, and perceived importance factors utilizing factor analysis, ANOVA, and Chi-square tests. Chi-square tests were used to compare culinary attendee segments with regards to socio-demographic characteristics and travel behavior. Importance items were factor analyzed and subsequent factor mean scores were utilized in ANOVA tests to determine if differences exist among clusters in perceived importance ratings. In an effort to enhance discriminant validity, push and pull motive items were

**Table 3.6. Statistical Analysis of Research Objectives**

<b>Objectives</b>	<b>Data</b>	<b>Statistical Analysis</b>	<b>Test</b>	<b>Results</b>
<b>Objective 1:</b> To segment attendees at a culinary event based on push travel motivation factor scores.	Push Motives	Factor Analysis	Eigenvalue > 1	Reduce 26 items to <u>n</u> factors that will be labeled
	Push Motive factor scores	Cluster Analysis	<i>t</i> -test	
<b>Objective 2:</b> To compare cluster segments with regards to demographics, travel behavioral characteristics, and importance of event attributes.	Importance of Pull Motive factor scores	Factor Analysis	Eigenvalue > 1	Develop profile of culinary tourist based on push motivations in terms of importance of pull motivations, demographics, and travel pattern behavior compared with other segments (i.e., Cluster 1 & Cluster 2)
	Cluster 1 & 2	Chi-square test <i>t</i> -test	Chi-square and <i>t</i> value	
<b>Objective 3:</b> To measure the extent to which perceived performance of event attributes differs from perceived importance of event attributes at a culinary event.	Importance of Pull Motives	MANOVA	Overall p-value	Measure and compare the importance and performance of 27 culinary event attribute items
	Performance of Pull Motives	Grid Analysis	Mean scores and paired <i>t</i> -tests	
<b>Objective 4:</b> To determine the effects of performance of event attributes on overall satisfaction.	Performance of Pull Motives factor scores	Factor Analysis	Eigenvalue > 1	Determine if performance of event attributes has an effect on overall satisfaction
	<b>Independent:</b> Performance of Pull Motives factor scores <b>Dependent:</b> Overall satisfaction	Multiple Regression	F-test	
<b>Objective 5:</b> To determine relationships among motivations, performance, satisfaction, and outcome variables: expenditure, word-of-mouth recommendations, and repeat patronage of visitors to a culinary event.	Push Motive factor scores, Pull Motive factor scores, Performance, Overall satisfaction, Expenditures, WOM, Repeat Patronage	Pearson product moment correlation coefficient	<i>r</i> score	Determine the relation of variables in proposed model

\* Statistical significance will be determined at the .05 level.

factor analyzed to identify groups of inter-related variables into one factor, while differentiating factors from one another. In this case, push items factored separately from the pull items (Appendix K).

Objective 3 involved the comparison of perceived importance and performance of event attributes. MANOVA was performed to compute the overall p-value of difference. Mean scores of importance and post-visit performance scores were calculated for each attribute. Paired t-tests were carried out to investigate statistically significant difference between the two sets of scores.

Objective 4 was accomplished by using multiple regression analysis, which measured the degree to which performance of event attributes would predict overall satisfaction. In order to accomplish Objective 5, correlations were performed for motivations, performance, overall satisfaction, expenditures, word-of-mouth recommendations, and repeat patronage intention. Again, in an effort to demonstrate discriminant validity, push and performance satisfaction items were factor analyzed to identify groups of inter-related variables into one factor, while differentiating factors from one another. In this case, push items factored separately from the performance satisfaction items (Appendix L).

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

#### **Descriptive Statistics of Sample**

A total of 1,600 questionnaires were collected over the three-day event. However, 155 of the questionnaires were discarded because they were incomplete or appeared to be answered discrepantly. Based on the researcher's observation, approximately one in every ten individuals who were approached declined to participate in the study.

#### *Demographic Background of Sample*

Table 4.1 presents the demographic characteristics of the respondents who attended the culinary event. There were slightly more males (52%) than females (48%), and the majority of the respondents were between the ages of 18 – 45 (55%), with 31% between the ages of 46 - 59. A little more than half of the respondents had annual household incomes of \$50,001 or more, and yet, the income category of \$100,000 or more had the largest percentage of respondents (18%) compared to the other income categories. In terms of education, 36% had completed high school, 18% had an associates degree, 28% had bachelors degree, and 18% had graduate degrees for a total of 64% who had some college education or higher.

The demographic characteristics of the individuals from the culinary event were different than the U.S. average household population, whereby median household income is \$46,242, and 27% of citizens hold a bachelor's degrees or higher ([www.factfinder.census.gov](http://www.factfinder.census.gov), 2007).



**Table 4.1. Demographic Characteristics of the Sample**

<i>Variable</i>	Frequency	Percent
<b>Gender (n = 1437)</b>		
Male	751	52%
Female	686	48%
<b>Age (n = 1405)</b>		
18-31	392	28%
32-45	406	29%
46-59	443	31%
60+	164	12%
<b>Total Household Income (n = 1370)</b>		
Less than \$10,000	121	9%
\$10,001-\$20,000	104	8%
\$20,001-\$35,000	183	13%
\$35,001-\$50,000	229	17%
\$50,001-\$75,000	250	18%
\$75,001-\$100,000	222	16%
Over \$100,001	261	19%
<b>Education (n = 1428)</b>		
High School	523	36%
Associate Degree	258	18%
Bachelor's Degree	396	28%
Graduate Degree	252	18%
<b>Marital Status (n = 1434)</b>		
Single	436	30%
Divorced or Separated	187	13%
Married	641	45%
Married w/Children	170	12%

Note: Number of cases under frequency excludes missing observations

Regarding the U.S. travel market data of festival-goers in general, Backman, Backman, Uysal, & Sunshine (1995) noted the average attendee was described as being less than 50 years old, having an annual household income of less than \$40,000, and having some college education.

Although, 55% of the culinary attendees were between the ages of 18 - 45, incomes and education were much higher than the average festival attendee. The higher income level suggests the potential for having more disposable income with which to enjoy special events, whereas, a higher education level may signify a greater propensity to appreciate an array of experiences and new knowledge, such that a culinary event might offer.

#### *Travel Behavior Characteristics of Sample*

Table 4.2 presents the travel behavior characteristics of the sample. The majority (69%) of respondents had traveled 50 miles or more one-way and therefore were considered tourists to the culinary event ([www.state.tn.us](http://www.state.tn.us)). In terms of primary reason to attend the event, just over half (52%) selected to “see and taste the barbecue,” whereas 22% were there “to enjoy the entertainment,” 11% “to watch friend/family compete,” 7% for “business,” and 8% had more than one primary reason to attend. About 45% of respondents traveled in parties of two adults, while approximately 18% traveled alone. The vast majority (87%) of respondents did not travel with children. As for length of stay in the Memphis area, 32% of respondents stayed for one day and these individuals most likely represented the local contingency or those individuals traveling less than 50 miles. However, 20% of the respondents stayed for 2 days, 21% stayed for three days, and

**Table 4.2. Travel Characteristics of Sample**

<i>Variable</i>	Frequency	Percent
<b>50 Miles One-Way (n = 1445)</b>		
Yes	1004	69%
No	441	31%
<b>Primary Reason to Attend (n = 1444)</b>		
Friends/Family	158	11%
See and Taste the Food	744	52%
Entertainment	318	22%
Business	104	7%
More than 1	120	8%
<b>Travel Party Size Adults (n = 1443)</b>		
1 Adult	260	18%
2 Adults	654	45%
3 Adults	158	11%
4 Adults	179	13%
5+ Adults	192	13%
<b>Children Traveling (n = 1445)</b>		
0 Children	1253	87%
1 Child	92	6%
2 Children	52	4%
3+ Children	48	3%
<b>Length of Stay (n = 1395)</b>		
1 Day	454	32%
2 Days	275	20%
3 Days	295	21%
4-6 Days	290	21%
7+ Days	81	6%
<b>Previous Attendance (n = 1415)</b>		
First-time	963	68%
Been Before	452	32%

Note: Number of cases under frequency excludes missing observations

another 21% stayed between four and six days. Surprisingly, 68% of respondents were attending the culinary event for the first time. Previous research studies have indicated that first-time visitors appeared to participate in more activities than repeat visitors and were more likely to seek variety and visit more attractions (Fallon & Schofield, 2004; Kemperman, Joh, & Timmermans, 2004). Consequently, first-time visitors represent a valuable marketing opportunity for the organizers of the MIMBCC and the Memphis area. These new visitors have the potential to become repeat visitors or in the least can become positive word-of-mouth resources if their first experience is a memorable one.

Table 4.3 presents the travel-related expenditures of the sample. Travel expenditures were divided into two broad categories: 1) expenditures at MIMBBC (i.e., fees, food, beverages, and shopping), and 2) expenditures while in the Memphis area (i.e., lodging, transportation, restaurant/eating, shopping, entertainment, and misc.). Expenditures amounts were reported for each sub-category in terms of Mean Per Person (MPP), Mean Per Travel Party (MPTP), and Total Reported Expenditures (TRE). The MPP was calculated individually by dividing the travel party expenditure by the travel party size within each sub-category to attain a mean per person expenditure. MPTP was calculated by taking the average reported expenditures within each sub-category as the mean per travel party expenditure. The TRE represented the sum of the total reported expenditures for each sub-category. Lastly, the Total was calculated by adding the TRE within each sub-category to arrive at a total expenditure.

At the culinary event, the sub-category with the largest reported expenditures per person was shopping (\$15.78) followed by food (\$13.45), beverage (\$10.01), and fees (\$9.36), in that order. Shopping represented 32% of the total expenditures at the culinary event.

**Table 4.3. Mean Expenditures of Sample (n = 303)**

<i>Variable</i>	Mean Per Person, \$	Mean Per Travel Party, \$	Total Reported, \$
<b>Expenditures at Food Event</b>			
Fees (n = 303)	9.36	27.29	8,270.00
Food (n = 301)	13.45	36.81	11,080.00
Beverage (n = 300)	10.01	27.52	8,255.00
Shopping (n = 296)	15.78	41.57	12,306.00
<b>Total</b>	<b>48.60</b>	<b>133.19</b>	<b>39,911.00</b>
<b>Expenditures in Memphis</b>			
Lodging (n = 299)	88.30	232.44	69,499.00
Transportation - not airfare (n = 301)	43.30	107.96	32,497.00
Restaurant/Eating (n = 302)	52.54	145.91	44,065.00
Retail Shopping (n = 294)	33.00	87.68	25,777.00
Entertainment (n = 292)	24.07	61.58	17,982.00
Miscellaneous (n = 291)	23.33	58.88	17,135.00
<b>Total</b>	<b>264.54</b>	<b>694.45</b>	<b>206,955.00</b>

\*Mean travel party size 3.67

\*Mean travel days 2.9

Shopping has been noted as a primary activity while traveling (Costello & Fairhurst, 2002). These results indicated culinary tourists were interested in shopping as a primary activity while attending the culinary event, therefore, event organizers should make shopping opportunities available with ample merchandise to select from.

As for expenditures in the Memphis area, lodging was the largest reported sub-category of expenditures at \$88.30 per person, followed by restaurant/eating (\$52.54), transportation (\$43.30), retail shopping (\$33.00), entertainment (\$24.07), and miscellaneous (\$23.33). Lodging is typically the highest sub-category of spending while traveling (Kim, C., Scott, D., Thigpen, J., & Kim, SS., 1998) and was the case for visitors to this culinary event. Interestingly, restaurant eating was the second largest category of expenditures and is indicative of a culinary tourist activity. It appears these culinary

tourists took advantage of the unique eating opportunities the Memphis area had to offer.

Results indicated the average expenditure per person at the culinary event was \$48.60, while the average expenditure per person in the Memphis area was \$264.54. By individually calculating the mean per person expenditure by travel days within each sub-category, and adding these sub-category totals a mean estimate of \$91.67 was spent per person, per day in the Memphis by culinary event attendees.

The primary purpose of the MIMBCC is to generate economic activity in the Memphis area. According to the event organizers, a reported 68,000 tickets were sold for the three-day event. In order for one to estimate the economic activity of this culinary event, per person expenditures (\$91.67) would be multiplied by the number of non-local visitors (i.e., individuals traveling 50-miles or more one-way or 69% of 68,000 = 46,920) to arrive at a total spending figure (\$4,301,156.40). A conservative estimate of over four million dollars was induced to the Memphis area due in large part to this culinary event. Increasingly, it is recognized that short-term events provide a low cost opportunity for a destination to extend their portfolio of tourism products (Chhabra, Sills, & Cubbage, 2003; McKercher et al., 2006). Given the necessary infrastructure, culinary events may be viable prospect for increasing tourism and stimulating the local economy.

The first research objective was to segment all respondents based on their push travel motivation scores. There were 26 items measuring the various travel motivations. First, exploratory factor analysis was performed to estimate the number of underlying motivation dimensions. Three factors emerged with Eigenvalues greater than 1.0 and a scatterplot diagram confirmed this number. The Bartlett test of sphericity was significant ( $p < 0.001$ ) and the Kaiser-Meyer-Olkin measure of sampling adequacy (0.96) confirmed

that factor analysis could be applied appropriately. A principle component factor analysis with varimax rotation subsequently was used to delineate the underlying dimensions of the culinary event motivations. One goal of factor analysis is to create a new set of uncorrelated variables from a set of correlated variables called factors, with the hope that these factors will give a better understanding of the data being analyzed (Johnson, 1998). Items with factor loadings of 0.399 were suppressed from the analysis and any item loading within 0.05 on more than one factor was removed from the analysis.

The factor analysis results confirmed that there were three factors with Eigenvalues greater than 1.0 and accounted for 58.7% of the variance. The total Cronbach's alpha value indicated that the model was internally reliable ( $\alpha = 0.95$ ). The three dimensions were labeled as: (1) *Food Event* (eigenvalue = 11.51, variance explained = 23.1%,  $\alpha = 0.92$ ), (2) *Event Novelty* (eigenvalue = 1.37, variance explained = 21.9%,  $\alpha = 0.91$ ), and (3) *Socialization* (eigenvalue = 1.21, variance explained = 13.8%,  $\alpha = 0.80$ ). Labeling factors were based on the appropriateness of the individual items under each factor grouping and judgmental criteria consistent with the literature.

The first factor, "Food Event" consisted of eight variables: because I like food of the best quality, because I enjoy special food events, to enjoy the good food, to experience new and different foods, because learning about new foods is stimulating, because I have heard about the event and it sounded like fun, because food events are unique, and food events help increase my knowledge of local culture (Table 4.4). The second factor, "Event Novelty" included ten variables: because it is a great opportunity to meet people from all over the world, to see the entertainment, because it is a good opportunity to visit the area, because I like shows, ballets, concerts, and theatre

**Table 4.4. Factor Analysis of Culinary Event Push Motivations (n = 1,326)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Food Event</b>		11.51	23.07	0.92
Because I like food of the best quality	0.77			
Because I enjoy special food events	0.76			
To enjoy the good food	0.73			
To experience new and different foods	0.72			
Because learning about new foods is stimulating	0.71			
Because I have heard about the event and it sounded like fun	0.65			
Because food events are unique	0.62			
Food events help increase my knowledge of local culture	0.58			
<b>Event Novelty</b>		1.37	21.89	0.91
Because it is a great opportunity to meet people from all over the world	0.67			
To see the entertainment	0.67			
Because it is a good opportunity to visit the area	0.66			
Because I like shows, ballets, concerts, and theatre of the best quality	0.65			
Because I like a variety of things to see and do	0.64			
For a chance to be with people enjoying themselves	0.64			
Because I want there to be a sense of discovery involved as part of my experience	0.63			
To be with people of similar interests	0.59			
Because I thought the entire group would enjoy it	0.56			
Because I was curious	0.56			
<b>Socialization</b>		1.21	13.75	0.80
Because I have been before and had a good time	0.72			
So I could be with my friends	0.63			
To be with people who enjoy the same thing I do	0.59			
So I could experience it with my companions	0.57			
To help bring the family together more	0.51			
To enjoy activities at events that offer thrills	0.44			
<b>Total Variance Explained</b>			<b>58.71</b>	

Respondents utilized a five-point Likert scale to rate their level of agreement with the motivation items: 1 = strongly disagree to 5 = strongly agree.

