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To the Graduate Council:

I am submitting herewith a dissertation written by Donetta Kay Poisson entitled "The relationship among tourist motivations, winery festival destination performance, overall satisfaction, and repatronage intention for patrons of on-site winery festivals." 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 Retail, Hospitality, and Tourism Management.

Rachel Chen, Major Professor

We have read this dissertation and recommend its acceptance:

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

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

To the Graduate Council:

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Rachel Chen, Major Professor

We have read this dissertation
and recommend its acceptance:

John M. Antun

Ernest W. Brewer

Steve Morse

Accepted for the Council:

Carolyn R. Hodges
Vice Provost and Dean of Graduate Studies

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

The Relationship among Tourist Motivations, Winery Festival Destination Performance, Overall
Satisfaction, and Repatronage Intention for Patrons of On-Site Winery Festivals

A Dissertation

Presented for the

Doctor of Philosophy

Degree

The University of Tennessee, Knoxville

Donetta Kay Poisson

May 2009

DEDICATION

To my mother Elizabeth Ann Hall Cummings, my sister Carol Ann Cummings Williams, my daughter Stephanie Michelle Poisson Nickens and my son David Michael Poisson for being so supportive through this process. To my dearest friends Sherry Lightfoot Moore, Eva Marie Smith, Laura Grace Jetter and Jennifer Wright for being my support team and my cheerleaders. Foremost and above all, to my major professor, Dr. Rachel Chen, and committee members Dr. John Antun, Dr. Ernest W. Brewer and Dr. Steve Morse whose diligent fortitude contributed to the completion of this dissertation.

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ABSTRACT

Scant winery tourism research has been conducted focusing on the Southeastern United States. Furthermore, most winery tourism studies focusing on festivals limited the study to single off-site locations. Little research has been done focusing on multiple festivals and those wineries hosting on-site festivals specifically located in the Southeastern United States. The scope of this study was to employ multiple winery festivals to more fully understand winery tourists' motivations by examining push factors and pull factors of the attendees for on-site winery festivals located in the Southeastern United States.

It is well accepted in marketing literature that in order to be successful, companies need to understand what drives consumers. These findings could prove important by channeling efforts for winery owners on those participants' needs and potentially increase the participant body, positively impacting the winery's economic growth as well as that of the surrounding region.

The survey instrument consisted of approximately 80 questions divided into six sections. The first section of the survey was developed to measure the motivations of attending winery festivals, focusing on push motivators. The second section of the survey measured the importance of attending winery festival attributes (pull motivators). The third section was developed to measure the destination attribute performance; the fourth section, to measure visitor satisfaction with the on-site winery festival; the fifth section, to measure repatronage intentions of visitors; and the sixth section, to measure demographic information. Destination attributes offered by the venue pull the tourist to the location, while the psychologically-based push motivators fuel desire to attend. K-Means Cluster analysis was performed to assess potential market segments. The study also utilized a gap measure between guest expectations and what

the venue delivered by way of the attributes of the destination. The overall effect of destination performance on attendees' satisfaction and repatronage intentions was measured. The reliability scores produced from analysis of the motivation survey questions rated .860 indicating a relationship exists between the reliability of the instrument and the data obtained. The findings contribute to the stream of academic tourism literature supporting the push-pull framework and its importance in determining motivations and participation.

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CHAPTER 1

INTRODUCTION

The increased demand for tourism-related activities has been recognized through the growth in tourist based sales. According to the World Tourism Organization (WTO, 2000), the amount of international tourists moving around the world will rise to 1.602 billion visitations by 2020, while tourist-based sales are projected to achieve \$200 billion (Lee & Chang, 2008). Many areas have harnessed the tourism product as a catalyst to increase local revenues and bolster existing job markets. The consumer's desire to travel is evident, making tourism a viable resource for generating revenues locally, regionally and nationally. However, tourism consumers have individualized needs and desires and in order to be successful, those needs and desires require careful deliberation (Boone & Kurtz, 1977).

Different types of tourism products attract different types of tourist segments and thus tourism can be broken down into several sub-categories (Busby & Rendle, 2000; Getz & Carlsen, 2000; Ritchie & Zins, 1978). This differentiation allows destination managers, owners, or both to focus on more centralized target markets (Kotler, Bowen, & Maken, 1999).

The winery tourism product is multifaceted and, like other tourism products, it is a collection of theme-related activities, services and benefits that make up experiences (Carmichael, 2005). The wine tourism experience encompasses both the landscape and the production of wine that appeals to the senses of taste, smell, and sight. A broader definition of winery tourism would be "experiential tourism occurring within wine regions providing a unique experience which includes wine, gastronomy, culture, the arts, education, and travel" (Carlsen & Dowling, 1998, p. 78). For the purpose of this study, the winery tourism definition is modified and defined as: visitation to vineyards, wineries, wine festivals and wine shows for which wine

tasting or experiencing the attributes of the wine region are the primary motivating factors for visitors while providing a unique experience which includes wine, gastronomy, culture, the arts, education and travel. Winery tourism is more than just making and selling wine (Carmichael, 2005); it can incorporate education, festivals and culture (Williams, 2001). The importance of the wine region in motivating visitors has been emphasized by Macionis and Cambourne (1998).

The winery tourism segment encompasses both service and destination aspects of marketing (Charters & Ali-Knight, 2002). In addition, because of the strength of visitor demand and the probable economic impact of winery tourism for the winery company and the regional area, the wine tourism market may be an important segment to consider. According to Charters and Ali-Knight, in order for market segmentation to be possible, it is necessary to take into account the motivation of visitors to wine regions.

Additionally, if tourism is to be considered a viable source of revenue for the winery, understanding the needs of the winery visitor is vital. If the product is not purchased, the fault usually lies in the marketing of that product (Neff, 2005). Recognizing the destination attributes that bring the winery tourists to the destination might help in fine tuning the winery's marketing objectives. In addition, understanding the perceptions and behaviors of winery tourists could also be important for developing marketing programs to attract those tourists to the above mentioned attributes (Dodd & Bigotte, 1997).

According to Correia, Pasos-Ascencao and Charters (2004), tasting wine and the wine product itself are not the only pieces needed to sustain winery tourism. The introduction of a variety of offerings may be needed to entice the tourist. What attributes are winery visitors looking for?

Destination attributes and knowledge of the potential visitors' motivations to attend are

necessary information to determine marketing avenues. The motive to attend is an internal factor that infiltrates a person's behavior triggering arousal and desire (Crompton & McKay, 1997).

According to Yuan et. al (2005), motivations can be explained through determining push factors and pull factors. Chan and Baum (2007) describe motivation as one of the most important variables explaining travel behavior.

Rationale of the Study

It is essential to interpret those elements that are important to the wine tourist. Although the tasting of wine is desirable among winery tourists this alone cannot support tourism (Correia, Oom do Valle, & Moco, 2007). Wine, food, tourism and the arts jointly make up the foundational ingredients of the winery tourism product and supply the lifestyle package that winery tourists want to experience (Carlsen, 2004). Carlsen further delineates the winery tourist as one who seeks the experience of enjoying wine at its source, which includes such factors as landscape, culture and food. According to Sparks (2007), understanding what is attractive to potential winery tourists is just as important for national and regional authorities as it is for the winery.

Research in consumer motivation is well represented through a majority of disciplines. Research in the area of tourism motivation, specifically on-site Winery Festival Tourism is still under-represented. The aim of this study is to address this gap in the literature. The aspiration is to expand the knowledge and understanding of tourist motivations within the context of Push-Pull motivators and the influence of motivations on satisfaction and repatronage intentions as it relates to participants of on-site winery festivals.

Importance to the Organization

Segmenting markets and recognizing the uniqueness based on individual motivations may be central for destinations to be successful (Lee, Lee, & Wicks, 2004). By incorporating market segmentation, event managers can improve and promote destination features sought after by potential markets (Formica & Uysal, 1998). By understanding the tourist motivations, the organization can fine tune offerings and better serve current and potential visitors. The main objective for any organization is economic fortitude.

According to Zeithmal and Bitner (1996), the main goal of marketers and managers is to expound offerings that suit the consumers' desires with the purpose of economic security. It is important for providers to understand the consumer's motivation to choose and the performance evaluation of that choice in order to thrive in a growing competitive market. In addition, according to Charters and Ali-Knight (2002), the positive economic impact can extend to the winery region as well as contribute to the social and cultural image.

Importance to the Individual

According to Goossens (2000), tourists are pushed by their emotional needs and pulled by the benefits of the destination. One of the initial tourism researchers to examine push and pull factors was Dann (1977). According to Dann, the main reason for travel is "escape." The potential tourist resides in an "anomic society" representing conflict and isolation, which is the catalyst "to get away from it all." Travel can provide that unique experience and a brief introduction into the alternate world separate from the anomic.

Maslow's Hierarchy of Needs states that after the basic needs are satisfied, the desires for psychological fulfillment and self-actualization are required (Maslow, 1970). The human psyche, according to Maslow, has an inherent need to bring balance back into one's life and therefore

one will pursue that fulfillment. Determination of the motivations to attend will enable the destination developers to bring forward those attributes desired by the consumer and thus fulfill the psychological void felt by the participant, thereby contributing toward the described internal balance.

Importance to Research

Push-Pull theory as it applies to winery festival tourism is still relatively new. Currently, there is no known delineation of on-site winery festivals or multiple festivals. The addition of this study will hopefully expand the formulated body of research contributing to the knowledge of motivations.

Theoretical Foundation

Research has indicated motivations as one of the main determinants for understanding why individuals travel (Balogu & Uysal, 1996; Chan & Baum, 2007; Crompton, 1979; Crompton & McKay, 1997; Lee, Lee, & Wicks, 2004). Understanding demographic characteristics is not sufficient (Yuan, Cai, Morrison & Linton, 2005). In addition, differentiating market segments may depend on differentiating those motivations (Boone & Kurtz, 1977; Formica & Uysal, 1998; Getz & Brown, 2006; Yuan, Cai, Morrison & Linton, 2005).

Two theories appear to best represent motivations as a catalyst to participate, the Theory of Reasoned Action (Fishbein, 1967) and Push-Pull Theory (Dann, 1977). The Theory of Reasoned Action was one of the first behavioral models introduced to answer the question of consumer motivations and forms the overarching theory of this study. The Push-Pull Theory incorporates motivations as it pertains to tourism, and is strongly reflected in this study.

Theory of Reasoned Action

Fishbein (1967) introduced a behavioral intentions model entitled the Theory of

Reasoned Action. It postulates that specific intentions or motivations are the catalyst to behaviors. In other words, specific intentions push the individual to action. The model's underlying objective is to project and comprehend an individual's propensity to act based on motivational drivers.

Motivations have been defined as what compels a person to act on satisfying an evident need (Correia, Oom do Valle, & Moco, 2007). A need is described as the deficiency of something valuable in one's life (Boone & Kurtz, 1977). Udell (1964) explains motives as the drives, impulses, wishes or desires that instigate the progression of activities known as behaviors. A motive is defined as an internal condition that aims us toward the objective of satisfying the need (Boone & Kurtz, 1977).

Push-Pull Theory

Similar to the theory of reasoned action, Push-Pull Theory considers the motivations to fulfill a need and the intentions derived from the enticement sought. The theory of Push-Pull appears to be seated in the concept of the consumer purchase decision as described by Boone and Kurtz (1977):

The process begins when an unsatisfied basic determination creates sufficient tension to motivate the consumer to take action. The tension may be the result of an internal biogenetic need, such as hunger, or a need aroused by some external stimulus, such as an enticing advertisement or sight of the new product. Dissatisfaction with the present brand or product could also result in need arousal. Once the need is sufficiently aroused, the individual perceives a motive for taking action to satisfy this need....The purchase act will result in satisfaction to the buyer and a return to a condition of equilibrium or dissatisfaction with the purchase. (pp. 153-155)

Tourists are either pushed or pulled to satisfy a need by their motivations. These motivations can answer how the tourists are pushed into deciding to attend an event and how they are pulled or attracted by the aesthetics of the event (Baloglu & Uysal, 1996). In order for a destination to be considered, it must satisfy the needs that underlie the push factors driving the tourist. Marketers need to determine the attributes desirable to potential visitors in order to best fulfill their perceived needs. By fulfilling the consumer need, there is a higher likelihood of return visits. In other words, if consumer expectations are met and their perceived product performance surpassed, there is a higher probability of a post-purchase (Kotler et al., 1999). The experiences for the visitor are what are sought out and what will deliver them (Yuan, Cai, Morrison & Linton, 2005).