\*The motivation items "For a change of pace from everyday life" and "Because I like to talk about the foods I've eaten" loaded within 0.05 on more than one factor and were subsequently dropped from analysis.



of the best quality, because I like a variety of things to see and do, for a chance to be with people enjoying themselves, because I want there to be a sense of discovery involved as part of my experience, to be with people of similar interests, because I thought the entire group would enjoy it, and because I was curious. The last factor, “Socialization,” included six variables: because I have been before and had a good time, so I could be with my friends, to be with people who enjoy the same thing I do, so I could experience it with my companions, to help bring the family together more, and to enjoy activities at events that offer thrills.

The factor dimension “Food Event” consisted of eight motivational items pertaining to the quality, uniqueness, and experience of a food or food event. Interestingly, the item “food events help increase my knowledge of local culture” loaded on this primary factor. To date, this is the first empirical research which identifies culture as a motivation to attend a culinary event. This relationship supports the theory that food may be employed to heighten the cultural image of a destination (Cai, 2002). These results, however, contradicted the findings of Crompton and Mckay (1997) whereby attendees at the food events were significantly less motivated by “cultural exploration” than other factors, i.e., “novelty and regression.”

The motivational factor dimension “Event Novelty” consisted of items pertaining to entertainment, variety, discovery, and curiosity. Items of novelty and entertainment loaded on this one factor, whereas in previous research these were two separate motivational factors (Formica & Uysal, 1996). The loadings on this one, all-inclusive factor may be reflected by the uniqueness of this special event in particular. MIMBCC represents a unique event, which combines a food product with high-stake competition.

In addition, MIMBCC is known for its evening entertainment where many of the adults consume alcoholic beverages and enjoy the nightly entertainment.

The factor dimension “Socialization” contained items previously reported in the literature to represent the social motivation, to include: been before, friend, companions, and family togetherness. However, this factor dimension also included the motivational item “thrills,” which typically would load on the excitement dimension, yet, in this situation it joined with the socialization factor. For those attendees that have been before and wish to return to socialize, this culinary event may represent a highly anticipated reunion and a thrilling culinary competition.

After evaluating the overall motivations of the respondents, it was necessary to discover if these attendees could be segmented meaningfully into different groups based on their motivational factor scores. A two-step clustering procedure was utilized: (1) a hierarchical cluster analysis, identifying the appropriate number of clusters by Ward’s method, and (2) a K-means cluster analysis, providing further information on cluster membership. Based on an examination of the dendrogram and a Ward’s plot of the three factor scores plotted against one another, a two-cluster solution was considered most appropriate (Appendix I). A K-means quick cluster analysis then was performed to identify two distinct groups on the basis of motivational factor scores. Means of the three motivational factors for the individuals of each cluster segment were computed and compared.

Table 4.5 provides the results of the *t*-tests of the three delineated motivation factor scores by cluster segment. A total of 1,289 respondents were clustered and 37 were not included in either of the two cases. The two clusters were named after the highest

**Table 4.5. Cluster Means for Each Motivation Factor**

<i>Motivation Factor</i>	Cluster Segments		<i>t</i> value	Significance
	Cluster 1 (n = 481) Food Focusers	Cluster 2 (n = 808) Event Seekers		
<b>Food Event</b>	4.15 (0.47)	4.18 (-0.28)	(-.788)	0.431
<b>Event Novelty</b>	3.51 (-0.74)	4.20 (0.44)	(-17.416)	0.001
<b>Socialization</b>	3.54 (-0.52)	4.15 (0.31)	(-14.694)	0.001

Respondents utilized a five-point Likert scale to rate their level of agreement with the motivation items: 1 = strongly disagree to 5 = strongly agree. Numbers in parentheses are cluster coefficients.

\*Significant at the  $p < 0.05$  level.

cluster coefficient(s) on each motivational dimension. The clusters were labeled, respectively, as: (1) Food Focusers, and (2) Event Seekers. The Event Seekers segment made up the largest portion of respondents (63% of the valid sample).

The Food Focusers were more motivated toward the food-related experience at the culinary event as evident in the higher factor mean score for “food event” (4.15) as compared to “event novelty” (3.51), and “socialization” (3.54). Food was their primary motivation to attend the culinary event. So much, in fact, motivational factors “event novelty” and “socialization” had negative coefficients when estimating cluster membership. Seemingly, they were not motivated as much by the other activities, entertainment, or socializing with others while attending the culinary event.

Event Seekers had higher factor means for all three of the motivational factors to attend the culinary event (4.18, 4.20, and 4.15 respectively), with not just one factor in particular dominating the motivations. Event Seekers had the apparent opposite motivations to attend the culinary event in respect to cluster membership as evident by the cluster coefficients. “Food event” had a negative effect on cluster membership as

indicated by the negative coefficient for Event Seekers, yet, “event novelty” and “socialization” had a positive effect on cluster membership.

To further analyze the relationship of factor mean scores within clusters a one-way repeated measure ANOVA was performed (Table 4.6). Results indicate that for Food Focusers the mean score of the food event factor (4.15) was significantly higher from event novelty (3.50) and socialization (3.54) factor mean scores, indicating the food event factor was the most important motivational force for this group.

As for the Event Seekers, the mean scores for food event (4.18) and event novelty (4.20) were not significantly different from each other, but were significantly different from the mean score of socialization (4.15). These results indicate Event Seekers were slightly more motivated by the event novelty and food event factor, however, based on scale means, all factors contributed to their motivation to attend the culinary event.

This study revealed that significant differences existed between Food Focusers and Event Seekers with respect to the motivational factors event novelty and socialization, however, the mean difference for the factor food was not significant among the two groups. This may be explained by the fact that the Event Seekers were highly motivated by both event novelty and food, not just one primary factor. On the other hand, Food Focusers had significantly lower factor means concerning event novelty and socialization, but were highly motivated by the food factor.

Concurrent validity is often used to test the measure of a new instrument. To test for concurrent validity, an existing scale or measure is given at the same time the new measure is given and the results are tested for correlation. In order to test for concurrent validity of the instrument, one categorical question was asked, “What was your primary

**Table 4.6. One-Way Repeated Measures ANOVA on Factor Means Scores by Cluster**

<i>Cluster Segments</i>	Food Event	Event Novelty	Socialization	Wilks' Lambda
<b>Food Focusers</b>	4.15 <sup>a</sup>	3.50 <sup>b</sup>	3.54 <sup>b</sup>	0.001
<b>Event Seekers</b>	4.18 <sup>a</sup>	4.20 <sup>a</sup>	4.15 <sup>b</sup>	0.004

Respondents utilized a five-point Likert scale to rate their level of agreement with the motivation items: 1 = strongly disagree to 5 = strongly agree.

<sup>a, b</sup> The means within rows are significantly different at  $p < 0.05$  based on Bonferroni adjustment for multiple comparisons test.

Reason for attending Memphis in May Barbecue Competition?” Cross-tabulations were conducted to examine the independent variable effect of “reason for attendance” on the dependent variable cluster segment. Results of the Chi-square analysis detect significant differences among clusters concerning the primary reason to attend the culinary event (Table 4.7). Food Focusers had a much higher proportion of respondents indicating “to see and taste the food” (71%) was the primary reason for attending the culinary event as compared to the Event Seekers (42%). In addition, Event Seekers had a higher percentage of respondents who indicated “entertainment” (28%) was the primary reason for attending the culinary event as compared to the Food Focusers (11%).

The results provide evidence that motivations may represent a useful base to segment the attendees at a culinary event. No group is completely homogenous, however, there are group characteristics that strengthen membership. The factor analysis demonstrated that there were multiple motivations for attending the culinary event, some of which were directly related to the food, and others which represented general special event appeal. For research objective 2, the respondents subsequently were classified into the two distinct clusters on the basis of motivation factors.

The second research objective was to compare culinary attendee clusters with

**Table 4.7. Primary Reason for Attendance by Cluster**

	Cluster Segments		Chi-square value	Significance level
	Food Focusers (n = 481)	Event Seekers (n = 808)		
<i>Variable</i>	%	%		
<b>Primary Reason to Attend</b>			110.74	0.001
Friends/Family	9	11		
See and Taste the Food	71	42		
Entertainment	11	28		
Business	6	8		
more than 1	3	11		

*n* = 1,289

regards to demographic characteristics, travel behavior characteristics, expenditures, and importance of event attributes. To identify demographic characteristics of each cluster, cross-tabulation analysis was used. The Chi-square test was employed to assess whether there were any statistical differences between the two clusters, while t-tests were used to compare segments for differences concerning the event attribute mean scores.

The Chi-square analysis revealed that the two clusters were statistically different from each other based on gender, age, income, and education. The demographic characteristics of the cluster segments are presented in Table 4.8. In terms of gender, Food Focusers had a higher proportion of males (57%), whereas Event Seekers had an equal ratio of males to females. This may be explained by the tendency for barbecue to be a predominantly male activity. A comparison of age indicated Event Seekers were slightly younger than the Food Focusers. Regarding income, a higher proportion of respondents earning over \$50,001 were found among the Food Focusers (63%), whereas 51% of Event Seekers earned less than \$50,000. As for education, Food Focusers appeared to have more respondents with a bachelor's degree or higher (51%) as

**Table 4.8. Demographic Characteristics of Food Focusers and Event Seekers**

<i>Variable</i>	Cluster Segments		Chi-square value	Significance level
	Food Focusers (n = 481)	Event Seekers (n = 808)		
	%	%		
<b>Gender</b>			5.64	0.010
Male	57	50		
Female	43	50		
<b>Age</b>			8.9	0.031
18-31	26	30		
32-45	30	28		
46-59	30	32		
60+	14	10		
<b>Total Household Income</b>			30.9	0.001
Less than \$10,000	5	11		
\$10,001-\$20,000	5	9		
\$20,001-\$35,000	10	15		
\$35,001-\$50,000	17	16		
\$50,001-\$75,000	21	16		
\$75,001-\$100,000	21	14		
Over \$100,001	21	17		
<b>Education</b>			15.73	0.003
High School	30	40		
Associate Degree	19	18		
Bachelor's Degree	29	27		
Graduate Degree	22	15		
<b>Marital Status</b>			7.04	0.070
Single	26	33		
Divorced or Separated	12	12		
Married	48	43		
Married w/Children	14	12		

*n* = 1,289

compared to the Event Seekers (42%). The variable marital status was found independent, therefore not significant. The travel behavior characteristics of the cluster segments are shown in Table 4.9. Of the five travel behavior variables, Chi-square analysis indicated that travel distance, travel party adults, length of stay, and previous attendance were significant and not independent of cluster membership. The variable “children traveling” was not significant and independent among clusters.

In terms of travel distance, Food Focusers had more respondents traveling 50 miles or more one-way (77%) compared to the Event Seekers (65%). Food Focusers had a higher percentage of two adults (55%) as compared to Event Seekers (41%). On the other hand, Event Seekers had a higher percentage of parties with three or more adults (41%). The average party size for Food Focusers was 2.64, whereas, the average party size for Event Seekers was 4.24. As for length of stay, Food Focusers had a higher percentage of respondents who stayed 3-6 days (48%) as compared to Event Seekers (39%). Conversely, Event Seekers had a higher percentage of respondents who elected to stay for only 1 day (35%). This may be explained by the fact that more Food Focusers traveled a greater distance to attend the culinary event, thus, the desire to stay longer while visiting the area. In addition, more of the Food Focusers traveled as couples, thus, this culinary event may represent an opportunity for rest, relaxation, and personal indulgence for those culinary tourists. Regarding the variable previous attendance, 78% of Food Focusers were attending the culinary event for the first-time, whereas, 62% of Event Seekers were first-time visitors.



**Table 4.9. Trip Characteristics of Respondents by Cluster**

<i>Variable</i>	Cluster Segments		Chi-square value	Significance level
	Food Focusers (n = 481)	Event Seekers (n = 808)		
<i>Variable</i>	%	%		
<b>50 Miles One-Way</b>			22.59	0.001
Yes	77	65		
No	23	35		
<b>Travel Party Size Adults</b>			32.45	0.001
1 Adult	16	18		
2 Adults	55	41		
3 Adults	7	13		
4 Adults	13	12		
5+ Adults	9	16		
<b>Children Traveling</b>			5.83	0.120
0 Children	89	86		
1 Child	7	7		
2 Children	3	5		
3+ Children	1	4		
<b>Length of Stay</b>			14.07	0.007
1 Day	28	35		
2 Days	17	21		
3 Days	25	19		
4-6 Days	23	20		
7+ Days	7	5		
<b>Previous Attendance</b>			35.38	0.001
First-time	78	62		
Been Before	22	38		

*n* = 1,289

In terms of expenditures, an analysis of the travel party expenditure data by cluster was conducted. Results of an independent samples *t*-test indicated there was no significant difference by cluster for travel party expenditures at the food event and in the Memphis area. Food Focusers expenditures at the culinary event was \$138.58 compared to \$125.58 for the Event Seekers. Additionally, while in the Memphis area, travel party expenditures by Food Focusers was \$745.87 and Event Seekers spent an average of \$658.33.

An analysis of the expenditure data by cluster indicated Food Focusers had a slightly higher per person expenditure total at the MIMBCC than Event Seekers (\$49.72 vs. \$46.90, respectively), yet these findings were not significant. In addition, Food Focusers (\$290.38) spent an average of \$54.31 more than the Event Seekers (\$237.07) while in the Memphis area, yet again, these findings also were not significant (Table 4.10). Yet, an analysis of the sub-category of expenditures indicated Food Focusers spent significantly more per person than Event Seekers in the categories of transportation (\$55.27 vs. 32.99, respectively) and restaurant eating (\$62.36 vs.43.69, respectively). These findings suggest that Food Focusers, who were more likely to be traveling greater distances and staying longer than Event Seekers, spent more on transportation while in the Memphis area. Higher transportation costs could be due in part to the type of travel mode necessary to attend the event. If these individuals traveled by air, they may have found it more convenient to hire additional ground transportation while in the Memphis area. In addition, Food Focusers were found to spend significantly more on restaurant eating than Event Seekers. Hall and Mitchell (2005) defined culinary tourism to include such food-related activities as visitations to primary and secondary food producers, food

**Table 4.10. Mean Per Person Expenditures by Cluster**

	Food Focusers Mean Per Person (n = 125)		Event Seekers Mean Per Person (n = 148)		t value	Significance level
<i>Variable</i>	Mean		Mean			
<b>Expenditures at Food</b>						
<b>Event</b>						
Fees	\$	11.30	\$	8.13	1.78	0.075
Food	\$	13.16	\$	13.10	0.03	0.977
Beverage	\$	9.19	\$	10.20	-0.52	0.601
Shopping	\$	16.07	\$	15.47	0.17	0.869
<b>Total</b>	\$	49.72	\$	46.90	0.43	0.669
<b>Expenditures in Memphis</b>						
Lodging	\$	89.61	\$	84.84	0.31	0.755
Transportation - not airfare	\$	55.27	\$	32.99	3.24	0.001
Restaurant/Eating	\$	62.36	\$	43.69	2.64	0.009
Retail Shopping	\$	38.77	\$	26.34	1.63	0.103
Entertainment	\$	23.39	\$	23.86	-0.10	0.921
Miscellaneous	\$	20.98	\$	24.35	-0.66	0.512
<b>Total</b>	\$	290.38	\$	236.07	1.66	0.097

Mean travel party size: Food Focusers 2.64, Event Seekers 4.24

Mean days spent: Food Focusers 3.05, Event Seekers 2.75

Significant at the  $p < 0.05$  level.

festivals, restaurants, and special locations for the taste and experience of specialty foods. Findings from this research support the proposition that Food Focusers, who attended the culinary event and spend more while eating out in the Memphis area, represented the culinary tourist segment.

Table 4.11 presents the results of expenditures per person, per day by cluster at MIMBCC and in the Memphis area. At MIMBCC, expenditures per person, per day were not significant between clusters. Food Focusers spent \$20.06 per person, per day at the culinary event, whereas, Event Seekers spent \$17.44. While in the Memphis area, however, Food Focusers spent significantly more per person, per day (\$101.87) than the

**Table 4.11. Mean Expenditures Per Person Per Day by Cluster**

	Food Focusers		Event Seekers		<i>t</i> value	Significance level
	Mean Per Person Per Day (n = 125)		Mean Per Person Per Day (n = 148)			
<i>Variable</i>	Mean		Mean			
<b>Expenditures at Food</b>						
<b>Event</b>						
Fees	\$ 5.24		\$ 3.29		1.68	0.094
Food	\$ 5.36		\$ 5.02		0.42	0.672
Beverage	\$ 3.60		\$ 3.86		-0.41	0.684
Shopping	\$ 5.86		\$ 5.27		0.42	0.675
<b>Total</b>	\$ 20.06		\$ 17.44		0.42	0.672
<b>Expenditures in Memphis</b>						
Lodging	\$ 31.30		\$ 25.55		1.29	0.199
Transportation - not airfare	\$ 20.64		\$ 11.89		3.60	0.001
Restaurant/Eating	\$ 22.38		\$ 14.23		3.64	0.001
Retail Shopping	\$ 12.40		\$ 9.51		1.15	0.251
Entertainment	\$ 8.12		\$ 7.93		0.12	0.907
Miscellaneous	\$ 7.03		\$ 7.71		-0.47	0.639
<b>Total</b>	\$ 101.87		\$ 76.82		2.23	0.027

Mean travel party size: Food Focusers 2.64, Event Seekers 4.24

Mean days spent: Food Focusers 3.05, Event Seekers 2.75

\*Significant at the  $p < 0.05$  level.

Event Seekers (\$76.82),  $t = 2.23$ ,  $p < 0.05$ . For the category of restaurant eating Food Focusers spent 20% more than the Event Seekers. In all of the categories, with the exception of miscellaneous expenses, Food Focuser spent more money while in Memphis compared with the Event Seekers. Food Focusers had smaller traveling parties, larger expenditures, and stayed for a slightly longer period than Event Seekers, thus resulting in a significant per person, per day expenditure difference.

Long and Perdue (1990) found income level and travel distance from place of residence to be statistically related to the level of consumer expenditures. Recall from Table 4.8, Food Focusers were found to have statistically higher household incomes than

Event Seekers (63%  $\geq$  \$50,001 vs. 51%  $\leq$  \$50,000, respectively). Leones, Colby, and Crandall (1998) proposed that as a result of greater distances traveled, tourists stay longer and have more experiences to compensate for their travel cost. Food Focusers, traveled farther, stayed longer, had higher household incomes, and spent significantly more money in the Memphis area while attending culinary event than the Event Seekers. These results support the previous research findings from the literature.

The primary purpose for the MIMBCC is economic activity to the city of Memphis. It has been noted that tourism expenditures contribute to a destination's economy and are considered one of the most important reasons for a destination to support a unique festival or special event (Mok & Iverson, 2000; Spotts & Mahoney, 1991; Uysal & Gitelson, 1994). In this study, nonresident expenditures contributed the most to the economic activity in the Memphis area, because these expenditures represent money induced to the city that could not have otherwise been accounted for if it were not for the culinary event. Knowledge of tourist expenditure patterns at a destination is important for understanding tourist behavior and discerning spending trends in a specific market segment. At this culinary event, Food Focusers (i.e., culinary tourists) had the highest per person, per day expenditures in the Memphis area among the two segments, thus making the greatest contribution to the Memphis area. In the future, MIM organizers should market to this segment by promoting the array of dining experiences the city of Memphis has to offer. In addition, organizers could develop ground transportation opportunities for these active visitors, offering packaged dining experiences and partner with local restaurants and car rental businesses.

To summarize the findings from the demographic and trip characteristics, it appears from the data that Food Focusers tend to be older, with higher disposable incomes and education than the Event Seekers. Food Focusers were more likely to travel as a couple, whereas, Event Seekers had a higher percentage of younger adults in parties of three or more. In terms of visitation, Food Focusers stayed for a longer duration and were visiting for the first time as compared to the Event Seekers. Expenditure findings suggest that Food Focusers spend more per person, per day than the Event Seekers, thus contributing more to the local economy. These findings support the research of Heaney and Robertson (2004) whereby domestic overnight culinary tourists in Australia were found to have higher per night expenditures and stay for longer periods than the domestic overnight visitor market.

Table 4.12 shows a Chi-square analysis of the independent variable of “cluster” with the dependent variable “visitor type”. The categorical variable “visitor type” was created by joining the variables distance traveled (50 miles or more one-way) with primary reason for attendance (friends/family, see and taste the food, entertainment, business, more than 1). Subsequently, visitor type had three categories: 1) culinary tourists, those respondents who indicated they traveled 50 miles or more and their primary reason for attendance was to see and taste the food, 2) tourists, those who traveled 50 miles or more and indicated any reason other than to see and taste the food, and 3) locals, those respondents who indicated they did not travel 50 miles or more one way to attend the culinary event. Food Focusers had more respondents classified as culinary tourists (59%) as compared to Event Seekers (31%), while Event Seekers had more locals (35% and 22%, respectively) as compared to Food Focusers. These results

**Table 4.12. Visitor Type by Cluster**

	Food Focusers (n = 481)	Event Seekers (n = 808)	Chi-square value	Significance level
<i>Variable</i>	%	%		
<b>Visitor Type*</b>			96.603	0.001
Culinary Tourists**	59	31		
Tourists	19	34		
Locals	22	35		

\* Visitor types were identified by (1) distance traveled (50 miles or more one-way = tourist), and (2) primary reason for attendance (family/friends, see and taste the barbecue, entertainment, business, and more than 1).

\*\*Culinary tourists were defined as those individuals who traveled 50 miles or more one-way and whose primary reason to attend the event was to see and taste the barbecue.

help to explain why Event Seekers traveled less distance and stayed for a shorter time than Food Focusers since Event Seekers tended to be from the local area (within 50 miles).

Utilizing the theoretical framework of push and pull motivations, pull motivators to attend a culinary event were investigated. First, an exploratory factor analysis was performed on the 27 event attributes to estimate the number of underlying pull factor dimensions. Four pull factors emerged with Eigenvalues greater than 1.0 and a scatterplot diagram confirmed this number. The Bartlett test of sphericity was significant ( $p < 0.001$ ) and the Kaiser- Meyer-Olkin measure of sampling adequacy (0.96) confirmed that factor analysis could be applied appropriately. Next, a principal component analysis (PCA) with a varimax rotation was performed to delineate the underlying dimensions of the culinary event pull motivations.

The PCA results confirmed that there were four factors with Eigenvalues greater than 1.0 and accounted for 63.3% of the variance. Items with factor loadings of 0.399

were suppressed from the analysis and any item loading within 0.05 on more than one factor was removed from the analysis. Subsequently, two items (“food and beverage prices,” and “product recipes”) were removed because they loaded on more than one item. The total Cronbach’s alpha value indicated that the model was internally reliable ( $\alpha = 0.95$ ). The four dimensions were labeled as: (1) *Essential Services* (eigenvalue = 11.51, variance explained = 23.8%,  $\alpha = 0.92$ ), (2) *Culinary Event Attractions* (eigenvalue = 1.94, variance explained = 17.7%,  $\alpha = 0.90$ ), (3) *Food Culture* (eigenvalue = 1.27, variance explained = 10.8%,  $\alpha = 0.79$ ), and (4) *Entertainment* (eigenvalue = 1.11, variance explained = 10.8%,  $\alpha = 0.79$ ). Labeling factors were based on the appropriateness of the individual items under each factor grouping and judgmental criteria consistent with the limited literature on event attribute items.

The pull factor explaining the highest percentage of total variance (23.8%) was “Essential Services.” This factor consisted of ten items: friendly service, pleasant smells, cleanliness of event, attractive environment, knowledgeable service from personnel, come and go as you please, convenient parking, free food tasting, and good local restaurants (Table 4.13). This factor is a mixture of items relating to basic service and facility considerations at a special event, as well as ease of accessibility. Getz (1989) referred to these items as “essential services.” These items are considered functional attributes that are not enough in themselves to attract visitors to the culinary event, yet their presence supplements enjoyment of the attractions and activities.

The second factor, “Culinary Event Attractions,” explained 17.7% of the variance and included seven items: cooking equipment demonstrations/information, cooking techniques, expert advice, celebrity chef cooking demonstrations, shopping available,



festival souvenirs, and opening/closing times. This factor may represent the core product, that is, the quality of the culinary event product itself. Visitor motivations are directed by a desire to gain specific knowledge or information concerning culinary techniques and/or skills. In addition, the items “shopping available” and “festival souvenirs” suggest the desire or need for respondents to take a part of the core experience home. According to Getz (1989), these are the items which differentiate one event from another and can be a factor influencing satisfaction.

The third factor was named “Food Culture,” and explained 10.8% of the variance. Four items included on this factor were: cooking demonstrations, food product knowledge, program guide/map/event schedule, and foods grown/produced locally. This factor, coupled with factor 2, completed the core product offerings at a culinary event.

There are literally thousands of food and wine festivals held throughout the United States at various times in the year. Food festivals and events are opportunities for local places to showcase their destination by using food as a cultural image builder. By enhancing the food experience for the visitor with items found within these two core food factors (i.e., cooking demonstrations, food product knowledge, foods grown/produced locally), rural areas are in a better position to improve their image as a culinary destination.

The fourth and final factor was named “Entertainment,” explaining 10.8% of the variance. The four items loading on this factor were: nightlife, outdoor activities, music/entertainment, and cultural attractions. These items represent alternative pursuits while visiting the culinary event.

To complete the analysis for objective 2, Food Focusers and Event Seekers were

**Table 4.13. Factor Analysis Results of Culinary Event Pull Motivations: Sample (n = 1,403)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Essential Services</b>		11.51	23.80	0.92
Friendly service	0.77			
Pleasant smells	0.75			
Cleanliness of event	0.72			
Attractive environment	0.71			
Knowledgeable service from personnel	0.70			
Come and go as you please	0.66			
Convenient parking	0.66			
Free food tasting	0.65			
Good local restaurants	0.61			
Good highways to area	0.58			
<b>Culinary Event Attractions</b>		1.94	17.75	0.90
Cooking equipment demonstrations/information	0.80			
Cooking techniques	0.72			
Expert advice	0.72			
Celebrity chef cooking demonstrations	0.69			
Shopping available	0.65			
Festival souvenirs (posters, pins, t-shirts)	0.62			
Opening/closing times	0.56			
<b>Food Culture</b>		1.27	10.89	0.79
Cooking demonstrations	0.76			
Food product knowledge	0.76			
Program guide/map/event schedule	0.62			
Foods grown/produced locally	0.54			
<b>Entertainment</b>		1.11	10.87	0.79
Nightlife	0.74			
Outdoor activities	0.65			
Music/entertainment	0.59			
Cultural attractions	0.56			
<b>Total Variance Explained</b>			<b>63.30</b>	

Respondents utilized a five-point Likert scale to rate their level of importance with the pull motivation items: 1 = not at all important to 5 = very important.

\*The motivation items "Food and beverage prices," and "Product recipes" loaded within 0.05 on more than one factor and were subsequently dropped from analysis.

**Table 4.14. Cluster Means for Each Pull Motivation Factor**

<i>Motivation Factor</i> <i>Socres</i>	Cluster Segments		<i>t</i> value	Significance
	Food Focusers (n = 481)	Event Seekers (n = 808)		
<b>Essential Services</b>	4.17	4.32	(-3.649)	0.001
<b>Culinary Event Attractions</b>	3.62	3.99	(-7.372)	0.001
<b>Food Culture</b>	3.64	3.86	(-4.450)	0.001
<b>Entertainment</b>	3.64	4.14	(-10.684)	0.001

Respondents utilized a five-point Likert scale to rate their level of importance with the pull items: 1 = not at all important 5 = very important.

\*Equal variances not assumed.

compared for differences concerning the pull motivation factor scores (Table 4.14).

Cluster means were computed for each of the four pull motivation factors scores and *t*-test analysis was used to compare the segments for differences.

Results of the *t*-test analysis indicated Event Seekers to have significantly higher factor mean scores for all four pull factor dimensions compared to the Food Focusers. Both segments considered the pull factor “essential services” as important to very important for attending a culinary event. Additionally, Event Seekers found the pull factor “entertainment” as important to very important. However, Food Focusers found the three pull factors of “culinary event attractions,” “food culture,” and “entertainment” similar in importance.

Food Focusers had a higher percentage of culinary tourists who were visiting the event for the first time. In this respect, first-time visitation may act as a confounding variable for visitors while estimating the importance of event attributes considering many of these individuals have never attended this type of culinary event before. Therefore, visitors may not have sufficient knowledge or experience to judge the importance of

event attributes other than expectations of essential services anticipated at all special events.

Event Seekers, on the other hand, comprised of 35% locals and 38% who had been before, had more of an idea of what to expect while attending the culinary event, thus, placing a higher importance on the need for certain attribute items. It appears that whatever the event, essential services are important and consideration and planning are necessary so that visitor motivations can be addressed.

Saleh and Ryan (1993) found that visitors at two different types of festivals (jazz and handcraft) considered the factor of essential services to be leading in importance for attending, followed by the core product. The implication is that visitors may judge special events on a hierarchy of criteria and essential services are the initial screening of attributes, in general. These items may be useful to attendees while comparing one event to another.

The third research objective was to compare the extent to which event attribute performance satisfaction differed from the perceived importance of event attributes at a culinary event. There were 27 importance and performance satisfaction attribute items measured in the analysis. Prior to comparing the 27 importance-performance items, a Multivariate Analysis of Variance (MANOVA) within subjects repeated measures test was performed to examine the overall difference between importance and performance satisfaction effects.

Importance and performance satisfaction scores were the independent variables, while the 27 attribute items represented the dependent variables. A Type III sum-of-squares method was employed, which has the advantage of estimating the effect

variance/covariance matrix of a balanced or unbalanced model (i.e., one with different numbers of participants in different groups). In this case, the importance data was collected on-site at the culinary event and represent 1,445 responses, whereas, performance data was collected during a second, follow-up survey and represented 308 responses. The Wilk's Lambda (0.240) for the omnibus test was found to be statistically significant (F-ratio = 26.096 with 27 and 222 degrees of freedom,  $p < 0.05$ ), supporting the proposition of a significant difference between importance and performance satisfaction measures.

After obtaining a significant multivariate test for the importance-performance main effect, the next step was to examine the univariate  $F$  tests for each variable to interpret individual effects. The results of the within subjects repeated measure ANOVA are presented in Table 4.15. The results of the repeated measure ANOVA indicated that there were significant differences between importance and performance satisfaction items at the  $p < 0.001$  level with the exception of "Nightlife" ( $p < 0.56$ ).

Interpretation from these findings indicates a level of dissatisfaction with the remaining 26 attribute items. This could be an issue of concern for event organizers, because dissatisfied visitors are not likely to return to the culinary event in the future. Four of the pull attribute items had mean differences of one point or more. These items were: food tasting, convenient parking, food & beverage prices, and come/go. Clearly, these four attribute items need to be addressed by the MIM organization. Food tasting was one of the top five motivators for individuals attending a culinary event and considered a part of the core product and this was one of the primary motivators for individuals attending the culinary event.