This study intends to investigate the tourist's motivations to participate as they relate to push factors and pull factors as well as the resulting satisfaction or lack thereof and the ensuing repatronage intentions. The consumer's decision to participate or not can be influenced by the destination's perceived importance and the ability of the destination to fulfill the tourists' needs.

Statement of the Problem

In response to the increasing necessity for tourism destination managers to differentiate markets to better serve and attract potential tourists and to increase profit margins, strategies have been implemented to understand the motives to attend (Crompton & McKay, 1997; Yuan, Cai, Morrison & Linton, 2005). According to Zeithmal and Bitner (1996), the main objective of marketers and service providers is to develop and provide offerings that satisfy the consumers' needs and expectations thereby ensuring their own "economic survival." It is necessary to close the customer gap between what is expected and what is delivered. It is important for providers to

understand the consumer's motivation to choose and the performance evaluation of that choice. Motivations in tourism have been categorized into internal drivers and external drivers, in other words, push factors and pull factors (Chan & Baum, 2007).

The Theory of Push-Pull has been well represented in tourism studies (Balogu & Uysal, 1996; Chan & Baum, 2007; Yuan, Cai, Morrison & Linton, 2005). However, the bulk of the literature on festivals, specifically wine festivals, focuses on single, off-site wine festivals or events hosted either internationally or in the western portion of the United States. No known research has focused on multiple on-site winery festivals located in the Southeastern portion of the United States. The intent of the current study is to understand the Theory of Push-Pull as it relates to multiple on-site winery festivals located in the Southeastern portion of the United States. By understanding the push-pull motivators and subsequently testing the proposed hypotheses, this research will offer a better understanding of those motivations specific to participants at on-site winery festivals located in that region. Ultimately it is hoped the results will provide pertinent information to those winery managers to better equip them with the knowledge needed to deliver the attributes desired by the potential tourist.

Purpose of the Study

Previous studies that conceptualized motivations of visitors shared some similarities in the adaptation of research methods to determine wine tourists' motivations, specifically Push-Pull. The concept of push factors and pull factors has been well accepted in explaining visitor behavior and their motivations (Balogu & Uysal, 1996; Chan & Baum, 2007; Crompton, 1979; Crompton & McKay, 1997). Motivations are linked to the need to travel exemplifying the push factors and attributes of the destination exemplifying the pull factors (Chan & Baum). In addition, based on this framework, pull factors could be considered "external factors" that

contribute to the destinations' attributes, attractions and offerings. According to Kozak (2002), these destination attributes are thought to be extrinsic aspects of motivation and are "external, situational and cognitive." Push factors are considered internal factors instilled by a desire to travel and an aim to satisfy certain psychological needs. The desires to break away from the everyday monotonous rituals are thought of as push factors and are intrinsic needs (Chan & Baum, 2007).

The destination attributes offered by the venue pull the tourist to the location, while the psychologically-based push motivators fuel the desire to attend. Other researchers have called for investigation as to multiple festivals (Smith, 2007; Yuan et al., 2005). Therefore this study investigated Push motivations and Pull motivations of potential tourists to multiple winery festivals. In addition, Dodd and Bigotte (1997) emphasized the importance of wineries generating tourist dollars on-site. Therefore this study will not only focus on multiple winery festivals but specifically on-site winery festivals. Furthermore, this study considers motivations to attend, destination attribute importance, destination attribute performance, satisfaction and repatronage. Other research may have only focused on one or two specific areas; however according to Miller (1999), in order to be successful at determining what the consumer wants, all such factors need to be considered.

Study Objectives

Research in the area of winery tourism has been done both internationally and in areas of the Midwestern United States at single off-site locations. As noted above, little research has been done focusing on multiple festivals (Smith, 2007). In addition, little research has been done focusing on those wineries hosting on-site festivals and located in the Southeastern portion of the United States. The scope of this study is to employ multiple winery festivals to more fully

understand winery tourists' motivations by examining push factors and pull factors of the attendees for on-site winery festivals located in the Southeastern portion of the United States. In addition, this research conducted a gap measure assessment between what was expected and what was delivered by the attributes of the destination, as well as the effect of destination performance on attendees' satisfaction and repatronage intentions. The gap model of service quality, as introduced by Bitner and Zeithmal (1996), postulates that lack of knowledge about what customers expect is the root cause of failure to deliver to customer expectations. The gap between the respondents' self-disclosed destination importance and the respondents' self-disclosed destination performance was evaluated.

Wine festivals or events are estimated to be the second most important promotional activity for a winery, with wine tastings being the first (Bruwer, 2003). Understanding the motivations for participants to attend will be beneficial to winery owners and managers in determining the attributes most sought and emphasizing these attributes in their wineries. According to Crompton and McKay (1997), motives occur before the experience and satisfaction occurs after. In order to feel compelled to return, visitors must be satisfied with the experience. It is imperative to understand the visitors' decision-making process. Understanding the elements leading to the decision (push factors) as well as the attributes sought (pull factors) could help define target markets. This study investigated the effectiveness of destination attributes in encouraging visitation and return patronage while determining the push factors and pull factors associated with the intent. Thus, the objectives of the study were:

1. To determine the relationships among push motivators and pull motivators
2. To determine differences in push motivators among the potential market segments.
3. To determine differences in pull motivators among the potential market segments.

4. To determine the gap between pull motivators and destination attribute performance.
5. To determine how destination attribute performance influences tourist satisfaction.
6. To determine how levels of tourist satisfaction influence tourist repatronage intention.

Conceptual Framework

This study incorporates Push-Pull Motivations Theory, as introduced by Dann (1977) to understand the motivations of visitors to winery festivals. Push-Pull Motivation Theory, according to Chan and Baum (2007), has been determined via previous studies in tourism to account for the main forces determining motivations. Their findings reveal that tourists are primarily attracted by the destination attributes which are termed pull factors. In addition, tourists are also pushed by their “social-psychological” desire to get away from their normal daily routine by visiting the destination of choice. This suggests that there are two unique motivational influences among the tourists and that tourist motivational factors can be explained by utilizing Push-Pull Motivational Theory. This theory of focus will be further elaborated in Chapter 2.

Research Questions

In researching what patrons want, all components of motivations, importance, experience with the product, satisfaction and repatronage must be determined. Therefore, the research questions are as follows:

1. Is there a relationship among the desire to attend (push motivators) and what draws the tourist (pull motivators)?
2. Are there differences among market segments as they relate to push/pull motivators?
3. Is there a gap between what was expected and what was delivered for those market segments?

4. Is there a relationship between destination attribute performances and tourist satisfaction?

5. Is there a relationship between tourist satisfaction and repatronage intentions?

Assumptions of the Study

It is assumed that (1) the data collected is true and represents the motivations for attending from those who participated in the survey, (2) the desired attributes and performance are complementary and (3) the information will be beneficial to winery owners and managers. The information collected, analyzed and compiled will direct winery owners and managers in selecting and providing the attributes desired and in turn produce positive economic contributions.

This study also assumed the process for selecting participants imparted a sample representative of southeastern on-site winery festival tourists in the seven selected festivals. In addition, based on previous literature, similar demographic characteristics among the festival goers were also expected.

Delimitations of the Study

Delimitations of the study are in the selection of seven destinations that host on-site festivals across seven southeastern states. The majority of the winery sites were predominantly rural and not in close proximity to major interstates/highways. Additionally, the time that these types of offerings are available made it necessary to select a limited amount of festivals. Purposive sampling was used in the data collection. Purposive sampling is described as a sample within the sector of the population with the majority of knowledge on the feature of merit (Guarte & Barrios, 2006). Only one festival per state was chosen, with surveys collected no more than one hour after the start of the festival and within the first two to three hours from that point

to maintain consistency throughout the seven events.

Limitations of the Study

An intercept method was used to approach likely participants. Limitations to this practice may have been the likelihood to miss potential attendees thereby limiting possible random selection. In addition the survey instrument may provided limitations in its development. The instrument design was quantitative and a qualitative study may have provided a more rich study.

Temporal distribution of data collected spans five months. During this time, the United States gas prices were increasing exponentially creating a non-natural dampening of the travel market place. According to Morse (2007), the impact of rising gas prices has limited the distance of tourist travel. Higher gas prices indicate that people will want to drive to places closer to home. The resulting data could be radically different under more economically sound conditions. The festival located in Dobson, North Carolina, one of the festivals contacted to participate in this study, did in fact cancel due to “poor economic conditions and reduced travel” confirming the negative impact of rising gas prices and current economic conditions ("Black Wolf Vineyards," 2008).

As is the case for all summer or vacation tourist events, inclement weather can also negatively impact interviewee responses as well as limit the pool of potential respondents. Outdoor festivals are reliant on good weather to increase the likelihood of high participation and high levels of satisfaction. On two separate occasions, thunderstorms impeded the collection of surveys as well as diminishing attendance for the destination.

Face validity was utilized to assess if all necessary questions were addressed and worded properly to help with ease in comprehension. Face validity does not rely on reputable theory for authentication and is a surface judgment. Although the individuals reviewing the questionnaire

were experienced in the area being researched, there may have been bias.

Operational Definitions

Definitions for the constructs of this study may have differing interpretations through differing disciplines. A brief explanation of the construct as it is applicable in this study is necessary to better understand the related findings of the data analyses.

The definitions of behavioral measures and cognitive measures were taken from the literature, interpreted and determined to be appropriate for the study. Again, differing interpretations through differing disciplines make it necessary to draw a distinction as to their application and elucidation.

1. **Behavioral measures:** Actions that are behaviorally involved such as drinking wine. Behavioral measurements could be considered as past experience and frequency of use (Trauer, 2006).
2. **Cognitive measures:** Actions that are cognitively involved such as learning about wine. Cognitive indicators could be considered as knowledge and skill (Trauer, 2006).
3. **Destination attribute:** Those features and offerings held by the destination. Destination attributes are directly linked to pull motivators and were measured via intercept, cross sectional survey methods.
4. **Destination performance:** Measure of attribute offerings performance. Destination performance was measured via intercept, cross sectional survey methods utilizing an Interval Scale, a scale of 1 to 5 with 1 = dissatisfied and 5 = completely satisfied.
5. **Motivation:** The factors that drive people to act in a particular way to attain fulfillment (Correia, Oom do Valle, & Moco, 2007). Chan and Baum (2007) describe

- motivation as one of the most important variables explaining travel behavior; motivations incorporate the concepts of “pull” and “push.” Motivations were measured through investigation of the push motivators and the pull motivators of attendees to on-site winery festivals via intercept, cross sectional survey methods.
6. **Pull motivators:** Attributes of the destination (Goossens, 2000). Pull motivators were measured via intercept, cross sectional survey methods utilizing an Interval Scale, a scale of 1 to 5 with 1 = not important and 5 = very important.
 7. **Push motivators:** Measure of the desire to get away (Goossens, 2000). Push motivators were measured via intercept, cross sectional survey methods utilizing an Interval Scale, a scale of 1 to 5 with 1 = *strongly disagree* and 5 = *strongly agree*.
 8. **Re-patronage intention:** The intended reuse and repeated purchase (Harris & Uncles, 2007). Repatronage intentions were measured via intercept, cross sectional survey methods utilizing an Interval Scale, a scale of 1 to 5 with 1 = *not at all* and 5 = *absolutely*.
 9. **Satisfaction:** Consumer satisfaction is a function of both expectations related to certain important attributes and judgments of attribute performance (O’Leary & Deegan, 2005). Satisfaction levels were measured via intercept, cross sectional survey methods utilizing an Interval Scale, a scale of 1 to 5 with 1 = *strongly disagree* and 5 = *strongly agree*.