**Table 4.15. Mean Scores for Importance & Performance of Pull Motivations (n = 1,403, 308)**

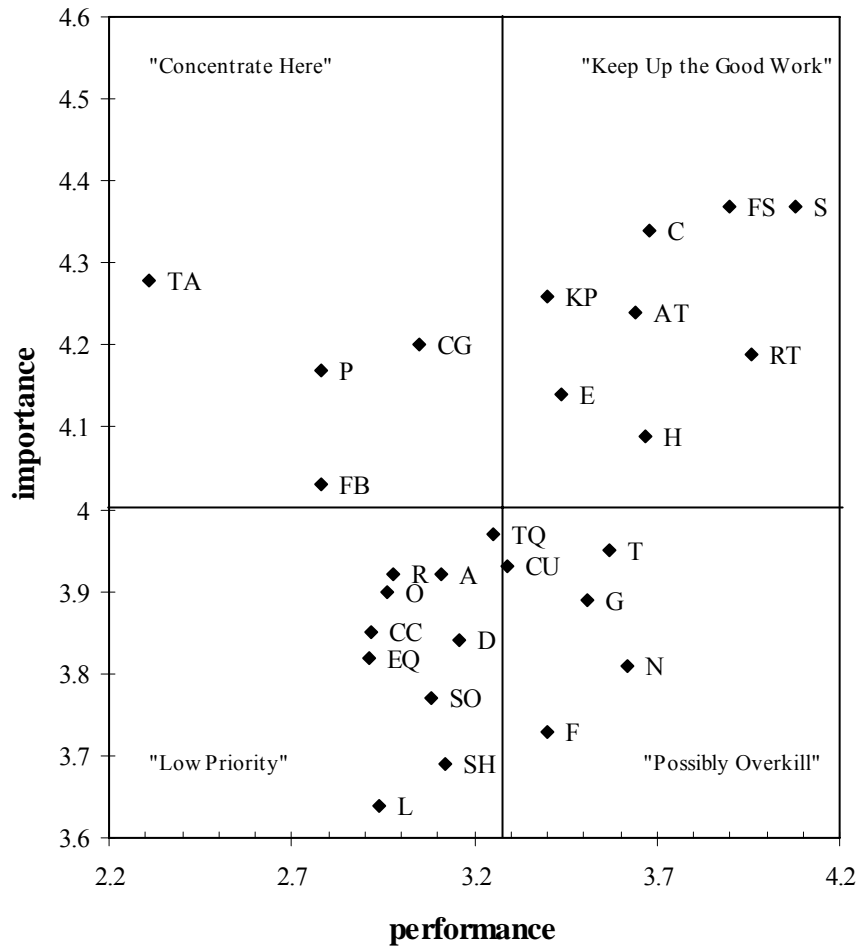
<i>Pull Attribute</i>	Mean		F-Ratio	Significance	
	Importance	Performance			Difference
Food tasting	4.28	2.31	1.97	429.96	0.001
Convenient parking	4.17	2.78	1.39	281.776	0.001
Food/bev prices	4.03	2.78	1.25	186.821	0.001
Come/go	4.20	3.05	1.15	151.348	0.001
Outdoor activities	3.90	2.96	0.94	105.399	0.001
Recipes	3.92	2.98	0.94	125.879	0.001
Celebrity chef demos	3.85	2.92	0.93	94.311	0.001
Equipment demos	3.82	2.91	0.91	98.497	0.001
Knowledgeable personnel	4.26	3.40	0.86	176.25	0.001
Expert advice	3.92	3.11	0.81	103.924	0.001
Cooking techniques	3.97	3.25	0.72	81.302	0.001
Local foods	3.64	2.94	0.70	52.421	0.001
Entertainment	4.14	3.44	0.70	51.49	0.001
Festival souvenirs	3.77	3.08	0.69	38.824	0.001
Cooking demonstrations	3.84	3.16	0.68	76.52	0.001
Clean site	4.34	3.68	0.66	89.653	0.001
Cultural attractions	3.93	3.29	0.64	40.14	0.001
Attractive environment	4.24	3.64	0.60	70.503	0.001
Shopping	3.69	3.12	0.57	22.872	0.001
Friendly service	4.37	3.90	0.47	55.649	0.001
Good highways	4.09	3.67	0.42	28.659	0.001
Event guide	3.89	3.51	0.38	24.782	0.001
Opening/closing times	3.95	3.57	0.38	27.544	0.001
Food knowledge	3.73	3.40	0.33	23.695	0.001
Pleasant smells	4.37	4.08	0.29	22.099	0.001
Good local restaurants	4.19	3.96	0.23	8.016	0.001
Nightlife	3.81	3.62	0.19	0.325	0.569

Respondents utilized a five-point Likert scale to rate their level of importance with the pull motivation items: 1 = not at all important to 5 = very important. Respondents utilized a five-point Likert scale to rate their level of satisfaction with the performance of pull motivation items: 1 = poor to 5 = excellent.

To further investigate the differences between importance and performance satisfaction attribute items an importance/performance grid was constructed for this culinary event. Importance-Performance (I-P) framework is a practical marketing tool for assisting manager's while determining ways to modify or improve products for enhanced visitor satisfaction. In the I-P framework, visitor satisfaction is measured by combining two essential elements into one model, importance (perceived worth of attributes) and performance (perceived condition of the attributes experienced). Mean scores are calculated for each importance and performance attribute item. This data subsequently is reported on a grid where each variable can be plotted according to its perceived importance and performance. The graphical representation of the data allows for each attribute item to fall into 1 of 4 quadrants, labeled: "Concentrate Here, Keep Up the Good Work, Low Priority, and Possible Overkill" (Martilla & James, 1977)

Figure 4.1 presents the graphical results of the I-P analysis. The overall means for importance and performance were used for the placement of the axes on the grid. The "Concentrate Here" quadrant captured four items: *food tasting, convenient parking, food and beverage prices, and come/go*. These are the same attribute items as noted previously, which received the highest gap scores between importance and performance measures. These visual results make it clear that there is a need for MIM organizers to concentrate on improving these areas.

A review of respondent's comments indicated a common thread of dissatisfaction with food tasting opportunities. One visitor commented on their disappointment with the culinary event with respect to being misled by the media coverage. Another visitor summed up his/her experience by stating: "The Whole 9 hours of driving would have



Respondents utilized a five-point Likert scale to rate their level of importance with the pull motivation items: 1 = not at all important to 5 = very important. Respondents utilized a five-point Likert scale to rate their level of satisfaction with the performance of pull motivation items: 1 = poor to 5 = excellent.

- |                            |                            |                             |
|----------------------------|----------------------------|-----------------------------|
| F. Food knowledge          | P. Convenient parking      | KP. Knowledgeable personnel |
| D. Cooking demos           | CU. Cultural attractions   | H. Good highways            |
| G. Event guide             | N. Nightlife               | CC. Celebrity chef demos    |
| FB. Food & Beverage prices | TA. Food tasting           | SH. Shopping                |
| CG. Comego                 | AT. Attractive environment | EQ. Equipment demos         |
| L. Local foods             | S. Pleasant smells         | A. Expert advice            |
| O. Outdoor activities      | E. Entertainment           | T. Opening/Closing times    |
| C. Clean site              | RT. Good local restaurants | TQ. Cooking techniques      |
| R. Recipes                 | FS. Friendly service       | SO. Festival souvenirs      |

**Figure 4.1. IPA for MIM Barbecue Event**



been worth it if we could have sampled some of the competing teams BBQ.” For the culinary event organizers, local health regulations prohibit teams from serving barbecue to the general public, however, many of the respondents were sorely disappointed with the lack of available barbecue to taste and/or purchase. The barbecue event did have food vendors available for food purchases, but these vendors were limited in number. In the future, organizers could make certain the media portrays an accurate representation of what the event has to offer, and additionally, provide a greater number and variety of food vendors for visitor purchasing.

Convenient parking and food & beverage prices were the pull attribute items with the next highest gap between importance and performance scores, with mean differences of 1.39 and 1.25, respectively. Over 90,000 people were expected to visit the three-day event, therefore downtown parking availability was limited and prices were at a premium. Parking prices within several blocks of the event could run \$25. Admission fees to the event were \$7 and the purchase of a barbecue sandwich plate was \$7. One respondent commented “Parking prices were ridiculous,” and another respondent wrote “Food prices were outrageous, resulting in no purchases at the festival, but elsewhere.” Convenient parking is usually an issue at a large event, however, high parking prices coupled with entrance fees, expensive food and beverage purchases, and the inability to consume the core product of barbecue left visitors with less than satisfactory impressions.

Lastly, the pull attribute item of ease of coming and going to the event had an importance and performance mean difference of 1.15. In 2006 the sponsoring organization implemented a new policy, whereby visitors purchased one ticket which was good for the entire day, however, if they chose to leave the event they would have to

purchase another ticket for re-entry. This policy change frustrated many visitors, as noted from respondent comments, “The inability to leave the park and return without having to pay an additional admission is ridiculous. They are expecting people to stay in the park all day with limited food, very little shade without being able to leave and take a break and come back and spend more \$\$.”

One goal of big events is to draw large numbers of visitors and attract a significant amount of national or international media attention. This is the case for the MIMBCC. Over 90,000 individuals were expected to attend the three day culinary event, receiving a significant amount of national media exposure (Food Network Channel, The History Channel, and Good Morning America, to name a few). Television media was the second largest category of visitor awareness for those attending the event as indicated by the data for the question “How did you hear about the MIMBCC?” (Word-of-mouth was the top category for visitor awareness of the culinary event). Free television publicity is a great opportunity, while attempting to expose a large number of people to an upcoming event, however, if the information is misleading in any way, individuals traveling substantial distances may be dissatisfied and feel a little deceived if the event is not what it appeared to be.

In the future, organizers could provide barbecue samples prepared within their facilities to allow visitors a taste of the food product while viewing the competition. Although, the barbecue samples prepared by the organizers may not be the barbecue the competitors are preparing, it is a gesture of inviting these “guests” to the party. As one respondent commented, “As for out-of-towners, like us from St. Louis, we felt like outsiders looking in.”

Experiential marketing allows the visitor an opportunity to be an active participant in the experience. It involves activities that draw people into the event at hand. If the event were a music or art festival, paying guests would expect to hear music or see art. Likewise, at a culinary event, paying guests expect to taste a sample of the food product. By giving visitors an opportunity to consume the core product, event organizers are helping to generate memories by immersing those interested in the food a complete sensory experience

To address the issue of convenient parking, which may prove difficult for most large events, organizers could provide free city shuttle buses to accommodate visitors parking a distance and walking. This would allow visitors the opportunity to save a few dollars on expensive parking, while still providing them convenient services.

The issue of dissatisfaction with the food and beverage prices is only exacerbated by the \$7 entrance fee, which does not allow the visitor an opportunity to consume the competitor's barbecue. In addition, a very limited number of vendors were available for barbecue purchase. If individuals are not allowed to taste the competitor's barbecue, then there needs to be a plethora of mouthwatering barbecue for purchase. Most individuals interested in the barbecue experience also are interested with the barbecue consumption.

Addressing the last item which landed in the "Concentrate Here" quadrant, come and go as you please easily could be handled. In the future, individuals could get a unique hand stamp for re-admittance on the same day. This stamp also could be used in conjunction with local businesses offering discounted prices for those attending the culinary event. As one respondents indicated, "Once you are dying in the heat (from no shade) and want to leave for awhile to recoup and come back for music, you are not

allowed.” Forty-three states and nine countries were represented at this culinary event. Many individuals were visiting the Memphis area for the first time (70%). There are many great attractions, activities, and authentic local restaurants to experience. Expecting visitors to remain at the event for a full day (12 hours) without being able to leave and come back may be compromising the needs of the visitors and not allowing them to get a complete picture of what Memphis has to offer.

Among the 27 culinary event attribute items, eight were identified in the “Keep Up the Good Work” quadrant. These were *pleasant smells, friendly service, clean site, knowledgeable personnel, attractive environment, good local restaurants, entertainment, and good highways*. Attributes here were considered to be important and performance levels were quite high. These attribute items represent what Kotler, Bowen, and Makens (2005) termed “supporting products.” Supporting product items are extra products that add value to the core product, in this case food, and help differentiate one event or destination from its competition. Here, *attractive environment, good local restaurants, and entertainment* are cultural attractions that add uniqueness to this event compared with others. *Friendly service, clean site, knowledgeable personnel, and good highways* represent the delivery of the product to the customer. If delivered professionally, it will enhance the experience for the customer, however, if the delivery is less than adequate it can cause more harm than good. Clearly, this implies that efforts must be made to maintain quality services in these key areas.

The ten items that loaded in the “Low Priority” quadrant were: *cooking techniques, expert advice, product recipes, outdoor activities, celebrity chef cooking demonstrations, cooking demonstrations, cooking equipment demonstrations, souvenirs,*

*shopping, and foods grown/produced locally.* These items were not considered to be as important as others and performance levels were relatively low. Although there is clearly room for improvement in these areas, they are not immediate priorities. Potentially, these items may be used by management to reinvigorate the product life cycle as the culinary event continues to grow.

There were five attribute items that loaded in the “Possible Overkill” quadrant, which were: *opening/closing times, cultural attractions, program guide, nightlife, and food product knowledge.* This indicated that these culinary event attributes were rated as lower than the average importance, however, the performance was higher than the average. Although, IPA marketing efforts may suggest allocating fewer resources in these areas, hospitality marketers may view this as an opportunity to exceed the visitor’s expectations.

The purpose of objective four was to determine the effects of performance of event attributes on overall satisfaction. In order to investigate satisfaction with event attributes a second survey was sent out immediately upon conclusion of the culinary event. Response from the second survey was  $n = 312$  individuals. The 27 pull items measuring performance satisfaction were factor analyzed to disclose underlying dimensions. Exploratory factor analysis was performed first, to estimate the number of underlying motivation dimensions. Three factors emerged with Eigenvalues greater than 1.0 and a scatterplot diagram confirmed this number. The Bartlett test of sphericity was significant ( $p < 0.001$ ) and the Kaiser-Meyer-Olkin measure of sampling adequacy (0.96) confirmed that factor analysis could be applied appropriately. A principle component factor analysis with varimax rotation was then used to delineate the underlying

dimensions of the performance of culinary event pull motivations.

The factor analysis results confirmed that there were three factors with Eigenvalues greater than 1.0 and accounted for 62.23% of the variance. The total Cronbach's alpha value indicated that the model was internally reliable ( $\alpha = 0.96$ ). The three dimensions were labeled as: (1) *Food Product* (eigenvalue = 13.94, variance explained = 25.7%,  $\alpha = 0.95$ ), (2) *Support Services* (eigenvalue = 1.69, variance explained = 20.1%,  $\alpha = 0.90$ ), and (3) *Essential Services* (eigenvalue = 1.17, variance explained = 16.3%,  $\alpha = 0.87$ ). Labeling factors were based on the appropriateness of the individual items under each factor grouping and the Kotler, Bowen, and Maken's (2005) product level concept. This concept suggests that hospitality managers should consider consumer products under four levels: core product, facilitating products, supporting products, and augmented product.

The performance factor explaining the highest percentage of total variance (25.7%) was "Food Product." This factor consisted of ten items: cooking equipment demonstrations/information, celebrity chef cooking demonstrations, cooking techniques, expert advice, cooking demonstrations, product recipes, food product knowledge, foods grown/produced locally, shopping available, and knowledgeable service from personnel (Table 4.16). This factor represents the primary attributes for how individuals assess their satisfaction with the Memphis in May Barbecue Cooking Contest. The items in this factor depict the core product of a culinary event and are examples of the benefits gained from attending the event.

The second factor, "Support Services," explained 20.1% of the variance and included ten items: good local restaurants, nightlife, friendly service, attractive

**Table 4.16. Factor Analysis Results of Culinary Event Performance (n = 308)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Food Product</b>		13.94	25.77	0.95
Cooking equipment demonstrations/information	0.83			
Celebrity chef cooking demonstrations	0.82			
Cooking techniques	0.81			
Expert advice	0.79			
Cooking demonstrations	0.78			
Product recipes	0.69			
Food product knowledge	0.69			
Foods grown/produced locally	0.59			
Shopping available	0.55			
Knowledgeable service from personnel	0.55			
<b>Support Services</b>		1.69	20.14	0.90
Good local restaurants	0.78			
Nightlife	0.71			
Friendly service	0.69			
Attractive environment	0.58			
Pleasant smells	0.58			
Good highways to area	0.58			
Cultural attractions	0.57			
Opening/closing times	0.51			
Convenient parking	0.48			
Festival souvenirs (posters, pins, t-shirts)	0.41			
<b>Essential Services</b>		1.17	16.31	0.87
Come and go as you please	0.70			
Food and beverage prices	0.63			
Outdoor activities	0.62			
Cleanliness of event site	0.58			
Free food tasting	0.54			
Music/entertainment	0.52			
Program guide/map/event schedule	0.51			
<b>Total Variance Explained</b>			<b>62.23</b>	

Respondents utilized a five-point Likert scale to rate their level of satisfaction with the performance of pull motivation items: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent.

environment, pleasant smells, good highways to area, cultural attractions, opening/closing times, convenient parking, and festival souvenirs. This factor represents a combination of supporting products and augmented products. According to Kotler et al. (2005), supporting products are additional products that add value to the core product and can give a competitive advantage, while augmented products combine what is offered with how it is delivered. Examples of the supporting product services are good local restaurants, nightlife, cultural attractions, and festival souvenirs, whereas, the augmented product involves friendly service, attractive environment, pleasant smells, good highways, opening/closing times, and convenient parking. Support services represent an opportunity for the MIM organizers to exceed the visitor's expectations, thus, gaining an advantage over other culinary events.

The third factor was termed "Essential Services," and explained 16.3% of the variance. Seven items included on this factor were: come and go as you please, food and beverage prices, outdoor activities, cleanliness of event, free food tasting, music/entertainment, and program guide. This factor represents basic service functions and facility considerations at any given special event; items that need to be present in order for the guest to make use of the core product. Essential services are not considered benefits in themselves, however, their absence will cause visitor dissatisfaction.

Multiple regression analysis is a technique used to predict the value of a dependent variable, assuming a constant relationship between the values of the dependent variable and several predictor or independent variables (Field, 2005). Multiple regression analysis was performed to measure the independent effect of the three performance factors (food product, support services, and essential services) on overall satisfaction. Satisfaction was



measured using three items: overall satisfaction with the MIMBCC, satisfaction with the barbecue, and satisfaction with the competition. These three items were averaged into one measure of “overall satisfaction.” The mean score for the computed “overall satisfaction” was 3.58 on a scale from 1 to 5.

In order to generalize the conclusions of a regression model, underlying assumptions of linearity, normality, and variable independence must be met. Homoscedacity is the nature of having equal variance among the residuals at each level of the predictor (Field, 2005). In this case the predictor variables were the satisfaction with the three performance factors (food product, support services, and essential services) and the dependent variable was overall satisfaction. Levene’s test assessing equality of variance was used to test for homoscedacity. The null hypothesis of equal variances was not significant ( $F = 0.17, p < 0.68$ ). Additionally, assumptions of linearity and homoscedacity were graphically tested by plotting fitted values against standardized residuals. An examination of scatterplot diagrams appeared as a line, not a curve, and indicated the spread of the residual values to be constant, thus, heteroscedacity was not an issue (Appendix I). Lastly, the studentized residuals were examined for outliers and normality. Examination of descriptive plots indicated normally distributed residuals.

The multiple regression analysis model was significant and explained 61% of the variance ( $F = 144.137, p < 0.001, \text{Adjusted R square} = .609$ ). Standardized beta coefficients for food product was 0.55, meaning for every one point increase in satisfaction with the core product of food, overall satisfaction increased 0.55 ( $t = 14.671, p < 0.001$ ). Standardized beta coefficients for supporting services was 0.27, translating

**Table 4.17. Regression Model of Pull Performance Factors on Overall Satisfaction (n = 277)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	3.628	0		90.434	0.001
	Food Product	0.593	0.40	0.552	14.671	0.001
	Supporting Services	0.286	0.40	0.269	7.141	0.001
	Essential Services	0.516	0.40	0.485	12.876	0.001

Dependent Variable: Overall Satisfaction

for every one point satisfaction increased with the supporting services factor, overall satisfaction increased just over a quarter point ( $t = 7.14$ ,  $p < 0.001$ ). Lastly, standardized beta coefficients for essential services was 0.49, indicating for every one point satisfaction increased with the essential services, overall satisfaction would increase almost a half of a point ( $t = 12.88$ ,  $p < 0.001$ ). All three performance factors had significant effects on overall satisfaction; food product having the greatest effect followed by essential services and supporting services (Table 4.17).

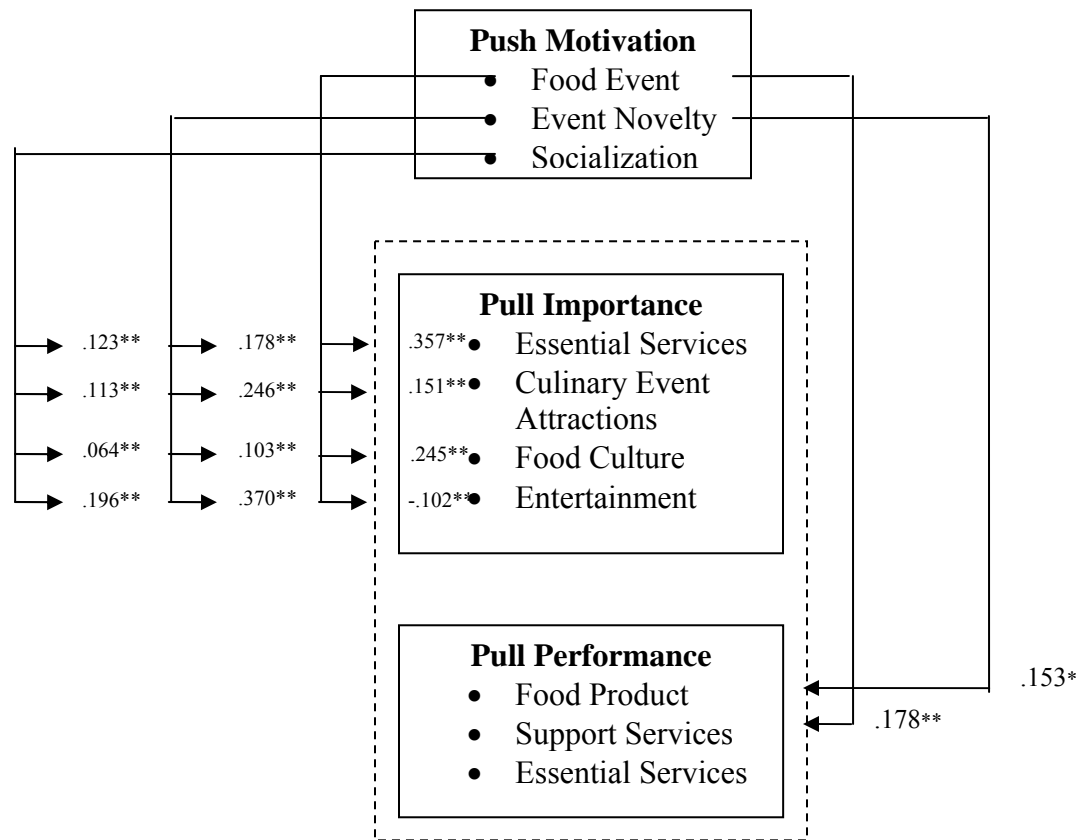
These findings could be useful to the organizers of MIM. In order to improve satisfaction with the culinary event, organizers must consider the pull motivations of food product, essential services, and supporting services. These items were found to have a predictive effect on overall event satisfaction. Research on festival motivations has included examination of the core product or "benefits sought." The core product is what attracts visitors to an event in the first place. Don Getz (1997), who wrote the book *Event Management & Event Tourism*, theorized that people are willing to put up with service quality problems as long as the core product is of high quality. However, people simply looking for something to do are not as likely to be satisfied by the quality of the core product, if they have other criteria on their mind. Findings from this research indicate the

pull performance factor of food product had the largest effect on overall satisfaction, followed by essential services (items that will cause dissatisfaction if not in place), and supporting services (generic benefits that enhance the core product).

An additional multiple regression analysis was performed to examine effects of push and pull importance motivations on overall satisfaction. Results revealed no significant effects from either push or importance motivations on overall satisfaction. Performance only had significant effects on overall satisfaction. These findings support the research of Dabholkar, Shepherd, and Thorpe (2000) whereby perception measures were found superior for measuring service quality and satisfaction as compared to a measure of expectation versus disconfirmation approach.

The final objective, objective 5, was to assess the overall fit of the proposed culinary event model by analyzing the relationships among motivations, performance, overall satisfaction, and outcome variables: expenditures, word-of-mouth recommendations, and repeat patronage of visitors to a culinary event. Pearson's product-moment correlation was used to determine the strength of the relationships among the variables. The model will be depicted in a series of four figures.

Figure 4.2 presents the relationships of the push and pull motivational items. Although, all push factor scores were significantly correlated with the pull importance factor scores, the highest correlation coefficient was relatively low (0.37). According to Kerlinger and Lee (2000) too large of a sample may make a very small difference statistically significant, however, not necessarily of practical significance. The sample size was  $n = 1,445$ . For example, *event novelty* and *entertainment* had the highest correlation coefficient of 0.370; the r-square or percent of the variation related between



\*  $p < 0.05$ , \*\*  $p < 0.01$ ,

**Figure 4.2. Relationships of Push Motivations with Importance and Performance Motivations**

the two variables was 0.14 or 14%. The significant r-square values for push and pull importance factors ranged from 0.004 to 0.14, indicating significant difference, yet little practical significance.

Discriminant validity analysis refers to testing statistically whether two constructs differ. Bagozzi, Yi, and Phillips (1991) suggested factor analysis as a useful measure for discriminant validity, in that it provides information concerning factor loadings and estimates of correlations. Factor analysis of the combined push and pull importance items resulted in seven factors, whereby push items factored separately from the pull items. Low correlations, in addition to the results of factor analysis (Appendix K) support the discriminant validity of the push and pull constructs

Likewise, push motivations and performance satisfaction were related only through select factors. The push factor *food event* was correlated (0.178) with the *support services* factor from performance satisfaction for an r-square value of 0.03. Additionally, the *event novelty* push factor was correlated (0.153) with the performance satisfaction factor *food product* for an r-square value of 0.02. Although statistically significant, these results were not practically significant. Factor analysis of the combined push and performance satisfaction items resulted in nine factors, whereby push items factored separately from the performance satisfaction items. Again, low correlations coupled with factor analysis results (Appendix L) support the discriminant validity of the push and performance satisfaction constructs.

Factor analysis results, coupled with low correlations suggest the push construct was a measure of something other than pull motivations and performance satisfaction. Thus, push motivations and performance satisfaction can be analyzed independently for

relationships with overall satisfaction.

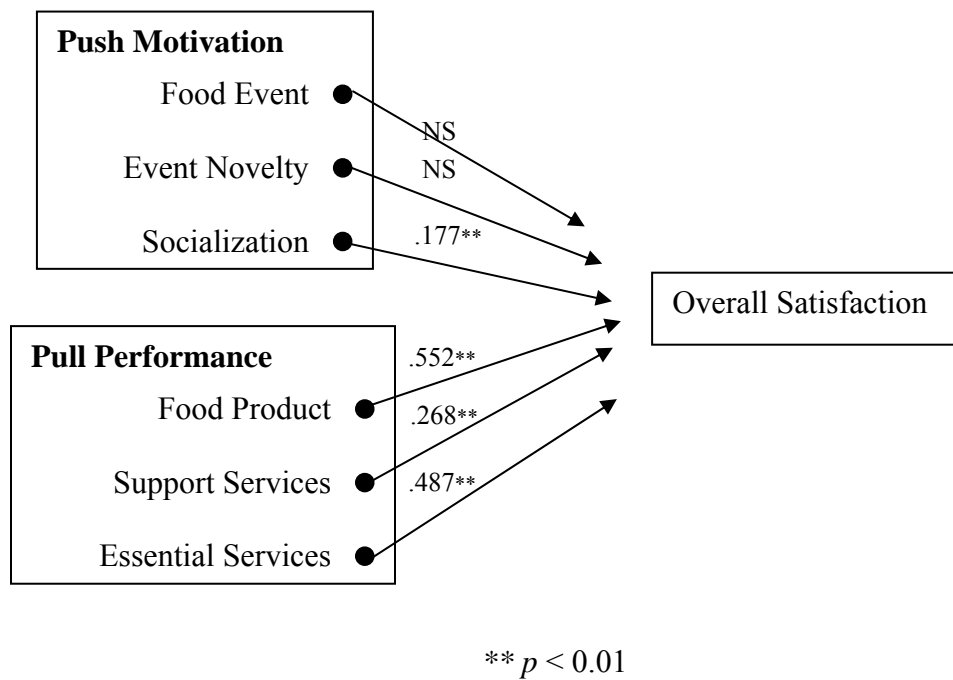
Figure 4.3 presents the relationship of push motivations and pull performance satisfaction on overall satisfaction. The push motivations of *food event* and *event novelty* were found to have no relationship with overall satisfaction. The only factor that had a significant correlation (0.177) with overall satisfaction was *socialization*. As mentioned before, while discussing discriminant validity, the correlation was significant, yet low. The r-square value was 0.03 or 3% of the variation explained by the relationship of the variables. *Socialization* was comprised of items relating to having been before, enjoying activities with friends and companions, and activities that offer thrills. These findings indicate a non-significant relationship between push motivations and overall satisfaction.

Contrarily, all three of the pull performance factors had a significant correlation with overall satisfaction at the  $p < 0.01$  level. These findings are important for culinary events, in that three performance factors (i.e., *food product*, *essential services*, and *support services*, respectively) were found to have significant relationships with overall satisfaction.

The *food product* factor (r-square = 0.304), represented the core reason individuals attended the MIMBCC. Fifty-two percent of the sample indicated *to see and taste the food* was their primary motivation for attending the culinary event. Attribute items within this factor related to food information, education and knowledge. This factor represents an immersion in the food experience and these are the needs which organizers must address in order to satisfy culinary event visitors. These results contradict the findings of Yoon and Uysal (2005), where pull importance factors were found to have a direct significant affect on satisfaction, however, it supports the research of Tse and

Wilton (1988) where satisfaction was found to be a direct function of performance regardless of importance expectations.

Getz (1997) introduced the concept of target marketing an event product. The essence of the concept is to market specific benefits (core product) to desired segments, while providing essential services and generic benefits to everyone (p. 264). *Essential services* (r-square = 0.237) are considered necessary to operate any special event and the absence of these items would cause visitor dissatisfaction. Attribute items within this factor related to event access information, event facilities, and entertainment. *Support services* (r-square = 0.072), on the other hand, are extra products offered to add value to the core product. Attribute items within this factor related to destination activities, atmospherics, and convenience.



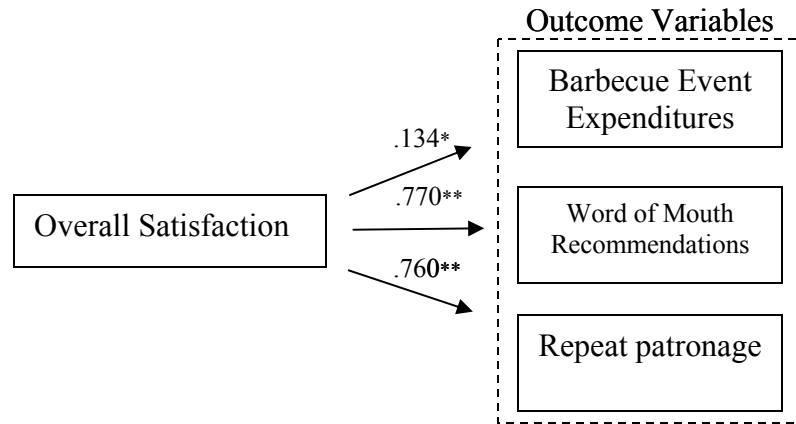
**Figure 4.3. Relationships of Push Motivation and Performance Satisfaction with Overall Satisfaction**

Figure 4.4 presents the relationship of overall satisfaction to outcome variables: expenditures, word-of-mouth recommendations (WOM), and repeat patronage. Here, overall satisfaction had a significant correlation with the three outcome variables at the  $p < 0.05$ ,  $p < 0.01$  level, respectively. This information is important for the organizers of the MIMBCC because maximizing event satisfaction is crucial for influencing post purchase behavior. As satisfaction increases so to does positive WOM and repeat patronage behavior. Likewise, this relationship is directional, as satisfaction decreases so to does positive WOM and repeat patronage behavior.