Organization of the Study

This study has been conducted in accordance with current graduate school and doctoral committee guidelines. The five chapter document starts with the introduction and overview of the study discussed in Chapter 1. Chapter 2 provides a detailed review of the literature and

delineation of theoretical framework. The methodology is outlined in Chapter 3, followed by the analyses discussed in Chapter 4. The final chapter, Chapter 5, discusses the findings and their implications in addition to suggestions for future research. A references section is provided for all cited sources as well as appendices for copies of instruments and other particulars utilized to enhance the study.

Summary of Chapter 1

Chapter 1 presented a history of the development of winery tourism as well as its economic importance. This chapter indicated the need to focus on tourist motivations in determining destination attributes and the importance of delineating those motivations. The study employed multiple on-site winery festivals, located in the Southeastern portion of the United States, to examine the push motivations and pull motivations of those tourists. By taking a motivations-based approach and considering the needs desired by those potential tourists, marketing of those attributes could ultimately increase the economic standing of the organization. This chapter presented the problem, the purpose and the reach of the study. In addition, assumptions, delimitations, limitations of the study and the operationalized definitions were acknowledged.

CHAPTER 2

REVIEW OF LITERATURE

Leisure travelers who travel to participate in food or wine activities number approximately 27.3 million individuals. Furthermore, from this population, 46% identify themselves as deliberate “culinary travelers,” where their prominent reason for vacationing is to experience culinary or wine-related activities. The remaining 54% of those leisure travelers seek out culinary activities at their destination, or participate because they are available (“Hotel News Resource,” 2007). Culinary tourism is an experience in which the tourist discovers, appreciates or consumes locally-made food or drink; it has been defined as “travel for the search and enjoyment of prepared food and drink” (Wolf, 2002, p. 5). Evidently, culinary travel can contribute significantly to the tourism product. The question remains as to the motivation of the tourist to attend. This study focused on wine tourism in particular and examined the consumer motivation in winery tourism consumption.

Wine tourism has most recently been defined as taking a trip with the intent of experiencing wineries, wine landscapes, and lifestyle encounters. Specifically, it has been defined as “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the primary motivating factors for visitors” (Hall, Cambourne, Macionis, & Johnson, 1997, p. 6). Although this is a well-accepted definition of winery tourism, it is important to note that not all wines are made with grapes (Schneider, 2007). Wines may be made with fruits such as raspberries, strawberries, peaches or nearly any fruit that produces sugar. In addition, there are fruit-infused grape wines that have won awards, for example a Peach/Niagara blend from the Red Barn Winery in Tennessee (“Wines of the south,” 2008).

The wine tourism experience can be delivered in a number of ways with most noted as “events and festivals, cultural heritage, dining, hospitality, education, tasting, cellar door sales, and wine tours” (Charters & Ali-Knight, 2002, p. 312). According to Mitchell and Hall (2006), winery festivals are an important part of wine tourism. Crompton and McKay (1997) posited that attendance at a festival implies the visitors are likely to be seeking cultural enrichment, education, novelty, and socialization. Wine tourism is generally romantic in appeal and set in a leisure setting (Getz & Brown, 2006). Wine tourism is about the “total experience” for the tourist, “encompassing the wine and food theme, the tasting of wine and other local produce, visiting local attractions, engaging in sporting or leisure activities, meeting the locals, and savoring the rural atmosphere” (Beames, 2003, p. 209). Obviously, the winery tourist’s experience does not start or stop at the winery site. The winery experience can be extended to before, during, and after the visitation (Mitchell & Hall, 2003). In addition, the winery experience can impact future distribution, customer satisfaction, positive brand imaging, and image development at the individual and regional level (Mitchell & Hall). Wine tourism can encompass many characteristics including lifestyle experiences, wine knowledge, “linkages to art” and the encouragement of pairing wine with food items. In addition, wine tourism can contribute to wine supply and demand, improve the winery destination image, and bolster opportunities to positively impact the winery region’s economic, social and cultural image (Charters & Ali-Knight, 2002). Van Westering (1999) focused mostly on the appeal of the wine regions’ historical features, countryside and production of the wine. While the primary motivation of wine tourists is wine related, there are a number of other motivations that are integral to the total wine tourism experience (Macionis & Cambourne). Wine is a beverage that is associated with relaxing and spending time with friends; it is considered complementary to

food and part of the dining experience as well as an extension of hospitality (Getz & Brown, 2006).

Wine tourism has been considered a marriage of both the wine industry and the tourism industry with the features of the wine industry imparting themselves to tourism (Bruwer, Li, & Reid, 2002). According to Getz and Brown (2006), wine tourism can have different meanings. When considered from a marketing perspective, emphasis is placed on determining the experiences sought by prospective as well as current wine tourists. In addition, Getz (2000) stated that there are at least three stakeholders embracing differing viewpoints on wine tourism: the wine producers, tourism agencies, and consumers. Hence, wine tourism is not only a form of consumer behavior, but also strategies by which destinations develop and market wine-related attractions, imagery and products (Getz & Brown, 2006). Furthermore, previous research has indicated the possible economic contributions of the winery industry. For example Morse, (as cited in Dodd & Bigotte, 1997) found that the wine industry in Texas contributed a total economic impact of \$106.9 million to the Texas economy and created 2,765 jobs, directly and indirectly. Additionally, according to Morse, “winery sales can have a significant multiplier effect because there is less leakage outside the local economy...the economic benefits stay locally” (p.48). Although the income generated from tourists’ visits to the winery is a major component, it is not the only benefit for the winery. The added benefit exists of building a relationship with the tourist. This concept can be very important and according to Dodd and Bigotte is one of the major factors in disbursing information through the societal network; it is especially important in newly-developed wine regions. Purchases made by winery visitors encompass a large percentage of a winery’s entire sales, particularly if the winery is not large. According to Sparks (2007), visitation levels may be determinant on the destination attributes

offered and consumer motivations. If wineries can improve their understanding of the tourists' needs and desires, enhancements can be made in the destinations attributes and strategies to focus on the correct target market.

Carmichael (2005) stated wine tourism to be multifaceted, covering a limitless assortment of events, services, and experiences. Mitchell and Hall (2006) stated wine tourism to involve such activities as tours, tastings, and wine appreciation, food pairings and festivals hosted at the winery site. According to Beames (2003), wine tourism is more of a lifestyle and personal development experience than a primary recreational pursuit. Therefore, the experiential description of wine tourism could take in events and festivals, cultural heritage, dining, hospitality, education, tasting, cellar door sales, and winery tours.

Wine tourism research originated in the middle to late 1990's growing out of rural and special interest tourism (Mitchell & Hall, 2006). According to Weiler and Hall (1992) special interest tourism occurs when "traveler's motivation and decision-making are primarily determined by a particular special interest with a focus either on activities or destinations and settings" (p.5). This special interest tourist is motivated by the desire to indulge in an existing interest or develop a new interest in a novel location (Trauer, 2006).

According to Bruwer (2003), special interest tourism is a growing area in wine countries. Wine tourism is noted as fulfilling the desires of those tourists who would be the special interest tourist by providing affective involvement, behavioral involvement and cognitive involvement (Trauer, 2006). Some wine tourists could be behaviorally involved (drinking wine), cognitively involved (learning about it), and affectively involved (emotionally connected via memories). For example, a special interest tourist may have grown up in the winery area and have an emotional connection (affective) to the landscape; he or she may be seeking mostly the history of winery

(cognitive). Behavioral measurements such as past experience, frequency of use, and cognitive indicators such as knowledge and skill, are part of recreation research (Trauer).

The focus of special interest tourism is on the diverse and broad array of leisure activities being pursued in today's society. In the case of special interest tourism, tourist pursuits are described as emotional, whether the pursuit is activity-based or destination-based. The level of desire is dependent on the level of involvement on the part of special interest tourist. The special interest tourist's involvement is two-fold. First, an attraction to the activity and destination and second, a sharing with people who have the same attraction (Getz & Brown, 2006). Involvement was defined initially by Rothschild (1984) as a state of arousal, interest or motivation towards an activity or product and is brought on by a certain stimulus. There are variances within special interest tourism sectors dependent upon the activities pursued by the participants in those sectors. Other terms associated with the special interest tourist are "alternative, sustainable, appropriate, new, responsible, ego tourism and serious leisure" (Trauer, 2006, p. 183).

Wine Tourist

Who is the wine tourist? The wine tourist is the individual who is interested in wines, wineries and all aspects of the wine industry. The wine tourist experience goes beyond the winery site (Mitchell & Hall, 2003). Carlsen (2004) describes the wine tourist as seeking a lifestyle package to include the experience of enjoying wine at its source featuring such elements as landscape, culture and food. Wine is often viewed as a consumer product associated with a person's lifestyle (Bruwer et al., 2002; Charters & Ali-Knight, 2002). Those attracted to wine often explore wines through wine tastings as well as food pairings, both at home and at restaurants (Mason & O'Mahony, 2007).

Market Segments

Defining market segments of tourists interested in the uniqueness of a destination is important to the success of sustainable tourism (Dolnicar, 2004). Yuan, Cai, Morrison, and Linton (2005), stated proper segmentation of wine tourists is essential to understanding the motivations driving those tourists to select a destination. Wine tourists are different in their needs, wants or personal characteristics as much as they are different in the benefits sought.

Wine is considered a high involvement product and individuals who enjoy wine would be likely to increasingly broaden their scope of knowledge in order to consider themselves wine connoisseurs. Information is an important factor for the wine consumer (Bloch, Sherrell, & Ridgway, 1986). Information source categories such as winery newsletters, general magazines, interpersonal sources (including information from friends, family and experts), and product trials such as wine tasting rooms or wine education classes are utilized by marketers when attempting to reach wine consumers (Dodd, Pinkleton, & Gustafson, 1996). The high involvement wine tourist may consider these sources when determining the tourism product.

Variety-seeking behaviors and product enthusiasm, or in other words high involvement, is related to innovation (Dodd, Pinkleton, & Gustafson, 1996). The definition of innovativeness reflects the tendency of a person to adopt the new product, service or idea earlier than when other members of their social system would: They would be the first to have the new product in their social circle. In addition, switching among products within the product category is a component of variety-seeking behavior. Variety-seeking is a tendency for consumers to try a variety of items within a given product or service grouping. Variety-seeking behavior reflects a basic need for information possibly leading to a higher pursuit of product information through varied information sources (Dodd & Bigotte, 1997). The classification of wine tourists, based on their

interest and curiosity with wine, could be used as a means of segmentation (Charters & Ali-Knight, 2002).

Classification

Market segmentation is important to deliver the right product to the right consumer (Boone & Kurtz, 1977; Kotler et al., 1999). Classifying consumers or segmenting consumers allows destination managers to fulfill the needs of visitors. A number of studies have identified winery tourists primarily as those individuals who are “mature,” between the ages of 40 and 50, while other studies have cited winery tourists to be in their 30s (Dodd & Bigotte, 1997). For instance, Yuan, Cai, Morrison and Linton (2005) found that a younger, more professional demographic segment takes advantage of winery tourism. In answer to the differences of age, Charters and Ali-Knight (2002) speculated age demographics to be reliant on the region of interest. Demographic-based tourism research has also looked at income as a differentiating factor for segmenting winery tourism participants. According to Yuan et al., over 76% of the participants interviewed during their winery festival study had incomes over \$40,000 and held college degrees, implying that winery tourists may be considered more affluent.