The relationship between overall satisfaction and expenditures is significant, however weak. These findings support previous research (Dabholkar et al., 2000; Yoon & Uysal, 2005) suggesting customer satisfaction has a strong effect on outcome variables or behavioral intentions.

Repeat purchasing and recommendations to other people are most often referred to as consumer loyalty in the marketing literature. Word-of-mouth advertising is classified as informal personal selling and noted in the research literature as the main source of information from which event attendees learn about an upcoming event. Similarly, repeat patronage offers reduced marketing costs, as well as higher earning potential as a result of lower attrition by loyal customers. In addition, expenditures are an outcome variable resulting from most consumer behavior exchanges. Consumer loyalty and satisfaction constructs have been inextricably linked within the marketing literature, however, not unconditionally bound (Oliver, 1999). It can be intuitively assumed that if visitors are satisfied with their experiences, they are willing to revisit and recommend them to others. This study provides empirical evidence supporting this



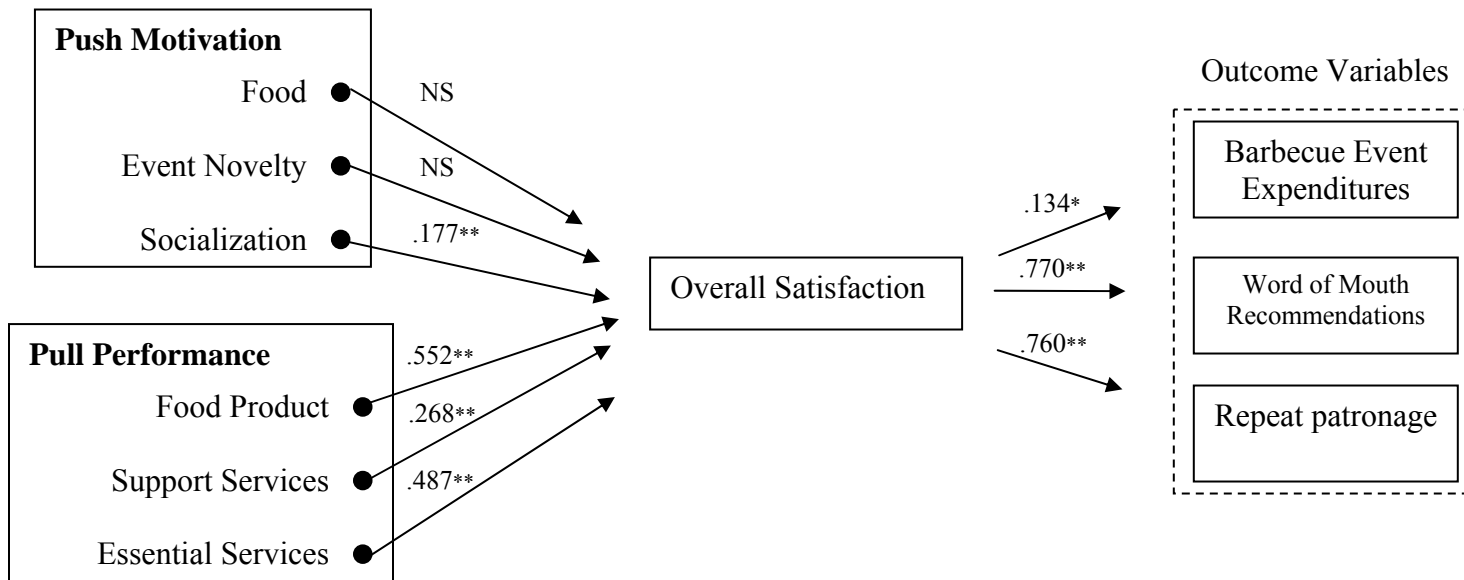


\* $p < 0.05$ , \*\*  $p < 0.01$

**Figure 4.4. Relationship of Overall Satisfaction with Outcome Variables**

statement, in that overall satisfaction was found to directly affect outcome variables (i.e., consumer loyalty) in a positive direction. Thus, information concerning culinary tourists' loyalty is important to event marketers and managers while attempting to retain their valuable customer base in a competitive market.

Figure 4.5 represents the results of testing the proposed culinary event model. The results offer support for the relationship between the outcome variables of expenditures, WOM, and repeat patronage and overall satisfaction. Consequently, culinary event outcome variables (i.e., expenditures, WOM, repeat patronage) are positively affected by overall satisfaction with their experiences, as indicated by the correlation coefficients (0.134, 0.770, 0.760, respectively). Additionally, results offer support for the relationship between overall satisfaction and performance satisfaction factors *food product*, *support services*, and *essential services*, as indicated by the correlation coefficients (0.552, 0.268,



\* $p < 0.05$ , \*\*  $p < 0.01$

**Figure 4.5. Results of Testing the Culinary Event Model**

0.487, respectively). Lastly, the results offer a statistically significant, however, weak support for the relationship between the push motivational factor *socialization and* overall satisfaction with a correlation coefficient of 0.177.

The findings of testing the proposed culinary event model have implications for the success of culinary event organizations. In order to improve overall satisfaction with the culinary event experience, organizers must consider the satisfaction with the pull performance motivations, which are related to the food product and essential services. Additionally, event organizers should be aware of the positive relationship satisfaction has with outcome variables. Lastly, push motivations were found to be a useful segmenting tool, however, only the motivational factor *socialization* had a slight, yet weak relationship with overall satisfaction.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **Summary of Findings**

A recent report by the Travel Industry Association (TIA) (2007) has added credence to the importance of culinary tourism research as a growing market segment. The report estimates that 17% of the leisure travel market or 27 million individuals engage in some form of culinary activity while traveling. Special food events give travelers opportunity to try new and different foods in a safe venue. Experiencing local cuisines through demonstration or competition is a way to give the tourist a deeper appreciation for local culture. Special food events have allowed destinations to differentiate themselves from others and can aid in developing the image and branding opportunities (Hall & Mitchell, 2005).

According to Fields (2002), relatively few restaurants and destinations survey their visitors and use this information to make quality product improvements. Investigations of culinary events will help food event organizers in their attempts to maintain the quality of the event and to promote the local and specialty food products produced. A systematic gathering of information on consumer needs, wants, and satisfaction could make an important contribution to the development of a quality culinary product. Three crucial questions asked in this study were: What are the motivations of individuals attending special food events? What is the relationship between tourist's motivations and tourist's satisfaction at a culinary event? What are the factors that aid in the satisfaction of culinary visitors?

Using a factor cluster approach with data collected from attendees at an international food event, this study segmented individuals into two meaningful groups. Multiple regression analysis examined the predictive effect of performance satisfaction on overall satisfaction. In addition, the relationships between food attendees' push and pull motivations, overall satisfaction, expenditures, WOM recommendations, and repeat patronage intentions of individuals attending a culinary event were examined.

Five objectives subsequently were developed on the basis of the research questions. The following are the objectives of this study and the summary results.

- *Objective 1:* To segment attendees at a culinary event based on push travel motivation factor scores.

Factor analysis identified three dimensions individuals indicated important for attending a culinary event: *Food Event, Event Novelty, and Socialization*. The total Cronbach's alpha value indicated that the model was internally reliable ( $\alpha = 0.95$ ). These motivations were segmented into two clusters: *Food Focusers and Event Seekers*. *Food Focusers* were highly motivated by the factor dimension "food event," and less motivated by the "event novelty and socialization." *Event Seekers*, on the other hand, were motivated by "event novelty, food event, and socialization" in that order. The highest cluster coefficient from each motivational dimension was used to determine the identity of each cluster. Concurrent validity was tested using Chi-square analysis detecting significant differences among clusters concerning the primary reason for attending the culinary event. Food Focusers had a much higher proportion of respondents indicating "to see and taste the food" (71%) was the primary reason for attending the culinary event

as compared to the Event Seekers (42%). *Food Focusers and Event Seekers* were the two cluster segments that were used for this research.

*Food Event, Event Novelty, and Socialization* were the dominant push motivations for attending this culinary event. These factors reflected the internal needs of the visitors. The results indicated individuals were drawn to the culinary event due to multiple motivational factors. These three motivational factors had the greatest power in distinguishing cluster membership. Two different types of culinary visitors were identified, namely Food Focusers and Event Seekers. Segmenting visitors and understanding their characteristics through motivations enables organizers to identify the strengths and opportunities of each market and promote event features valued by the target segment (Lee, Lee, & Wicks, 2004). If culinary tourists are to become a target market, it becomes a critical strategic task to better understand the market segment's unique needs and expectations. This research presents such findings.

- *Objective 2:* To compare cluster segments with regards to demographics, travel behavioral characteristics, expenditures, and importance of event attributes.

Chi-square analysis revealed that the two clusters statistically were different from each other based on gender, age, income, and education. Food Focusers had a higher proportion of male attendees, were older with higher incomes and education levels compared to Event Seekers. Food Focusers traveled farther, in parties of two adults, stayed longer, spent more in the Memphis area per person, per day, and were first-time visitors compared to Event Seekers.

Group characteristics seemed to emerge while comparing segments based on demographic and travel behavior variables. In terms of gender, Food Focusers had a higher proportion of males, were older, had higher household incomes, and a higher level of education as compared to the Event Seekers. Regarding travel behavior characteristics, Food Focusers traveled greater distance, in parties of two, stayed longer, and were more likely to be visiting for the first time as compared to Event Seekers. Additionally, Food Focusers spent more money while in the Memphis area than the Event Seekers. Thus, the Food Focuser group should be considered as the primary target for the organizers of MIM. Individuals with higher incomes who stay for longer periods of time will bring greater economic activity to the Memphis area generating income for the event, as well as to the local economy.

*Objective 3:* To measure the extent to which perceived performance satisfaction of event attributes differs from perceived importance of event attributes at a culinary event.

All performance satisfaction of event attributes, with the exception of “nightlife,” scored significantly lower than importance of event attributes. Importance-Performance grid analysis indicated four culinary event attribute items (food tasting, convenient parking, food and beverage prices, and come/go) were captured in the “Concentrate Here” quadrant. Eight items (pleasant smells, friendly service, clean site, knowledgeable personnel, attractive environment, good local restaurants, entertainment, and good highways) were identified in the “Keep Up the Good Work” quadrant. Ten items (cooking techniques, expert advice, product recipes, outdoor activities, celebrity chef cooking demonstrations, cooking demonstrations, cooking equipment demonstrations,

souvenirs, shopping, and foods grown/produced locally) loaded in the “Low Priority” quadrant. Lastly, five culinary event attribute items (opening/closing times, cultural attractions, program guide, nightlife, and food product knowledge) loaded in the “Possible Overkill” quadrant.

A measure of importance and performance of event attributes allows organizers to evaluate, modify, and improve products based on visitor response. In this study 27 culinary event attribute items were measured for importance and performance while attending the event. Study findings revealed that on all measures, with the exception of one (nightlife), performance fell short of importance. Four items with high mean discrepancies were considered issues of concern for the organizers. These items were: food tasting, convenient parking, food & beverage prices, and come/go. Customer satisfaction is considered the post-purchase evaluation comparing expectations with performance and subsequent judgment concerning a specific product or service (Heung, 2000). These findings suggest to event organizers areas of needed improvement, because dissatisfied visitors are not likely to return to the culinary event in the future, however, small changes can be made to address these problem areas.

- *Objective 4:* To determine the effects of performance of event attributes on overall satisfaction.

Pull performance satisfaction attributes were factor analyzed into three dimensions: *Food Product, Support Services, and Essential Services*. The total Cronbach’s alpha value indicated that the model was internally reliable ( $\alpha = 0.96$ ). Multiple regression analysis determined the three performance factors had a significant predictive affect on Overall Satisfaction.



Measures of event attribute performance satisfaction were found to be an antecedent to overall event satisfaction, whereas the importance of event attributes was not found to be predictive. These findings are consistent with similar studies on satisfaction predictors (Dabholkar et al., 2000; Yi & La, 2003).

- *Objective 5:* To determine relationships among motivations, performance, satisfaction, and outcome variables: expenditure, word-of-mouth recommendations, and repeat patronage of visitors to a culinary event.

One push motivator (*Socialization*) and all performance motivators (*Food Product, Support Services, and Essential Services*) were found to have a significant relationship with Overall Satisfaction. Overall Satisfaction had a significant relationship with all outcome variables (Expenditures, WOM, and Repeat Patronage).

The results suggested that satisfaction is a strong predictor of behavioral intentions. Findings revealed a relationship between overall satisfaction and expenditures, WOM behavior, and repeat patronage intentions. As culinary event attendees find satisfaction with their experience, positive WOM behavior and intentions of returning to the event are likely to increase. Likewise, as satisfaction decreases, so to does positive WOM behavior and intentions to revisit the area. Opperman (1998) suggested repeat visitation ratios could be used as a management tool in terms of destination product life cycle and threshold potential.

It has been noted that in-depth research is lacking while examining the nature of culinary tourists (Hall & Mitchell, 2005). This is becoming increasingly important considering the growing segment of culinary tourists identified in the recent report by the TIA (2007). A more complete understanding of culinary tourists could provide insights

for various stakeholders and allow marketers to more effectively target potential customers. Consumer behavior research will provide important insights into who the culinary tourists are, what are their needs, and how to satisfy these needs. Much of the information to date on culinary tourist's motivations has been inferred by researcher's speculations. The basic assumption that researchers have made within the literature suggests a connection between culinary tourism and cultural motivations; yet, research is lacking to prove this true. Therefore, empirical evidence drawn from the market itself is needed to develop a more accurate and comprehensive picture of culinary tourists. Utilizing this information, tourism marketers and managers would be in better positions to effectively develop product bundles in order to satisfy the needs and wants of their culinary tourism market.

This research makes unique contributions to the area of consumer research in culinary tourism from both the theoretical and empirical perspectives. The current study constructed a causal model of culinary tourist behavior from the theoretical framework of push and pull motivations and related concepts with regard to satisfaction and behavioral intentions. Push motivations represent the internal needs of the individual initiating them to take a trip. Pull motivations are the external needs of the destination itself, motivating an individual to choose a specific experience. Culinary event attendees were segmented based on their push motivations. Push and pull motivations subsequently were examined for effect on overall satisfaction. This study proposed and results indicated that culinary event attendees' expenditures, WOM behavior, and repeat patronage intentions would be affected by their overall event satisfaction.

The model attempted to reflect the temporal nature of the culinary tourist experience by encompassing the stages of pre-visit motivations and post-visit outcomes. Motivations to attend the culinary event, satisfaction with event attributes, expenditures, WOM behavior, and intentions to revisit the event represented these stages of visitation experienced by the culinary tourists. Dabholkar et al., (2000) contended that satisfaction is a measure of performance levels. Performance measures were added to the model to strengthen the relationship to satisfaction. More importantly, the study measured the effect of importance and performance of event attributes on visitor satisfaction.

The current study used data collected among the attendees at an international culinary event. A questionnaire was developed encompassing the factors of food, travel, and consumer behavior. This visitor survey was the first known comprehensive instrument examining the characteristics and behaviors of tourists at a culinary event in research on culinary tourism. The collected data enabled the empirical testing and verification of the proposed model.

In conclusion, the present study demonstrated that push motivations are a useful tool to segment individuals attending a culinary event. Performance of event attributes are reliable predictors of satisfaction, which in turn are related to expenditures, WOM behavior, and repeat patronage intentions. With the knowledge of the relationship between variables related to satisfaction and expenditures, WOM behavior and intentions to revisit, culinary event organizers should be better prepared to enhance the experiences of a culinary event and improve marketing effectiveness. While the present study should not be generalized to all culinary events, it does suggest theoretical and practical applications for culinary event organizers and destination managers.

## **Limitations and Future Research**

The findings of this study were based on one culinary event. The geographic setting of the region and the event's location limit the generalizability of the findings. The findings and conclusions of this study may vary when a culinary event in a remote or rural region is analyzed. Future studies are cautioned by the limitations posed by the one sample approach. A good range of culinary events should be examined to test the findings of this study.

Additionally, the measurement of culinary event performance was limited by not including a response of *not applicable* (N/A) within the measurement scale of culinary event attribute items. Although a review of well-known food events was evaluated and reviewed by a panel of experts prior to testing, this was exploratory research and all culinary event items may not have been applicable to this particular event. In addition, the current analysis was overextended in the number of variables used. A measure of importance and performance attributes at a culinary event was one of the goals of this research, however, as the findings suggest, performance is the necessary measure for satisfaction and subsequent behavioral intentions. Yet, while performance was the best predictor of satisfaction, the current study was the first to utilize the push and pull theoretical framework to analyze individuals attending a culinary event. Thus, it is hoped that the current study can be used as a springboard for future studies.

This study made an initial attempt to develop a model on culinary event consumers. Future studies may build on the present study and develop a more comprehensive model depicting past, present, and future behaviors of consumers in a wider culinary tourism setting.

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## **APPENDIX**

**APPENDIX A**  
**Cases for Research on Festival Motivations**

Researcher	Major objectives	Delineated factors	Event name and site
Mohr et al. (1993)	Identify dimensions of event motivations	Socialization, escape, family togetherness, excitement/uniqueness, event novelty	(Balloon Festival) South Carolina, USA
Uysal et al. (1993)	Examine dimension of event motivations	Escape, event novelty, excitement thrills, socialization, family togetherness	(Corn Festival) South Carolina, USA
Formica & Uysal (1996)	Identify dimensions of event motivations	Excitement thrills, socialization, entertainment, event novelty, family togetherness	(Umbria Jazz Festival) Italy
Crompton & Mckay (1997)	Examine differences in motivations according to types of festival events	Cultural exploration, novelty/regression, gregariousness, recover equilibrium, known-group socialization, external interaction/socialization	(Fiesta in San Antonio) Texas, USA
Formica & Murrman (1998)	Determine principal event motivations	Socialization/entertainment, event attraction/excitement, group togetherness, site novelty, cultural/historical, family togetherness	(Spoleto Festival) Italy
Lee et al. (2004)	Examine differences in motivations according to nationality and satisfaction	Cultural exploration, family togetherness, novelty, escape, event attractions, socialization	(Kyongju World Culture Expo) South Korea

**APPENDIX B**

**Cases for Research on Wine and Food Events**

Researcher	Major objectives	Factors	Location
Dodd & Bigotte (1997)	Segmentation	Label, aroma, quality, cleanliness, service, price	Texas, USA
Hall & Macionis (1998)	Segmentation	Wine lovers, wine interested, and curious tourists	Australia and New Zealand
Charters & Ali-Knight (2002)	Segmentation - wine motivation based on education	Wine lovers, wine interested, and wine novice	Western Australia
Taylor & Shanka (2002)	Examine event attribute motivations	Location and facilities	A taste of the Valley, Western Australia
Williams & Dossa (2003)	Segmentation	Generalist and Immersionists	British Columbia
Brown & Getz (2005)	Wine destinations	USA, France, Canada, Italy, Australia	Calgary, Canada
Yuan et al., (2005)	Identify dimensions of wine event motivations	festival & escape, wine, socialization, family togetherness.	(Vintage Indiana Wine and Food Festival) Indiana

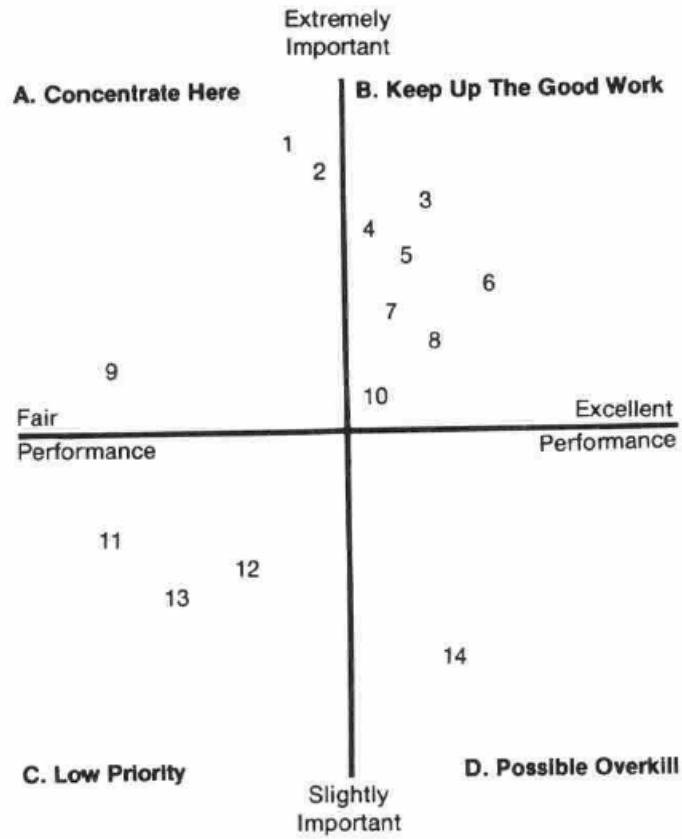


**APPENDIX C**  
**Cases for Research on Culinary Travel**

Researcher	Major objectives	Factors	Study Site
Fox & Sheldon (1988)	Identify eating out factors important to visitors	Excellent cuisine, inexpensive dining, new eating adventure, best-value-for-the-dollar, quick	Hawaii
Cohen & Avieli (2004)	To discuss local foods as attraction and impediments	Hygiene standards, health considerations, communication gaps, limited knowledge	Hypothetical
Heaney & Robertson (2004)	Segmentation	Expenditure, age, travel party size, length of stay, purpose of trip, primary information sources	Australia
Quan & Wang (2004)	Typology of tourist food consumption	Peak experience, support experience, daily routine	Hypothetical

## APPENDIX D

### EXHIBIT 2 Importance-Performance Grid with Attribute Ratings for Automobile Dealer's Service Department



Source: (Martilla & James, 1977)

**APPENDIX E**

**Motivation Scale Items from the Literature**

Variable	Items	Reliability	Source
Festival Motives	Excitement & Thrills	0.78	Formica & Uysal (1996)
	Because I have heard about the festival and it sounded like fun		
	Because I enjoy special events		
	Because it is stimulating and exciting		
	To experience new and different things		
	Because I thought the entire group would enjoy it		
	For a change of pace from everyday life		
	Because I was curious		
	Socialization	0.78	
	So I could experience it with my companions		
For a chance to be with people enjoying themselves			
To be with people who enjoy the same things			
So I could be with my friends			
Because I enjoy a festival crowd			
Because it is a great opportunity to meet people from all over the world			
Entertainment	0.70		
Because it is a good opportunity to visit the area			
To enjoy listening to music I like in historical sites			
To enjoy the unique atmosphere			
To enjoy the night life			
Event Novelty	0.66		
Because I like shows, ballets, concerts, and theatre plays of the best quality			
Because the festival is unique			
To see the entertainment			
Family Togetherness	0.64		
To help bring the family together more			
To observe the other people attending the festival			
Tourist Motives	I like to talk about my vacation when I get home	0.80	Fodness (1994)
	I like to talk about the places I've visited and the things I've seen on vacation		

**APPENDIX F**  
**Initial Scale Items**

Variable	Items	Reliability	Source
Importance- Performance Items	Ancillary Considerations Good highways to area Local friendly people 800 telephone numbers Clean facilities Medical services Event guide Good restaurants Reduced package price Food and beverage prices Core Product Good quality barbecue competition High-quality product Quality of programme Alternative Pursuits Close regional parks Close fishing lakes Cultural attractions Recreational facilities Parking Price and Travel Admission price Distance to and from Entertainment Time Dimensions of Festival Start/end daily times Number of days' duration Size of Crowds Enter/Exit free time Catering Provisions Availability of alcoholic beverages Food variety	Cronbach's alpha not reported	Saleh & Ryan (1993)
	Total variance explained, %	60.2	

**APPENDIX G**  
**Delphi Panel Push Motivations**

	Not Representative	Somewhat Representative	Clearly Representative
To help bring the family together more	1	2	3
<b>To observe the other people attending the event</b>	1	2	3
I enjoy activities at events that offer thrills	1	2	3
Because I have been there before and I had a good time	1	2	3
<b>I go to culinary events to relieve boredom</b>	1	2	3
For a chance to be with people enjoying themselves	1	2	3
To be with people who enjoy the same thing I do	1	2	3
<b>I do not like to plan my trip in detail because it takes away some of the unexpectedness</b>	1	2	3
<b>Culinary events bring out the youth in me</b>	1	2	3
So I could experience it with my companions	1	2	3
Because I like to talk about the foods I've eaten	1	2	3
So I could be with my friends	1	2	3
Because I thought the entire group would enjoy it	1	2	3
Because I like shows, ballets, concerts, and theatre plays of the best quality	1	2	3
To see the entertainment	1	2	3
Food events help increase my knowledge of local culture	1	2	3
Because food events are unique	1	2	3
To enjoy the nightlife	1	2	3
For a change of pace from everyday life	1	2	3
<b>Because I enjoy a festival crowd</b>	1	2	3
<b>When I get home from my trip, I tell everyone about it</b>	1	2	3
Because I enjoy special food events	1	2	3
Because learning about new foods is stimulating	1	2	3
To experience new and different foods	1	2	3
Because I have heard about the event and it sounded like fun	1	2	3
Because it is a good opportunity to visit the area	1	2	3
<b>I do not like to go to special events alone</b>	1	2	3
Because I want there to be a sense of discovery involved as part of my experience	1	2	3
<b>To get away from the demands of life</b>	1	2	3
To enjoy the good food	1	2	3
<b>Because I enjoy arts and crafts</b>	1	2	3
To be with people of similar interests	1	2	3
Because I like the variety of things to see and do	1	2	3
Because it is a great opportunity to meet people from all over the world	1	2	3
Because I was curious	1	2	3

\*Items in bold were dropped from the analysis

## APPENDIX H

### Section I. Travel Motivations

In general, the following statements describe your motivations for attending a **culinary event**. Please circle the number that indicates your level of agreement or disagreement with each statement.

<b>"I travel to culinary events..."</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither Agree or Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
To help bring the family together more	1	2	3	4	5
To enjoy activities at events that offer thrills	1	2	3	4	5
Because I have been before and had a good time	1	2	3	4	5
To experience new and different foods	1	2	3	4	5
To be with people who enjoy the same thing I do	1	2	3	4	5
So I could experience it with my companions	1	2	3	4	5
For a change of pace from everyday life	1	2	3	4	5
Because food events are unique	1	2	3	4	5
So I could be with my friends	1	2	3	4	5
Because I like food of the best quality	1	2	3	4	5
Because I enjoy special food events	1	2	3	4	5
Because learning about new foods is stimulating	1	2	3	4	5
Because I have heard about the event and it sounded like fun	1	2	3	4	5
Because I like shows, ballets, concerts, and theatre of the best quality	1	2	3	4	5
Because it is a good opportunity to visit the area	1	2	3	4	5
For a chance to be with people enjoying themselves	1	2	3	4	5
To see the entertainment	1	2	3	4	5
Because I want there to be a sense of discovery involved as part of my experience	1	2	3	4	5
To enjoy the good food	1	2	3	4	5
Food events help increase my knowledge of local culture	1	2	3	4	5
Because I thought the entire group would enjoy it	1	2	3	4	5
To be with people of similar interests	1	2	3	4	5
Because I like the variety of things to see and do	1	2	3	4	5
Because it is a great opportunity to meet people from all over the world	1	2	3	4	5
Because I was curious	1	2	3	4	5
Because I like to talk about the foods I've eaten	1	2	3	4	5

**PLEASE CONTINUE ON THE NEXT PAGE**

## Section II. Culinary Event Characteristics

In general, how important is each of the following characteristics for attending a **culinary** event. Please circle the number that indicates your level of importance.

	Not at all Important	Somewhat Important	Neither Important or Not Important	Important	Very Important
Food product knowledge	1	2	3	4	5
Cooking demonstrations	1	2	3	4	5
Program guide/map/event schedule	1	2	3	4	5
Food and beverage prices	1	2	3	4	5
Come and go as you please	1	2	3	4	5
Foods grown/produced locally	1	2	3	4	5
Outdoor activities	1	2	3	4	5
Cleanliness of event site	1	2	3	4	5
Product recipes	1	2	3	4	5
Convenient parking	1	2	3	4	5
Cultural attractions	1	2	3	4	5
Nightlife	1	2	3	4	5
Free food tasting	1	2	3	4	5
Attractive environment	1	2	3	4	5
Pleasant smells	1	2	3	4	5
Music/entertainment	1	2	3	4	5
Good local restaurants	1	2	3	4	5
Friendly service	1	2	3	4	5
Knowledgeable service from personnel	1	2	3	4	5
Good highways to area	1	2	3	4	5
Celebrity chef cooking demonstrations	1	2	3	4	5
Shopping available	1	2	3	4	5
Cooking equipment demonstrations/information	1	2	3	4	5
Expert advice	1	2	3	4	5
Opening/closing times	1	2	3	4	5
Cooking techniques	1	2	3	4	5
Festival souvenirs (posters, pins, t-shirts)	1	2	3	4	5

PLEASE CONTINUE ON THE NEXT PAGE

Section III. Visitor Information

The following questions will be used for description purposes only. Please circle, check ( ), or write in the answer that comes closest to your own.

1 What was your primary reason for attending Memphis In May Barbecue Competition?

- TO WATCH FRIEND/FAMILY COMPETE     TO ENJOY THE ENTERTAINMENT  
 TO SEE AND TASTE THE BARBECUE     BUSINESS

2 Did you travel 50 miles or more, one way, to attend Memphis In May Barbecue Competition?

- YES     NO

3 Including yourself, how many people were in your traveling party? \_\_\_ ADULTS \_\_\_ CHILDREN

4 How many days do you plan to spend in Memphis or the surrounding area? \_\_\_\_\_

5 Are you planning to travel outside of Memphis?

- YES     NO

If yes, where? \_\_\_\_\_

6 Including this year, how many Memphis in May Barbecue Competitions have you attended?

- 1     2 - 4     5 - 7     More than 7

7 Not counting Memphis in May, have you been to other food festivals in the past 2 years?

- YES     NO

If yes, which ones? \_\_\_\_\_

8 How did you hear about the Memphis in May Barbecue Competition? (Check all that apply)

- WEB SITE     TELEVISION     NEWS PAPER     MAGAZINE  
 FAMILY/FRIEND     NEWS CAST     RADIO     OTHER BBQ COMPETITIONS

9 What is your gender?

- MALE     FEMALE

10 What is your age? \_\_\_\_\_

11 Marital status:

- SINGLE, NEVER MARRIED     MARRIED  
 SEPARATED or DIVORCED or WIDOWED     MARRIED WITH CHILDREN

12 What is the highest level of education you have completed?

- HIGH SCHOOL OR LESS     BACHELOR'S DEGREE  
 ASSOCIATE DEGREE     GRADUATE DEGREE

13 What was your total annual household income last year (before taxes)?

- \$10,000 or less     \$10,001-\$20,000     \$20,001-\$35,000     \$35,001-\$50,000  
 \$50,001-\$75,000     \$75,001-\$100,000     \$100,000 or more

14 Please indicate your mailing address or email address for prize drawing purposes and followup survey:

ADDRESS: \_\_\_\_\_ or EMAIL \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**THANK YOU FOR YOUR PARTICIPATION!**



## PART II

### Section IV. Performance of Memphis in May Event Characteristics

How satisfied were you with each of the following characteristics **after attending the Memphis in May Barbecue Competition**. Please circle the number that indicates your level of satisfaction.