Boone and Kurtz (1977) delineate the importance of market segmentation, which is defined as taking the complete market and separating it into related units. Proper segmentation will enable a better understanding of the characteristics and needs of a tourist group. Yuan et al. (2005) suggests the importance of understanding that wine tourists are not homogeneous and that motivational segmentation may be a more important differentiating factor. Market segmentation based on demographics is insufficient and it is imperative to consider participants’ basic “motivations, attitudes and lifestyles” (Boone & Kurtz, 1977, p. 156).

Charters and Ali-Knight (2002) stated wine tourists can broadly be categorized into

distinct classifications. Table 1 describes those classifications, which are of the European winery tourist. The European wine industry is described as having much less concentration of capital implying a possible difference in wine tourism from the United States. The wine tourist segment classifications defined in Table 1 are lifestyle based.

The segments are very specific to age and demographics of the European wine tourist. Charters and Ali-Knight (2002) also took the description one step further and interpreted the wine tourists as fitting into four different categories of interest. Those interests are described in Table 2. The wine tourist classifications described in Table 2 are defined by purchase behaviors. Although the information could be considered pertinent, according to Mitchell and Hall (2006), it is important to note the classifications reflect the perceptions of management rather than the tourists themselves. The four groups, according to the literature, share some common interests understood to be important. The competence of staff and their knowledge of the product could be important for all visitors and an essential part of the destination selection. According to Mitchell and Hall, Charter and Ali-Knight's wine interest segments describe internal and external motivators of winery visitors. The internal motives identified reflect aspects of learning about wine, which are thought to be more reflective of the wine lovers and the external motives are reflected in the tours and vineyards, which are considered to be more appealing to the wine novice. The importance of maintaining an awareness of markets and the consumers demands are fundamental marketing truisms (Kotler, Bowen, & Maken, 1999).

Yuan et al. (2005) identified three types of wine festival attendees: the wine focusers, festivity seekers, and hangers-on. The definitions are somewhat similar to those described by Charters and Ali-Knight reflecting levels of expertise and desire.

Table 1. Classification of Italian Wine Tourists

Classification	Age	Description
The Professional	30-45	Knows wines and the wine world, can discuss the fine points of the wine with the winemaker, and can competently judge a wine's virtues and faults; always interested in new things, and willing to devote considerable time and energy to their discovery.
The Impassioned Neophyte	25-30	Well-off, likes wines and sees them as a vehicle through which to cement friendships, enjoy foods, and explore the countryside; generally travels with friends, some of them may be Professionals, and always has a wine guide handy; eager to learn, but less serious about why than the Professional.
The Hanger-On	40-50	Wealthy, attracted to wines because knowing something about them is a market distinction; is satisfied with the knowledge of just the basics, and is more easily swayed by the comments of others than those belonging to the previous categories; is also drawn to famous names, and more easily impressed by appearances; sometimes asks for a discount.
The Drinker	50-60	Visits wineries as part of a group on Sundays, treated as an alternative to a bar, the drinker asks for more, also asks to buy in bulk, and sometimes carries a tank or demijohn in the back of the car.

Note: Although specific to Italian tourists, may have parallels to global wine tourists (Charters & Ali-Knight, 2002).

Table 2. Wine Tourists' Categories of Wine Interest

Interest Group	Level of interest	Knowledge level	Major descriptors
<i>Wine lover</i> <i>a. Connoisseur</i> <i>(subset of Wine lover)</i>	Highly interested	Highly knowledgeable	74% read books about wine; 81% attend tastings; 82% interested in grape-growing knowledge; higher percentage are male; more likely to be University-educated; opportunity to purchase
<i>Wine interested</i>	Interested	Knowledgeable	42% read books about wine; 46% attend tastings; enjoy process of wine tourism; interested in learning how to taste; opportunity to purchase
<i>Wine novice</i>	Limited	Limited Knowledge	33% read books about wine; 'curious tourist'; Motivation for visiting winery is less focused; more interested in winery/vineyard tour than just tasting

Note: Interest levels depict highly interested and knowledge seeking to limited interest and knowledge seeking (Charters & Ali-Knight, 2002).

A description of each of the three segments follows in Table 3. Yuan et al. stated a motivational segmentation approach is needed to help give direction in formulating an effective marketing campaign for attracting potential visitors.

According to Yuan et al. (2005), wine festival participants could be considered as a specialized niche market of wine tourism. In order to facilitate destination appeal to particular niche markets, understanding the opinions and behaviors of those individuals is paramount (Dodd & Bigotte, 1997). The attractiveness of a destination relies on several inter-related factors. One of these factors is the potential tourist's perceived attractiveness of the destination attributes (Das, Sharma, Mohapatra, & Sarkar, 2007).

Destination Attributes

According to Lew (1987), tourist destinations consist of those elements of a “nonhome” place that draws travelers away from their homes. Those elements can include landscapes to observe, activities to participate in and experiences to remember. According to Dodd (1997), during 1994, there were 500 wineries scattered across the United States with many of them relying primarily on tourism. Three perspectives discussed by Dodd and Bigotte (1997) and first introduced by Lew contributed to the recognition of the importance of studying the attributes of the winery itself. The three perspectives and their definitions are as follows:

1. Ideographic perspective: refers to the unique elements of a site in its general attributes such as culture, natural scenery, and festivals for events.
2. Organizational perspective: refers to geographical aspects – the relationship between one attraction and others in the region.

Table 3. Wine Festival Attendees Segmentation

Classification	Similarities	Description
Wine focusers	<i>Wine Lover</i>	Wine intensive, most highly interested in wine, wine primary, and festival secondary
Festivity seekers	<i>Newly defined with no known similarities</i>	Search for more diversified experience integrating wine, food, environment, setting and culture; may have interest in wine, but participation is festival oriented. Interested in the total experience.
Hangers-on	<i>The Hanger-on</i>	Interest in wine is limited; wine not main reason for going to festival; they attended the festival as part of a group or to accommodate someone else.

Note: Classifications are motivation-based segmentation.

3. Cognitive perspective: organizes attractions according to how tourists' perceive them. (p. 46)

Understanding these perspectives of the tourist and/or consumer may help in developing business concepts to attract participants to the venue. According to Yuan et al. (2005), attending the festival is one of the main motivations for tourists to visit to the winery or winery region.

Winery Festivals

Hall, Macionis and Johnson (1997), suggest attending wine festivals is the main reason and specific motivation for visiting wineries or wine regions. Festival attendees are searching for the unique (Gursoy, Spangenberg, & Rutherford, 2006). The hedonic attributes of a festival emulate entertainment and emotional value. Gursoy et al. (2006) stated three main reasons participants will attend a festival. The most prominent reason is the theme of the festival, suggesting individuals would attend based on the uniqueness or emotional arousal. In other words, they are likely to attend based on hedonic qualities that are more personal and subjective. The second main reason noted is the social, such as to have fun, to socialize and to have a good time. The third main reason noted is for the novelty and to heighten curiosity.

Destination Performance

Baloglu, Pekcan, Chen and Santos (2003) propose the importance of destination performance. According to Cadotte, Woodruff and Jenkins (1987), there is an evaluative process directly related to customer satisfaction where the products' performance is measured against the expectation. Cadotte et al. (1987) defined expectations as beliefs about a products attributes. Tourist destinations offer a variety of products and the importance of the attributes may vary among market segments. In addition, Baloglu et al. (2003) stated destination performance, visitor satisfaction, repatronage intention, and positive word-of-mouth to be linked and interdependent.

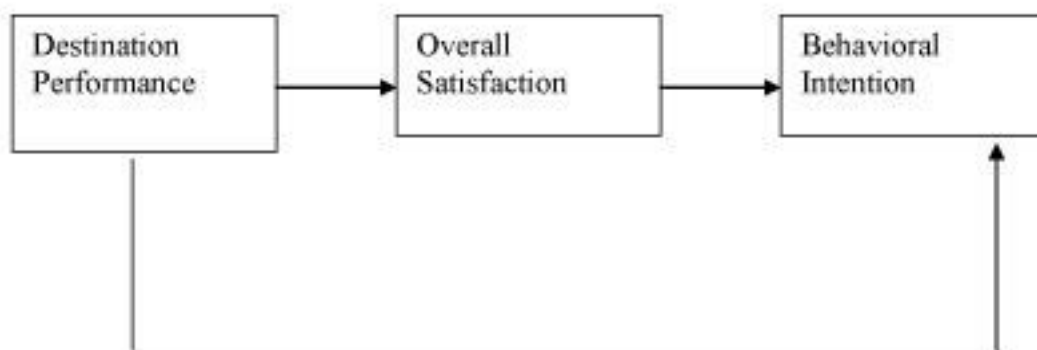


Figure 1. The relationship among performance, overall satisfaction, and behavioral intention.

Note: From “The relationship between destination performance, overall satisfaction, and behavioral intention for distinct segment.” by S. Baloglu, A. Pekcan, S.-L.Chen, and J. Santos, 2003, *Journal of Quality Assurance in Hospitality & Tourism*, 4(3/4), 152.

The model in Figure 1 indicates the hypothesized model introduced by Baloglu et al. (2003) indicating the linkages between destination performance, satisfaction and behavioral intentions. Each of the areas contributes to the other and is interrelated. Oh and Parks (1997) stated satisfaction to be positively related to behavioral intention measures such as recommendation and return intentions. If the consumer is satisfied, there is a higher likelihood of positive recommendation to their peers and acquaintances as well as a higher likelihood to return for another visit to the destination. In addition, according to Meng, Tepanon, and Uysal (2008), tourist satisfaction with a destination is accredited to attribute importance, performance, and travel motivation. Tourist motivation is a consequence of an internal compelling need to get away from the everyday life.

Motivations

Motivation is described as what compels an individual to act on filling a need (Correia et al., 2007). Udell (1964) described motives as the drives, impulses, wishes or desires that initiate the sequence of activities known as behaviors. Understanding motivations may help to explain why visitors behave the way they do and to further define market segments.

Previous research has focused mainly on the how, when, who, and where of tourism, but rarely delineated the why (Crompton & McKay, 1997). Tourist motivation may be centered around experiential needs and hinge on pleasure motivations. Pleasure motivation can encompass such cognitive responses as satisfaction, daydreaming, desires and pleasurable moods. Motivation may be considered an antecedent to tourism. Motivation happens when the tourist wants to satisfy a need (Goossens, 2000). The psychological factors of tourist motivation encompass the aspects of the destination choice.

Tourism motivation research evolved from cultural developments where society deemed vacations as a form of self-actualization and self-realization, that is rectifying the stresses of the work day and to focus mind and body toward fulfilling the individual self to its full capability (Gnoth, 1997). Self-realization is the process of looking at the real-self and the projected-self and moving psychologically toward the goal of shrinking the gap between the two. According to Gnoth, the path to self-actualization could be a new path or one that is routine. The psychological factors of tourist motivation encompass the aspects of the destination choice.

Holland's Personality Theory in Consumer Psychology states individuals can be segmented by their personality traits (1958) and according to Frew and Shaw (2000), groups of visitors to certain touristic attractions have the similar personality traits. Designing destinations to match these personality types could be useful as opposed to trying to cater to everyone

(Woodside, 2000).

Socio-psychological motivations incorporate emotions which are part of an internal trigger. Tourist motivation studies tend to focus on the concepts of pull motivators and push motivators. According to Crompton (1979), push factors for a vacation traveler are ‘socio-psychological’ motives. The pull factors are motives stimulated by the destination rather than rising solely from the traveler. Motives reflect the effect of the destination in arousing the tourist to attend. Push motives are considered useful in explaining the desire for an individual to go on a trip and the pull motives are useful in explaining the selection of destination.

Push-Pull Theoretical Framework

The introduction of push and pull as a means of understanding motivations has been introduced into tourism research; however there is little theoretical support historically (Smith, 2007). Traditionally, push motivations and pull motivations have been used to explain choices in destinations and driving forces for those choices (Goossens, 2000). Crompton and McKay (1997) depicted push factors as socio-psychological motives and pull factors as being stimulated by the destination. Both push factors and pull factors are active in the wine tourist’s decision process. Pull factors are the external motives that draw the visitor to the winery and reflect its characteristics and activities. Push motives are internal desires that will drive an individual to visit the winery.

One of the earliest researchers to investigate push and pull factors as it relates to tourism was Dann (1977). Dann postulated the push-pull factors as to answering what makes tourists travel concentrating on “anomie” and “ego-enhancement” as related to push factors. According to Dann, the greatest reason for travel is summed into one word, “escape.” Anomie is directly related to escape. Anomie can be defined as the psychological portion of life that contributes to

feeling of discord. According to Dann, the prospective tourist lives in an “anomic society” and is the backbone of the theoretical perception. Anomie reflects the conflict, isolation and the catalyst “to get away from it all.” In addition, “ego-enhancement” is related to the need of individuals to feel good about themselves and could be what is sought when an individual is psychologically impelled from an anomic state. Folkes (2002) postulates that consumers are ego driven and a purchase goal may be of an “egotistical orientation.” According to Maslow’s Hierarchy of Needs, a theory on needs assessment introduced in 1954, after the basic needs are satisfied, the desire for psychological fulfillment and self-actualization are required (Maslow, 1970). Dann postulates that one avenue of ego-enhancement is through travel as removing ones self from an anomic society to an arena where unknown social position is likely and can provide ego-enhancement; Travel can provide the unique experience and a brief introduction into the alternate world separate from the anomic. By focusing on push factors, the motivations for travel may be more readily identified. The purpose of this study is to investigate the motivations for participants to attend on-site winery festivals.

In addition to Dann, Crompton (1979) also identified push factors and pull factors as it relates to motivations to travel. Crompton identified seven push motives and two pull motives. The seven push motives are escape, relaxation, prestige, exploration and evaluation of self, enhancement of kinship relationships, and facilitation of social interaction. The two pull motives are novelty and education.

Motivations from a behavioral standpoint have been accepted as a major factor in the decision making process for tourists. These motivations can answer how the tourists are pushed into deciding to attend an event and how they are pulled or attracted by the aesthetics of the event (Baloglu & Uysal, 1996). Evidently, push factors and pull factors are directly related to

investigating the motivations of tourist travel.

The decision to travel could be explained as intrinsic or extrinsic motivations. Consumer behavior stimulated by internal factors, such as feelings and enjoyment are intrinsically motivated (Kurtzman & Zauhar, 2005). External motivators include external rewards, gifts, and peer prestige. The tourists' intrinsic needs and motivations should be the first consideration of destination managers (Correia, Oom do Valle & Moco, 2007).

According to Goossens (2000), the idea of intrinsic leisure motivation may contribute toward the potential visitors' push factors. Emotions and feelings about a destination's attributes almost certainly would motivate tourists to plan a visit to the destination. Intrinsic leisure motivation is defined as the purpose of seeking out intrinsic rewards in tourist behaviors (Weissinger & Bandalos, 1995). Four components of intrinsic leisure motivations are presented. Those four components are as follows:

1. self-determination; characterized by awareness of internal needs and a strong desire to make free choices based on those needs
2. competence; characterized by attention to feedback that provides information about effectiveness, ability, and skill
3. commitment: characterized by tendency toward deep involvement in, rather than detachment from, leisure behaviors
4. challenge: characterized by a tendency toward seeking leisure experiences that stretch one's limits and provide novel stimuli (p. 383).

It is theorized that individuals do not have preconceived ideas of their leisure needs. The intrinsic rewards of the leisure trip are what the tourist seeks (Goossens, 2000; Weissinger & Bados, 1995). In addition, Weissinger and Bados (1995) described psychological or social

motives, the push factors, as dominant in identifying the tourist's desire to travel and could be manifested in the desire to pursue self-actualization, self-esteem, and social status.

Extrinsic motivation refers to behaviors that are engaged in as “a means to an end and not for their own sake” (Alexandris, Kouthouris, & Girgolas, 2007, p. 653). For example, individuals participating in activities in order to win games are extrinsically motivated. Individuals who are intrinsically motivated are more likely to participate frequently and to develop adherence to an activity than are extrinsically motivated individuals. Intrinsically motivated behaviors are performed out of interest and satisfy the psychological needs. Correia, Oom do Valle, and Moco (2007), stated intrinsic and extrinsic motivations may contribute to tourists developing their own perceptions of the destination, the purpose of the drive.

Understanding visitors' perceptions and how they arrive at an evaluation is crucial for organizers and marketers. It is necessary to understand the visitors' attitudes and their corresponding attendance. The tourist's perception of the venue's performance will determine whether future repatronage intentions remain intact and determine whether the likelihood of suggesting the venue to others will take place (Gursoy et al., 2006). In order for event managers to market tourism services it is imperative to understand the factors that lead to the tourists' choices and behaviors.

In tourism, experiential consumption plays an important role in the tourist choice. According to Josiam, Smeaton and Clements (1999), as the individual push factors reach a specific level of provocation; the tourist begins to evaluate his options that will satisfy the needs that are not being met in their existing environment. The attributes of the considered location are the external stimulus that creates the pull factors. In order for the specific location to be considered, it must satisfy the needs that underlie the push factors driving the tourist.

Satisfaction

According to the literature (Correia et al., 2007; Crompton & McKay, 1997; Mansfeld, 1992; Yoon & Uysal, 2005), motives occur before the experience and satisfaction occurs after. In order to feel compelled to return, visitors must be satisfied with the experience. It is imperative for the event manager or market manager to understand the visitors' determination process.

According to Baker and Crompton (2000), satisfaction will result in retention as well as increased tourist numbers. In addition, they define satisfaction as an emotional state of mind after the experience with the venue. Spreng, MacKenzie and Olshavsky (1996) further delineated satisfaction by defining attribute-specific satisfaction. Attribute-specific satisfaction is defined as "the consumer's subjective satisfaction judgment resulting from observations of attribute performance" (p.12). Baker and Crompton (2000) postulated the main motivator for tourist attractions to seek improvements and focus on consumer satisfaction is that such improvements will contribute to increased visitation and return patronage. In addition, Gitelson and Crompton (1984) posited satisfaction with a destination necessary to capitalize on repatronage intentions.

Repatronage Intentions

Obviously, repatronage is an important piece of the marketing puzzle for owners and managers of destination locations. According to Wang (2004), return visitors are increasing in importance for retention of market share. Marketing literature supports this idea in that it is far more effective to retain current customers as opposed to seeking new ones (Opperman, 1998). In order to be successful at figuring out what the customer (tourist) wants, it is necessary to understand all the elements mentioned above. Miller (1999) said good survey questions should find out four things: (1) what was expected or wanted, (2) what was experienced, (3) the level of satisfaction with the product or experience and (4) the degree of relative importance of this

variable (p.6).

By understanding the elements leading to the tourist's decision, it could help define possible target markets defined by those elements (Yuan et al., 2005). Tourism motivation deals with internal psychological factors; the needs and wants. According to Crompton (1979), the needs and wants defined by the potential tourist can generate a sense of tension or disequilibrium until those needs or wants are satisfied. The desire to fulfill the needs or wants will define a course of action to restore the individual's equilibrium (Crompton).

According to Goossens (2000), there is a psychological factor that connects both sides of pull motivation and push motivation and that is the concept of emotion. He posits that tourists are pushed by their emotional needs and pulled by the emotional benefit of the destination. Goossens developed a hedonic tourism model to depict the influence of push/pull factors on hedonic, pleasure seeking tourism. The model is shown in Figure 2. The left side of this model shows the consumer's dispositions or "push factors". Consumer disposition examples could be escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction (Dann 1981, p.192). The right side of the model indicates variables that would be confronting the consumer, such as the marketing stimuli provided by the companies, and would be considered pull factors. The destination attributes such as sun, relaxed atmosphere and friendly staff heightens push factor motivation. The pull factors are generated by internal knowledge about the attributes which the tourist possesses. According to Mansfeld (1992) tourism motivation is what triggers the whole determination progression and guides the individual accordingly.

Research in the area of winery tourism has been done both internationally and in areas of the Midwestern United States branching from Texas to California. However, little research has

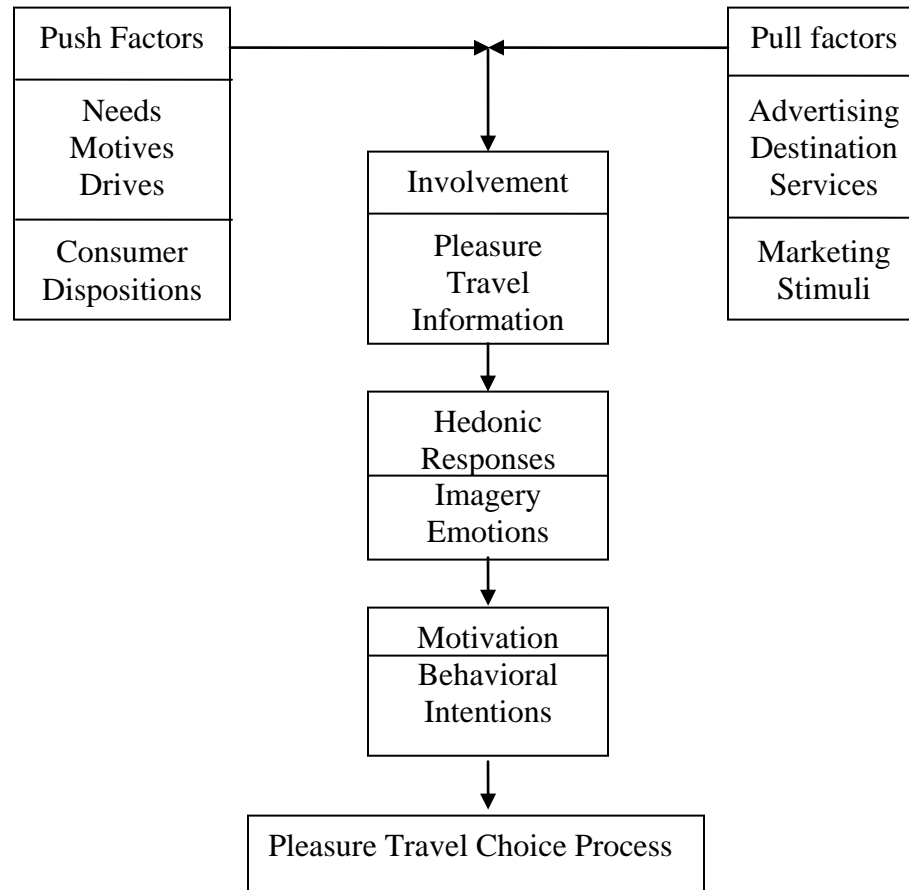


Figure 2. Hedonic tourism motivation model.

Note: From "Tourism information and pleasure motivation," by C. Goossens, 2000, *Annals of Tourism Research*, 27, p. 301

been done focusing in the Southeastern portion of the United States. In addition, the majority of the wine tourism research conducted in the United States have been state specific. In other words, multiple states were not implemented. Also, wine festival research was not specific to the winery site but conducted off-site.

For example, Yuan et al. (2005) conducted a study focusing on the motivations to attend wine festivals focusing on a single off-site wine festival, the Vintage Indiana Wine and Food Festival of 2003 hosted in Indianapolis, Indiana. The festival supported multiple local wineries and restaurants at one destination. The goal of the study was to investigate visitors' motivations for attending a regional wine and food festival and examine their social-demographic characteristics as well as consider the rationality of motivations for segmentation. The data for this study was collected via a survey disbursed during the aforementioned wine festival. The destination attributes were reported as being live music, Indiana-produced wines and food from local restaurants. The participants to the festival were predominantly women, with incomes around \$60,000 and the age range was between 30 and 49.