	Poor	Fair	Good	Very Good	Excellent
Food product knowledge	1	2	3	4	5
Cooking demonstrations	1	2	3	4	5
Program guide/map/event schedule	1	2	3	4	5
Food and beverage prices	1	2	3	4	5
Come and go as you please	1	2	3	4	5
Foods grown/produced locally	1	2	3	4	5
Outdoor activities	1	2	3	4	5
Cleanliness of event site	1	2	3	4	5
Product recipes	1	2	3	4	5
Convenient parking	1	2	3	4	5
Cultural attractions	1	2	3	4	5
Nightlife	1	2	3	4	5
Free food tasting	1	2	3	4	5
Attractive environment	1	2	3	4	5
Pleasant smells	1	2	3	4	5
Music/entertainment	1	2	3	4	5
Good local restaurants	1	2	3	4	5
Friendly service	1	2	3	4	5
Knowledgeable service from personnel	1	2	3	4	5
Good highways to area	1	2	3	4	5
Celebrity chef cooking demonstrations	1	2	3	4	5
Shopping available	1	2	3	4	5
Cooking equipment demonstrations/information	1	2	3	4	5
Expert advice	1	2	3	4	5
Opening/closing times	1	2	3	4	5
Cooking techniques	1	2	3	4	5
Festival souvenirs (posters, pins, t-shirts)	1	2	3	4	5

**PLEASE CONTINUE ON THE NEXT PAGE**

## Section VI. Expenditures at Memphis in May World Championship Barbecue Cooking Contest

Please indicate the total amount of money your direct **traveling party** spent **while visiting Memphis** (do not include expenditures outside of the Memphis area). Please be as specific as possible.

**1 Including yourself, how many people were in your traveling party?** \_\_\_\_\_

**2 Barbecue Competition**

**Amount Spent**

Admission Fees

\$ \_\_\_\_\_

Food

\$ \_\_\_\_\_

Beverage

\$ \_\_\_\_\_

Shopping

\$ \_\_\_\_\_

**3 While in Memphis area**

Hotel/Lodging/R.V. or camping

\$ \_\_\_\_\_

Transportation (e.g., rental, gas, parking, public transport) - **not airfare**

\$ \_\_\_\_\_

Restaurants/Eating

\$ \_\_\_\_\_

Retail shopping

\$ \_\_\_\_\_

Entertainment (music, night life, movies)

\$ \_\_\_\_\_

Miscellaneous expenses

\$ \_\_\_\_\_

**4 Do you intend on sharing your Memphis in May Barbecue experience with family/friends?**

Definitely Will Not	Will Not	Neither Will nor Will Not	Will	Definitely Will	please circle
1	2	3	4	5	

**5 Would you recommend a trip (visit) to Memphis in May Barbecue Competition to your friends/relatives?**

please circle

Definitely Will Not	Will Not	Neither Will nor Will Not	Will	Definitely Will
1	2	3	4	5

**6 Do you intend on making another trip to the Memphis in May Barbecue Competition?**

please circle

Very Unlikely	Unlikely	Neither Likely or Unlikely	Likely	Very Likely
1	2	3	4	5

**7 In the next two years, how likely are you to take another trip to the Memphis in May Barbecue Competition?**

please circle

Very Unlikely	Unlikely	Neither Likely or Unlikely	Likely	Very Likely
1	2	3	4	5

**8 Overall, how satisfied have you been with the World Championship Barbecue Cooking Contest experience/event?**

please circle

Completely Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Completely Satisfied
1	2	3	4	5

**9 How satisfied were you with the barbecue?**

please circle

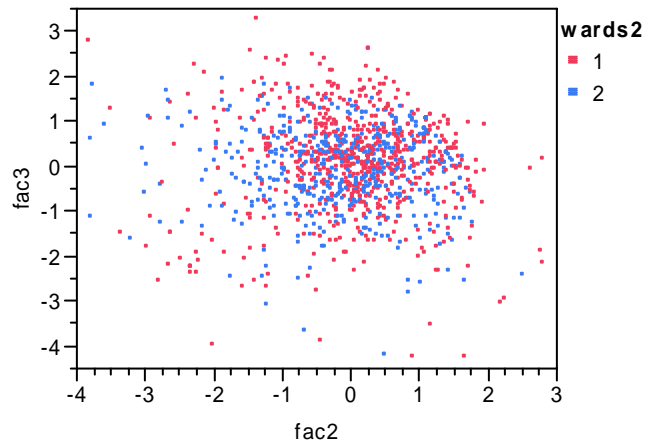
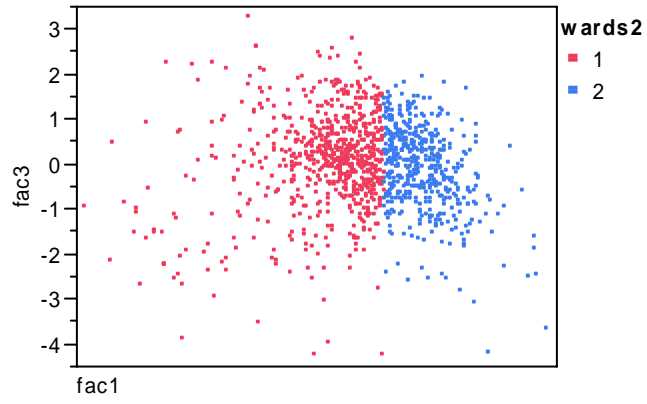
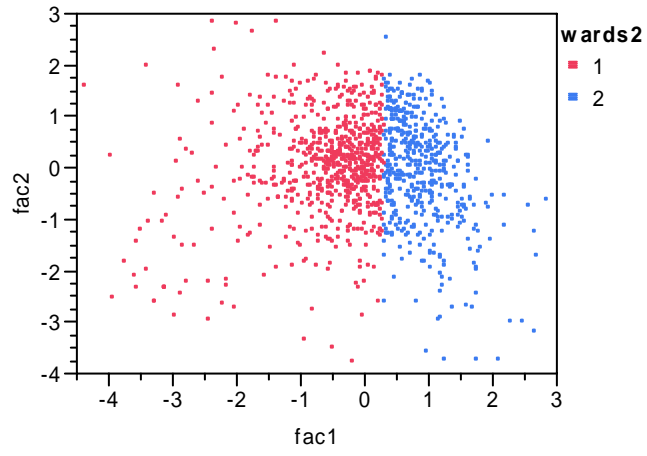
Completely Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Completely Satisfied
1	2	3	4	5

**10 How satisfied were you with the competition?**

please circle

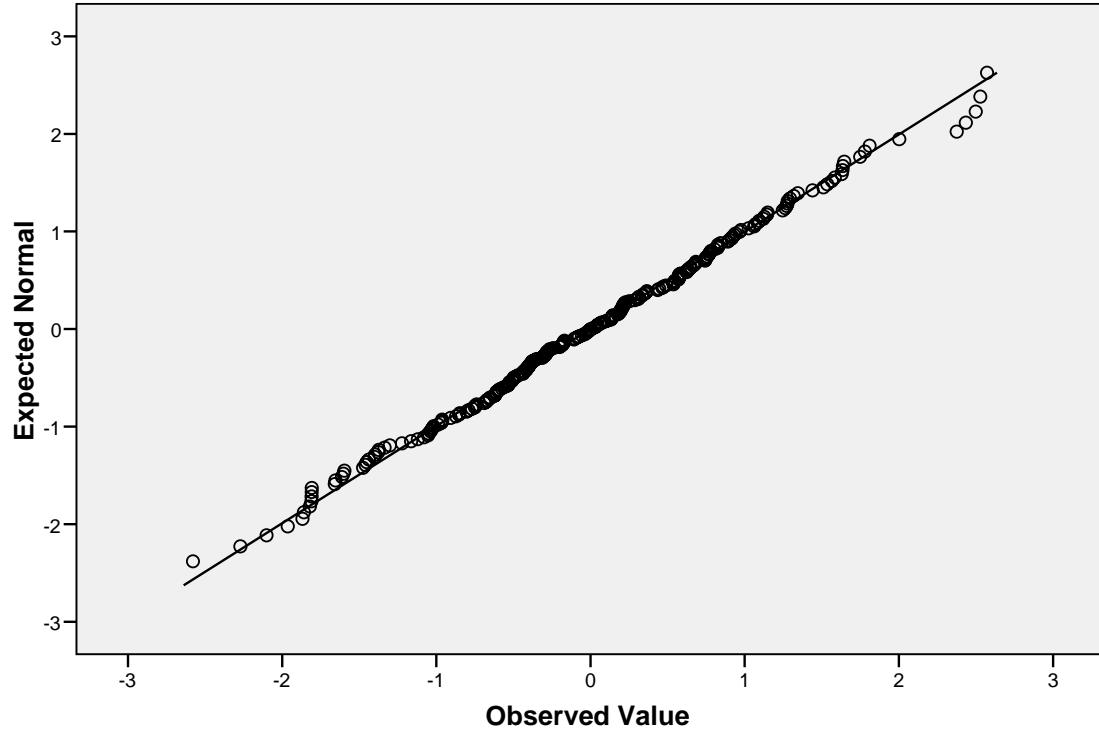
Completely Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Completely Satisfied
1	2	3	4	5

# APPENDIX I



## APPENDIX J

Normal Q-Q Plot of Studentized Residual for Overall\_Satisfaction



**APPENDIX K**  
**Discriminant Validity of Push and Pull Variables (n = 1,445)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Food Event</b>		20.14	20.02	0.94
To help bring the family together more	0.54			
To enjoy activities at events that offer thrills	0.50			
To experience new and different foods	0.69			
To be with people who enjoy the same thing I do	0.62			
For a change of pace from everyday life	0.63			
Because food events are unique	0.70			
Because I like food of the best quality	0.76			
Because I enjoy special food events	0.75			
Because learning about new foods is stimulating	0.74			
Because I have heard about the event and it	0.71			
Because it is a good opportunity to visit the area	0.64			
For a chance to be with people enjoying themselves	0.58			
Because I want there to be a sense of discovery	0.64			
To enjoy the good food	0.74			
Food events help increase my knowledge of local culture	0.70			
To be with people of similar interests	0.57			
Because I like a variety of things to see and do	0.68			
Because it is a great opportunity to meet people	0.56			
Because I was curious	0.57			
Because I like to talk about the foods I've eaten	0.64			
<b>Service</b>		4.99	14.15	0.92
Food and Beverage Prices	0.59			
Come and go as you please	0.66			
Cleanliness of event site	0.70			
Convenient parking	0.64			
Free food tasting	0.64			
Attractive environment	0.70			
Pleasant smells	0.72			
Music/entertainment	0.59			
Good local restaurants	0.63			
Friendly service	0.75			
Knowledgeable service from personnel	0.68			
Good highways to area	0.51			

Respondents utilized a five-point Likert scale to rate their level of agreement with the push motivation items: 1 = strongly disagree to 5 = strongly agree and pull motivation items: 1 = not at all important to 5 = very important.

**APPENDIX K, cont.**  
**Discriminant Validity of Push and Pull Variables (n = 1,445)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Equipment</b>		2.23	10.21	0.90
Celebrity chef cooking demonstrations	0.70			
Shopping available	0.62			
Cooking equipment demonstrations/information	0.78			
Expert advice	0.71			
Opening/closing times	0.54			
Cooking techniques	0.72			
Festival souvenirs (posters, pins, t-shirts)	0.62			
<b>Nightlife</b>		1.89	5.77	0.74
Because I like shows, ballets, concerts, and theatre	0.47			
To see the entertainment	0.53			
Outdoor activities	0.52			
Cultural attractions	0.43			
Nightlife	0.57			
<b>Knowledge</b>		1.35	5.32	0.82
Food product knowledge	0.66			
Cooking demonstrations	0.65			
Program guide/map/event schedule	0.57			
Foods grown/produced locally	0.52			
Product recipes	0.46			
<b>Group</b>		1.21	3.51	0.74
So I could experience it with my companions	0.41			
So I could be with my friends	0.47			
Because I thought the entire group would enjoy it	0.48			
<b>Been Before</b>		1.04	3.01	
Because I have been before and had a good time	0.68			
<b>Total Variance Explained</b>			<b>62.02</b>	

Respondents utilized a five-point Likert scale to rate their level of agreement with the push motivation items: 1 = strongly disagree to 5 = strongly agree and pull motivation items: 1 = not at all important to 5 = very important.

**APPENDIX L**  
**Discriminant Validity of Push and Performance Variables (n = 1,445)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Performance</b>		14.01	22.53	0.96
Food and Beverage Prices	0.49			
Food product knowledge	0.77			
Cleanliness of event site	0.55			
Cooking demonstrations	0.86			
Free food tasting	0.63			
Attractive environment	0.61			
Program guide/map/event schedule	0.68			
Music/entertainment	0.62			
Foods grown/produced locally	0.73			
Friendly service	0.46			
Knowledgeable service from personnel	0.75			
Good highways to area	0.49			
Celebrity chef cooking demonstrations	0.86			
Shopping available	0.59			
Cooking equipment demonstrations/information	0.90			
Expert advice	0.89			
Opening/closing times	0.67			
Cooking techniques	0.91			
Festival souvenirs (posters, pins, t-shirts)	0.58			
Outdoor activities	0.74			
Product recipes	0.80			
Cultural attractions	0.66			
<b>Food Event</b>		11.22	18.11	0.94
To enjoy activities at events that offer thrills	0.51			
To experience new and different foods	0.74			
To be with people who enjoy the same thing I do	0.62			
For a change of pace from everyday life	0.68			
Because food events are unique	0.74			
Because I like food of the best quality	0.81			
Because I enjoy special food events	0.84			
Because learning about new foods is stimulating	0.84			
Because I have heard about the event and it	0.68			

Respondents utilized a five-point Likert scale to rate their level of agreement with the push motivation items: 1 = strongly disagree to 5 = strongly agree and pull motivation items: 1 = poor to 5 = excellent.

**APPENDIX L, cont.**  
**Discriminant Validity of Push and Performance Variables (n = 1,445)**

<i>Motivation Items</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>% Variance explained</i>	<i>Reliability coefficient</i>
<b>Food Knowledge</b>		11.22	18.11	0.94
Because I want there to be a sense of discovery	0.64			
To enjoy the good food	0.81			
Food events help increase my knowledge of local culture	0.70			
Because I like a variety of things to see and do	0.70			
Because it is a great opportunity to meet people	0.61			
Because I was curious	0.63			
Because I like to talk about the foods I've eaten	0.69			
<b>Social</b>		2.15	5.04	0.81
So I could experience it with my companions	0.51			
So I could be with my friends	0.70			
Because I thought the entire group would enjoy it	0.76			
To be with people of similar interests	0.67			
<b>Novelty</b>		1.73	4.36	0.81
Because I like shows, ballets, concerts, and theatre of the best quality	0.66			
Because it is a good opportunity to visit the area	0.69			
For a chance to be with people enjoying themselves	0.55			
To see the entertainment	0.57			
<b>Entertainment</b>		1.44	4.00	0.70
Convenient parking	0.54			
Nightlife	0.60			
Good local restaurants	0.69			
<b>Smells</b>		1.36	4.29	
Pleasant smells	0.68			
<b>Been Before</b>		1.11	2.75	
Because I have been before and had a good time	0.80			
<b>Come and Go</b>		1.11	2.66	
Come and go as you please	0.60			
<b>Total Variance Explained</b>			<b>66.63</b>	

Respondents utilized a five-point Likert scale to rate their level of agreement with the push motivation items: 1 = strongly disagree to 5 = strongly agree and pull motivation items: 1 = poor to 5 = excellent.



## VITA

Sylvia Smith holds a Bachelor of Science and Masters in Hotel, Restaurant, and Tourism Administration from the University of Tennessee. After graduation, she worked as a systems development manager for a multi-unit restaurant operation in Knoxville, TN. She moved into academia, teaching foodservice operation management classes at the University of Tennessee. Sylvia's research and teaching interests include culinary tourism, quantity food production, and food safety. She has presented papers at the International Society of Travel and Tourism Educators, International Council on Hotel, Restaurant and Institutional Education, and the Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. In August of 2007, Sylvia completed the requirements for the Ph.D. in Human Ecology with a major in Hospitality and Tourism and a minor in Marketing at the University of Tennessee. She is presently employed as an Assistant Professor of Hospitality and Tourism at Southern Illinois University in Carbondale.