Also, Dodd and Bigotte (1997) conducted a winery tourism study in Texas visiting six state-specific wineries that hosted tasting rooms; however no events were noted as taking place at the time of data collection. The purpose of the study was to determine possible market segments through focusing on the winery tourist's behaviors and perceptions of winery attributes. The data for this study was collected via a survey administered over a three week period at each winery. The attributes measured were physical environment and service environment. The physical environment variables were cleanliness, pleasant environment, good smell and attractiveness. The service environment variables were friendliness, courteous, professional, entertaining, believable and knowledge. Two different clusters emerged from their

analysis. Cluster one had an average age of over 50 with an income of approximately \$50,000 and Cluster two had an average age of under 30 with an approximate income of \$40,000.

In addition, Skinner (2000) conducted research in Napa Valley California focusing on the specific development of the Napa Valley wine region and its sustainability. The interest of the study was the over saturation of the area and sustainable practices in deterring mass tourism to the area. The study implemented multiple wineries; however events were not in progress. The Napa Valley research was not centered on tourists' motivations to attend but more so on the over-saturation of tourists to the area.

The focus of the current study is very different in that its primary purpose is the determination of those motivations to attend on-site wineries and the development of winery tourism. According to Yuan et al. (2005), festivals are one of the main motivations for tourists to visit to the winery or winery region. Dodd and Bigotte (1997) also emphasize the importance of generating dollars at the winery site contributing to the economic fortitude of the establishment. As stated previously, understanding what the consumer wants is very important for growing wine regions.

In the United States, the total revenue from the sale of wine by wineries was approximately \$11.4 billion, including \$707 million in exports (Silverman, Sengupta, & Castaldi, 2003). Americans are purchasing U.S. made wines with the total percentage equaling 73% of the total 2005 wine sales. Wineries can now be found in all fifty states with the exception of Alaska (Silverman et al., 2003). However, the top ten producers located in California, account for approximately 70% of production and 89% of exportation. California dominates the United States wine industry with over 800 wineries and accounting for over 90% of the wine produced and exported. Other states do participate in exportation, approximately 50%, but not to the

magnitude of the California-based wineries (Silverman et al.).

Summary of Chapter 2

The area of winery tourism is growing and expanding; delving into the differentiation of venues, tourists and products. While the primary motivation of wine tourists is wine related, there are a number of other motivations that are integral to the total wine tourism experience (Macionis & Cambourne). As stated previously (Yuan et al.), wine tourists are not a homogeneous group. Motivation is defined as what drives people to behave in a particular way to attain fulfillment (Correia, Oom do Valle, & Moco, 2007). According to Sparks (2007), consumer motivations and destination attributes may determine visitation levels. According to Yuan et. al (2005), motivations can be explained through determining push factors and pull factors.

With a focus on marketing and the motivations to attend, an abundance of studies reiterate the importance of honing particulars to segment particular markets and to drive the desires and needs of a particular segment. Winery tourists are a niche market and thus would prove to be more distinct in their demands. Determination of motivations to attend certain venues and the differentiation of those motivations is very important in order for the venue to be successful in generating tourist dollars. The destination attributes and offerings at an on-site winery festival may be different and the market drawn to those types of events may also be different. In addition, wine tourism can contribute to wine supply and demand, improve the winery destination image, and bolster opportunities to positively impact the winery region's economic, social and cultural image (Charters & Ali-Knight, 2002). If managers of wineries want to draw guests to their sites, the offerings sought need to be fulfilled. Push motivators and pull motivators, satisfaction and repatronage intentions are all important to consider when

determining correct markets.

In observation of the above points of concern, this chapter elaborated on previous studies reflective of those points and gave the basis for this study in motivations to attend winery festivals. It provided the foundation, reasoning and support for the methodology of the following chapter.

CHAPTER 3

METHODS

This chapter describes the process and methodology involved to identify niche market motivations and incorporate the push/pull factors to provide the foundation in that distinction. Little is known of the interconnectivity between motivations, destination performance, satisfaction and repatronage intention as it relates to winery tourism. This chapter consists of six sections detailing the measures taken to assess the relationships and influences of tourist motivations, destination attributes, tourist satisfaction and tourist repatronage intentions. The six sections cover a discussion of the selection of the population and sample, the sampling frame, sampling process, the development of the survey instrument, the data collection process and the statistical analysis.

The methods used in this research were in response to the objectives which are to investigate the motivations of tourists attending winery festivals in the Southeastern United States. These motivations can be divided into two domains: push motivations and pull motivations (Balogu & Uysal, 1996; Crompton & McKay, 1997; Dann, 1977; Fodness, 1994; Seyhmus & Muzaffer, 1996; Smith, 2007).

This study involved developing a survey instrument and defining the parameters of the sample selection. It identified the potential market segments, implemented the design of the research model, provided delineation of the hypothesis, and examined the classification of the variables. In order to be successful when researching what the customer wants, all elements of motivations, importance, experience with the product, satisfaction and repatronage must be considered. Thus, the research questions become the following:

1. Is there a relationship among the desire to attend (push motivators) and what draws

- the tourist (pull motivators)?
2. Are there differences among market segments as it relates to push/pull motivators?
 3. Is there a gap between what was expected and what was delivered for those market segments?
 4. Is there a relationship between destination attribute performances and the tourist satisfaction?
 5. Is there a relationship between tourist satisfaction and repatronage intentions?

Objectives

The main purpose of this study was to identify and understand the motivations for tourists to participate in on-site winery festivals as well as the relationship of the destinations performance to satisfaction and repatronage intentions. The objectives of this study are listed as follows:

1. To determine the relationships among push motivators and pull motivators.
2. To determine differences in push motivators among the potential market segments.
3. To determine differences in pull motivators among the potential market segments.
4. To determine gaps between pull motivators and destination attribute performance among the potential market segments.
5. To determine how destination attribute performances influence on tourist satisfaction.
6. To determine how levels of tourist satisfaction influences on tourist repatronage intention.

Hypotheses

The research model, hypotheses for the study and corresponding analyses give a pictorial explanation as to the flow of the research. The research model (Appendix F) indicates the

possible flow process of the potential tourist from motivation to repatronage intentions. The hypotheses for the study and the corresponding analyses are as follows:

H1: There are relationships among the behavioral factors of the push motivators and pull motivators. Pearson Product-Moment Correlation was performed to test hypothesis H1 to assess if there is a linear relationship among the behavioral factors of the push motivators and the behavioral factors of the pull motivators.

H2: There are relationships among the cognitive factors of the push motivators and pull motivators. Pearson Product-Moment Correlation was performed to test hypothesis H2 to assess if there is a linear relationship among the cognitive factors of the push motivators and the cognitive factors of the pull motivators.

H3: There are differences in push motivators among the potential market segments.

H4: There are differences in pull motivators among the potential market segments. K-Means Cluster Analysis was performed to test hypotheses H3 and H4 and assess similarities to differentiate into potential market segments. In order to define segments, K-Means Cluster analysis was done on the push motivators and pull motivators.

H5: The pull motivators are positively associated with destination attributes performance.

Simple Regression in addition to gap analysis was performed to test H5 to assess if a relationship exists between destination attributes importance and destination attributes performance.

H6: Tourist experience towards destination attribute performance influences tourist satisfaction. Regression of Destination Attribute Performance (DAP) on Satisfaction was performed to test hypothesis H6.

H7: The levels of tourist satisfaction influence tourist repatronage intention. Regression of Satisfaction on repatronage intentions was performed to test H7.

Research Overview

This study is a quantitative study employing a cross-sectional survey instrument as the method of data collection. Quantitative data, also referred to as measurement data, incorporate the collected information as a numerical representation (Howell, 2002). A distinguishing characteristic of quantitative research is the ability to quantify information so it can be explored with statistics. This study's goal was to determine if relationships existed between the push motivators, pull motivators, satisfaction and repatronage intentions of those visitors to the six on-site winery festivals. The research design of this study is outlined in Figure 3.

Selection of the Population and Sample

The interest of this research would be in those tourists who would be drawn to on-site winery-focused events particular to the Southeastern portion of the United States. The seven locations selected were those states that would fall into the Southeastern region hosting wine festivals in the summer of 2008 between the months of May and August. The total population of festival attendees to the seven on-site winery festivals, according to winery management officials, was projected to be a combined total of 3,650, based on last year's (2007) attendance. Alreck and Settle (1995) suggested that for a population of 5,000, the minimum practical sample recommended would be in the region of 100 or two percent. The maximum practical sample recommended for a population of 5,000 would be approximately 500 or 10 percent. In light of the above information, the researcher chose to incorporate the maximum percentage recommended of 10 percent at each festival (500 individuals). In addition, by taking a static percentage from each festival, according to the Statistical Counseling Center at the University of Tennessee (2008), the uniformity of the sample is aided because of the fluctuation of attendance between festivals. The visitors who have been targeted in this study were individuals attending on-site winery festivals at specific special events.

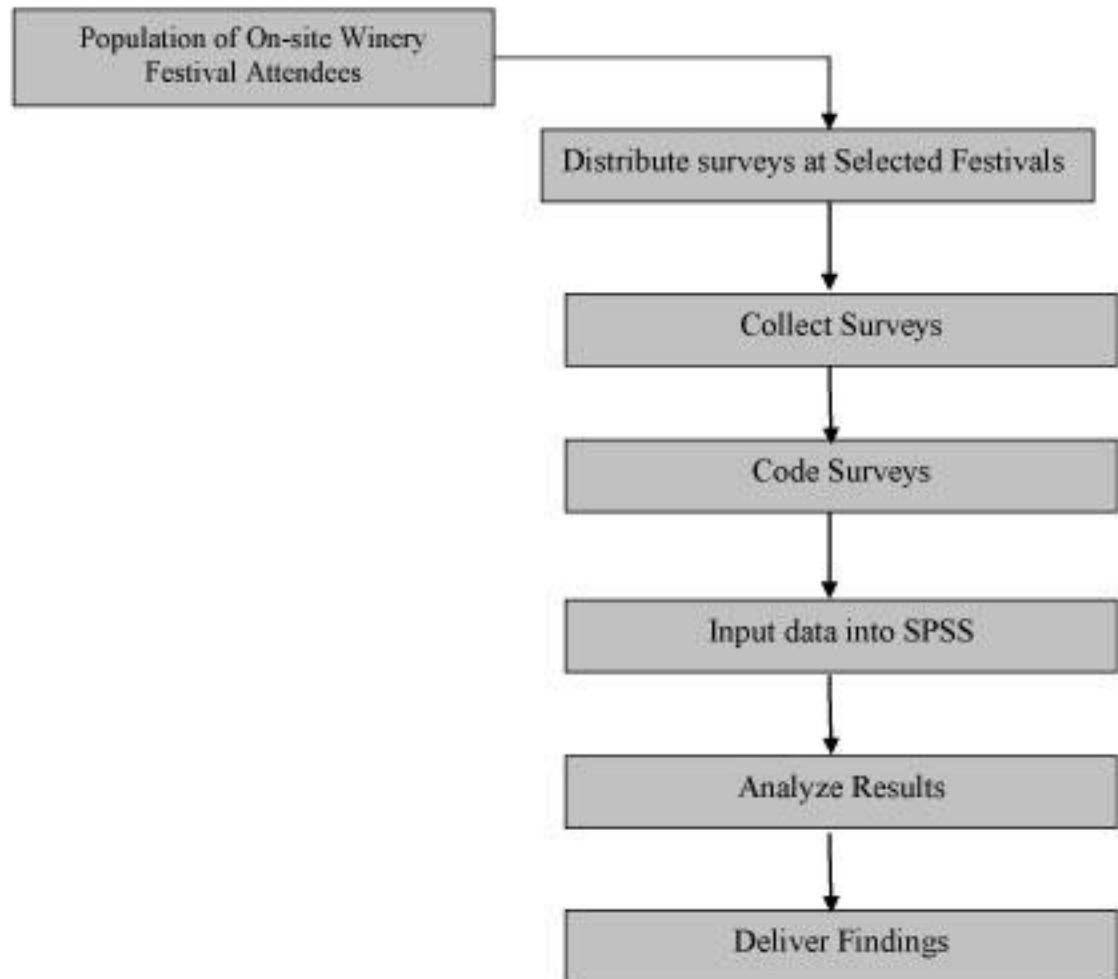


Figure 3. Research design.

Sampling Frame

According to Chan and Baum (2007), purposive sampling methods are used when it is necessary to seek out groups, segments, or individuals where the “processes being studied are most likely to occur” (p. 355). The regional area of interest has been researched and the seven wineries, one from each of the seven states have been solicited. Appendix A gives an overview as to each state and the wineries to be considered.

Purposive sampling was used in the data collection. The selected wineries hosted an on-site winery festival during the months of May, June, July, August and September of 2008. A schedule of the winery festivals is listed in Table 4. The majority of the festivals listed in appendix A are off-site festivals with only a select few representing on-site festivals.

Sampling Process

In this study, the observed proportions from the previous year’s attendance at the selected winery festivals were used to determine how large a sample from each would be approached. The researcher contacted each festival officially regarding their participation. Dillman and Salant (1994) suggested the best strategy for randomization is to sample at the entrance of the desired location, during specific hours. Baker (2002) demonstrated the formula used to ascertain the sampling intervals. The population is divided by the sample size, and then a random starting point is selected. The formula is as follows: $\text{Population} / \text{sample} = \text{interval}$. With a population of 3,650 and a projected sample of 365, the interval was every tenth attendee.

The method of administering the survey was the intercept method. The intercept method was used to attempt select attendees to curtail the chance of biases (Riffe, Turner, & Rojas-Guyler, 2008). The intercept method indicated participants be selected during fixed time intervals from specific locations within the destination location. For the purpose of this

Table 4. Wine Festival Schedule Attended for 2008

Date	Festival	Location
May 31	Jazz'n the Vines	Pontchartrain Winery, LA
June 13,	Central KY Wine Fest	Old Crow Inn Winery, KY
June 28	Music on the Mountain	Tennessee Valley Winery, TN
August 16	Georgia Wine Festival	Ringgold, GA
August 30	Annual Grape Stomp	Irvin-House Vineyards, SC
September 20	Grape Stomp	Morgan Creek Vineyards, AL

research, the primary investigator was centrally located at the entrance and rotated her position to different quadrants at the festival destination as recommended by Riffe et al. and Dillman and Salant (1994).

Development of the Survey Instrument

The researcher developed a cross-sectional survey instrument of approximately 10 minutes in length, or less, to measure tourist motivations, destination importance, destination performance, tourist satisfaction and tourist repatronage intentions. According to Shirai and Meyer (1997), a cross-sectional survey is recommended when the desired results pertain to preferences and consumer fulfillment. A cross-sectional survey is described as data collected at a single point in time (Fink & Kosecoff, 1998). In other words, a cross-sectional survey is a "snapshot" of the information at that moment. The survey instrument consisted of approximately 80 questions and was developed to investigate attendees' motivation, satisfaction and repatronage intentions and measure those impacts (see Appendix B). The survey was divided into six sections.

The first section measured the motivations to attend winery festivals. This scale was adapted from the work of Alant and Bruwer (2004). In order to assess reliability, cronbach alpha (Christmann, & Van Aelst, 2006) was used as a measure of reliability for the motivational section, section one of the survey. According to Bernardi (2006), an alpha of .70 and preferably .80 implying that a relationship exists between the reliability of the instrument and the data obtained. Cronbach's alpha scores range between one and zero. If the alpha is near zero, then the data is not reliable (Leontitsis & Pagge, 2006). The reliability scores produced from the motivation survey questions analyzed rated .860 indicating a relationship exists between the reliability of the instrument and the data obtained.

In order to assess readability, the researcher interviewed six individuals who acknowledged enjoying wine. The six participants agreed the survey was fairly easy to complete. Two of the six participants had a problem with the question stating “business” as a reason for attending. The question was reported as being too vague. It was suggested to move the question to another area. The other four participants did not find a problem with the question and therefore the question remained in the category. Five of the six participants stated that for the question relating to likes and dislikes, it was not necessary to have dislikes in the question. All questions relating to dislikes were removed. No other suggestions were made. The scale items were evaluated and changed accordingly to ascertain a better assessment of motivational items for wine festival attendees.

The second section was developed to measure the importance of winery festival attributes. Haahti and Yavas (1983) developed an instrument used to determine perceptions of Finland’s tourist image compared to other European countries. The researchers identified 67 destination attributes through literature reviews and focus group interviews. Similarly, for the purpose of this study, the researcher developed the scale from literature reviews and secondary data gathered through face to face interviews conducted at seven winery festivals in summer, 2007 (see Appendix C). One of the most significant advantages of discerning destination attributes is its use by tourism marketers to define market segments and fine-tune communication strategies to more amenable targets (Deslandes, Goldsmith, Bonn, & Sacha, 2006).

The third section was developed to measure attribute performance utilizing the same scale. This scale was subjected to pilot testing in order to assess its face validity. According to Fink (2005) face validity answers whether the instrument appears to ask all the needed questions in a suitable and understandable language. Two to three winery managers or owners in each of

four locations (one winery in South Carolina, one winery in North Carolina and two wineries in Tennessee) were asked to review the attributes and assess the reliability of the scale. The winery locations were La Belle Amie in South Carolina, Silver Coast Winery in North Carolina, Mountain Valley Winery in Tennessee, and Apple Barn Winery in Tennessee. All professionals agreed the scale was representative of the offerings at on-site winery festivals. It was suggested to add “grape stomping” as an attraction specific to on-site winery festivals. Grape stomping was added.

In addition to Pilot testing, Cronbach’s alpha was used as a measure of reliability for the second section and third section of the instrument (Christmann & VanAelst, 2006). The reliability scores produced from the survey questions from the second section (attribute importance) analyzed rated 0.891. The reliability scores produced from the survey questions from the third section (attribute satisfaction) analyzed rated 0.911. As mentioned previously, Cronbach’s alpha should be at least .70 and preferably .80 implying that a relationship exists between the reliability of the instrument and the data obtained. Therefore, with a Cronbach’s alpha ranging from 0.891 to .911, there is a strong implication toward reliability of the second section (attribute performance) and the third section (attribute satisfaction): see Appendix D.

The fourth section was developed to measure visitor satisfaction utilizing scales developed by Taylor and Baker (1994). The scale measures were tested using Cronbach’s alpha. According to Taylor and Baker, a coefficient alpha measure of .9367 was estimated for all satisfaction measures and therefore satisfies reliability. The fifth section was developed to measure repatronage intentions of visitors to the on-site winery festivals. This scale was adapted from the work of Maxham-III and Netemeyer (2002). The scale measures were tested using Cronbach’s alpha. According to Maxham-III and Netemeyer, a coefficient alpha estimate for all

measures ranged from .83 to .97 and therefore satisfies reliability. The sixth section represents demographic information that may be useful to operators, owners or managers of on-site wineries. The majority of the survey questions are Likert-scale, open-ended, and dichotomous. Table 5 gives an overview of the survey question sections and the corresponding variables to be measured.

Data Collection Process

The data collection took place at six of the seven original on-site winery festivals solicited. Appendix E shows the location of each state and the approximate location of each festival. The on-site winery festivals who participated are as follows:

1. Pontchartrain Winery, 81250 Old Military Road, Bush, Louisiana
2. Chateau du Vieux Corbeau Winery, 471 Stanford Road, Danville, Kentucky
3. Tennessee Valley Winery, 15606 Hotchkiss Valley Road, Loudon, Tennessee
4. The Georgia Winery, 6469 Battlefield Road, Ringgold, Georgia
5. Irvin-House Vineyards, 6775 Bears Bluff, Wadmalaw Island, South Carolina
6. Morgan Creek Vineyards, 181 Morgan Creek Lane, Harpersville, Alabama

The one festival located in the North Carolina region was canceled because of poor economic conditions and travel related issues ("Black Wolf Vineyards," 2008).

The needed sample size for this study was projected to include 365 respondents based on previous year's attendance. The majority of the festivals fell short of the projected attendance; however two festivals exceeded previous year's projections. The total number of surveys collected equaled 425. From the 425 respondents' survey answered, approximately 10% were not useable. The total of useable respondents' survey completed equaled 385. Data collection was conducted from May 31, 2008 to September 20, 2008. The survey was distributed to and

Table 5. Wine Festival Schedule Attended for 2008

Variables	Survey Questions	Item measured
Motivations to attend	Section 1	Interval (1 = <i>strongly disagree</i> and 5 = <i>strongly agree</i>)
Destination attribute importance	Section 2	Interval (1 = <i>not important</i> and 5 = <i>very important</i>)
Destination attribute performance	Section 3	Interval (1 = <i>dissatisfied</i> and 5 = <i>completely satisfied</i>)
Satisfaction	Section 4	Interval (1 = <i>strongly disagree</i> and 5 = <i>strongly agree</i>)
Repatronage intentions	Section 5	Interval (1 = <i>not at all</i> and 5 = <i>absolutely</i>)

retrieved from participants at six different locations across six different southeastern states. Data was entered in Microsoft Excel format and transposed into SPSS statistical format.

Statistical Analysis

The researcher used SPSS statistical software version 16.0 to assist in analyzing and testing compiled data from survey responses. The five domains of the survey, Tourist Motivations, Destination Attribute Importance, Destination Attribute Performance, Satisfaction and Repatronage Intention, reflected the emphasis of the literature. According to Dann (1977), push motivations and pull motivations affected tourists' destination selection. Tables 6 and 7 indicate the variables, measures, type of analysis, and type of data as well as corresponding hypotheses; Table 6 portrays Hypotheses H1, H2, H3 and H4 and Table 7 portrays Hypotheses H5, H6 and H7. The types of analyses used in this study included frequency distributions, cluster analysis, gap analysis, regression and correlations to assess the tourists' responses. An introduction to each analysis and its application follows.

Frequency Distribution

Frequency distributions were used to obtain the percentages and measurements. The purpose of a frequency distribution is to summarize and organize a set of data. Presenting data in a frequency distribution makes inspection of the data set much more manageable than presenting the entire set of raw data. A frequency distribution can be considered a type of descriptive statistic.

Cluster Analysis

Cluster analysis is employed to group objects together to reduce the information from the entire sample to smaller subgroups. Cluster analysis is generally used to cluster like

Table 6. The Variables, Measures, Type of Analysis, and Type of Data For Corresponding Hypotheses H1, H2, H3, and H4.

Measures	Analysis	Type of Data	Hypotheses
Push Factors (Behavioral)	Correlation	Interval	H1
Pull Factors (Behavioral)	Correlation	Interval	H1
Pull Factors (Cognitive)	Correlation	Interval	H2
Push Factors (Cognitive)	Correlation	Interval	H2
Push/Pull Factor	C/A	Interval	H3/H4
Market segments	C/A	Interval	H3/H4

Note: C/A represents Cluster Analysis. H1: There are relationships among the behavioral factors of the push motivators and pull motivators, H2: There are relationships among the cognitive factors of the push motivators and pull motivators, H3: There are differences in push motivators among the potential market segments and H4: There are differences in pull motivators among the potential market segments.

Table 7. The Variables, Measures, Type of Analysis, and Type of Data for Corresponding Hypotheses H5, H6, and H7.

Variables	Measures	Analysis	Type of Data	Hypotheses
	DAI	Gap score	Interval	H5
Independent	DAI	Regression	Interval	H5
Dependent	DAP	Regression	Interval	H5
Independent	DAP	Regression	Interval	H6
Dependent	Satisfaction	Regression	Interval	H6
Independent	Satisfaction	Regression	Interval	H7
Dependent	Repatronage	Regression	Interval	H7

Note: DAP represents Destination Attribute Performance and DAI represents Destination Attributes Importance (Push). H5: The pull motivators are positively associated with destination attributes performance, H6: Tourist experience towards destination attribute performance influences tourist satisfaction and H7: The levels of tourist satisfaction influence tourist repatronage intention.

characteristics together so those in the same cluster are similar (Hair, Anderson, Tatham, & Black, 1998). Cluster analysis was performed on the push factors to differentiate possible market segments. Cluster analysis was carried out to identify like characteristics that can be grouped. The resulting clusters of characteristics should exhibit high internal (with-in cluster) homogeneity and high external (between clusters) heterogeneity. These common groupings can help in differentiating market segments of wine festival visitors. According to Inbakaran and Jackson (2005), utilizing multivariate methods, such as cluster analysis, is an acceptable method to determine segmentation. Their study implemented cluster analysis to differentiate opinions of resort attributes and participants' demographics. The method used was K Means Cluster analysis. K Means cluster is a nonhierarchical cluster analysis where objects are assigned into clusters once the designated number of clusters has been specified (Hair et al., 1998). The same method was performed in this study.

Gap Analysis

Disconfirmation is characteristically measured as the gap or disparity between consumer expectations and performance (Burns, Graefe, & Absher, 2003). Negative disconfirmation occurs when performance falls short of the expectation, and positive disconfirmation occurs when performance exceeds the expectations. Disconfirmation occurs when there are differences between what the consumer (participant) receives and what the consumer (participant) wanted to receive in an experience. The analysis used in this study utilizes importance and satisfaction scores of the destination attributes in examining perceptions.

The importance-satisfaction performance gap analysis explores the performance gap or "disconfirmation" between what was expected and what was experienced. The basis of this measure, according to Mugdh (2004), is centered in the SERVQUAL model developed by

Parasuraman et al (1985). Although, the SERVQUAL model has been adapted and successfully used, it has been condemned for its strict scales which do not have a collective functionality (Cronin & Taylor, 1992; Carman, 1990). As an alternative to the SERVQUAL model, researchers have suggested the use of importance-satisfaction performance gap analysis to evaluate service quality (Ford et al., 1999; Martilla & James, 1977; Wright & O'Neill, 2002).

In the hospitality industry, the study of gaps is considered to be a useful tool for management to improve the services offered and their quality (Lovelock, 2001). By concentrating on the disconfirmation between importance and satisfaction gap analysis, the method could provide necessary information to evaluate possible areas of improvement, where to focus marketing, and how to allocate resources based on the priorities of the consumers (Mugdh, 2004).

Regression Analysis

With a regression analysis, one is reporting the proportion of the variance accounted for by the model, the significance of the model and the significance of the predictor variables. R Square tells the proportion of the variance in the dependent variable that can be explained by the variance in the independent variables (Howell, 2002). Example: if R^2 value is 0.75 one can say the model accounts for 75% of the variance in the independent variable. The interest in using regression is to assess relationships between the constructs destination performance via tourist attitude, satisfaction and repatronage intentions. According to Schmidhammer (2008), a statistics professional at the University of Tennessee, it is an acceptable practice to incorporate total mean scores when considering constructs as opposed to individual scale items. The creation of a single measure by averaging all items is effective. Another method recommended would be factor analysis; however “the outcome would probably not make much difference” (personal

communication). Greene and Davis (2005) utilized total mean scores in assessing overall patient attitude and satisfaction. In addition, Ghule, Balaiah and Joshi (2007) used total mean scores to assess attitudes with high school students facing sexual relations. For the purpose of this study in assessing the above mentioned constructs, total mean scores were incorporated.

Correlation Coefficient

Correlation measures the strength and direction of the linear relationship between two quantitative variables and is a relationship measured between those two variables (Moore, 1997). The variables are not designated as dependent or independent. The value of a correlation coefficient can fluctuate from minus one to plus one. A minus one points toward a perfect negative correlation, while a plus one points towards a perfect positive correlation. A correlation of zero means there is no relationship between the two variables.

When there is a negative correlation between two variables, as the value of one variable increases, the value of the other variable decreases, and vice versa. In other words, for a negative correlation, the variables work opposite each other. When there is a positive correlation between two variables, as the value of one variable increases, the value of the other variable also increases (Moore, 1997).

Summary of Chapter 3

The quantitative study was carried out by surveying approximately 425 individuals over a five month period in the Summer of 2008 and at six different on-site winery festivals. The six winery festivals were located in Tennessee, Georgia, Kentucky, North Carolina, South Carolina and Louisiana. The cross-sectional survey was conducted using the intercept method. Data was collected, coded and input into SPSS Statistical Analysis Software Version 16. Statistical tests were applied for the rationality of supporting the reliability of the instruments and clarifying the

statistical significance of any relationships. The statistical analyses performed included frequency distributions, K-Means Cluster analysis, importance-performance gap analysis, linear regression analysis and Pearson product moment correlation. In review, this chapter presented the justification for the selection of chosen measures in conducting this study. The logical application of the chosen methods was driven by the predisposed hypotheses and underlying rationale for the study. Further explanations of the findings of this study are disclosed in Chapter 4.

CHAPTER 4

RESULTS AND ANALYSIS

This chapter reports the data collected and the statistical processes and analyses. The chapter is divided into four sections. First, an overview of the general demographic characteristics of the sample is given. Second, results of the survey instrument are provided. Third, the five domains of concern, motivations, destination importance, destination performance, satisfaction and repatronage are discussed in relation to the corresponding hypotheses. Finally, the corresponding survey questions developed to answer the hypotheses are analyzed and evaluated.

Demographic Characteristics

Demographic data were obtained to further elaborate the sample. The results of the demographic compilation are revealed in Table 8. The majority of participants were Caucasians at a percentage rate of 89.4%. African-American, Asian/Pacific Islander, Hispanic, American Indian/Aleut and other make up the remaining 10.6%. Over three-fourths of the participants were over the age of 40 and fewer than 10% were under the age of 25. On the whole, participants stated being married or partnered (73.8%) with fewer than a third of the participants reported as single. Approximately 69% of the participants were female, and 31% were male. Over 80% reported having some college or higher with over 50% having a bachelor's degree or above.

The occupation of respondents varied, however the two most prevalent percentages were listed as professionals/managers (27.8%) and retired (17.4%). Professionals were individuals who claimed to be employed as doctors, lawyers, accountants, engineers or managers. All categories less than 10% were grouped into a single category titled "others." Managers, Professionals, and Corporate were shown at 32.2% and retirees were shown at 17.4%. Of the participants, 19%

Table 8. Demographics (n = 385)

Gender	Age Range	Occupations	Individual Income	Ethnicity	Marital status	Education
M 31.2%	70-84 4.2%	Labor/ Production 3.9%	\$65,001- \$80,000 8.6%	Other 0.8%	Single with partner 7.3%	Less than High School 0.3%
F 68.8%	60-69 11.6%	Sales 4.4%	\$80,001- \$100,000 9.9%	Hispanic 1.0%	Single 26.2%	Associate Degree 8.8%
	30-39 11.7%	Student 5.2%	\$50,001- \$65,000 10.9%	American Indian 1.0%	Married 66.5%	High School 9.9%
	21-29 19.5%	Technical 5.5%	\$100,000+ 11.7%	Asian 2.3%		Some College 24.9%
	40-49 21.3%	Homemaker 7.0%	No income 16.4%	African American 5.5%		Graduate 27.8%
	50-59 31.7%	Medical field 8.8%	\$20,001- \$35,000 19.5%	Caucasian 89.4%		Bachelor Degree 28.3%
		Education 9.1%	\$35,001- \$50,000 23.1%			
		Retired 17.4%				
		Mgr/Professional /Corp 32.2%				

reported earning incomes between \$20,001 and \$35,000, and 30% had income between \$65,000 and \$100,000+ per year. The inflated percentage of middle-aged, higher income professionals or managers is not surprising considering literature supports these findings.

Results of the Survey Instrument

The first section of the survey was developed to measure the motivations of attending winery festivals, focusing on push motivators. The second section of the survey measured the importance of attending winery festival attributes (pull motivators). The third section was developed to measure the destination attribute performance, the fourth section was developed to measure visitor satisfaction with the on-site winery festival, the fifth section was developed to measure repatronage intentions of visitors, and the sixth section was developed to measure demographic information.

Domain One: Tourist Motivations

Motivations focus on what drives consumers to make decisions to purchase. Motivation is defined as what drives people to behave in a particular way to attain fulfillment (Correia, Oom do Valle, & Moco, 2007). Those motivations that drive individuals are termed as push motivations.

The research question posed for domain one, as noted above, was designed to determine the relationships among push motivators and pull motivators. The question, as well as the corresponding hypotheses, is as follows:

Question 1: Is there a relationship among the desire to attend (push motivators) and what draws the tourist (pull motivators)?

H1: There are relationships among the behavioral factors of the push motivators and pull

motivators.

H2: There are relationships among the cognitive factors of the push motivators and pull motivators.

The survey questions utilized to answer the above were developed to measure the motivations to attend a winery festival (Alant & Bruwer, 2002). Section one of the survey, motivations to attend winery festivals, consisted of 20 likert-scale questions ranking 1 to 5 with 1 strongly disagree to 5 strongly agree.

Section two, attributes of winery festivals, consisted of 21 Likert-scale questions ranking 1 to 5 with 1 equaling not important to 5 equaling very important. Section one (push) responses and section two (pull) responses were separated into behavioral factors and cognitive factors as defined by the literature.

Wine tourism is noted as fulfilling the desires of those tourists who would be the special interest tourist by providing behavioral involvement and cognitive involvement (Trauer, 2006). Wine tourism is observed as satisfying the needs of those who would be the special interest tourist. Some winery tourists could be behaviorally engaged (drinking wine), or cognitively engaged (learning about it). The differentiations of behavioral and cognitive factors in this study typify the definitions illustrated by Trauer.

Pearson Product-Moment Correlation was employed to test hypothesis H1 to assess if there is a relationship among the behavioral factors of the push motivators and the behavioral factors of the pull motivators. In addition, Pearson Product-Moment Correlation was employed to test hypothesis H2 to assess if there is a relationship among the cognitive factors of the push motivators and the cognitive factors of the pull motivators. Those determined behavioral factors

and cognitive factors from section one and section two are grouped into the perspective factor, in no particular order and listed in Table 9.

The correlation coefficient is between -1.0 and +1.0. A correlation coefficient close to zero indicates a weak relationship. A correlation of zero means there is no relationship between the two variables. When there is a negative correlation between two variables, as the value of one variable increases, the value of the other variable decreases, and vice versa.

Cognitive Factors

In order to assess relationships among the push motivators and the pull motivators relating to cognitive factors, the responses to section one and two were sorted. A Pearson correlation was calculated for the relationship between the cognitive push factors and the cognitive pull factors. The majority of the cognitive push factors and the cognitive pull factors indicated significant correlations denoting a reliable relationship (see Appendix G).

A Pearson correlation was calculated examining the relationship between the motivations, to experience a diversity of pleasures in local food and wine (M1) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong; however, all were significant at the 0.05 level. The most powerful positive correlation [$r(383) = 0.425, p = .000$] was evident with the attribute different wine indicating a linear relationship between the two variables (Table 10). Tourists wanting to experience a diversity of pleasures in local food and wine would tend to want a destination to provide different wines.

Table 9. Motivations and Corresponding Cognitive or Behavioral Factors.

Push	Factor	Pull	Factor
Local food and wine	Cognitive	Being outside	Cognitive
Holiday trip	Cognitive	Different wines	Cognitive
		Atmosphere	Cognitive
To relax	Cognitive	Actual vineyard	Cognitive
Enjoy wines	Cognitive	Sightseeing	Cognitive
Special wines	Cognitive	Tours	Cognitive
Atmosphere	Cognitive	Not crowded	Cognitive
Wineries products	Cognitive	Scenery	Cognitive
Learn about wines	Cognitive	Cooking demos	Cognitive
Friends family	Behavioral	Have fun	Behavioral
Recreation	Behavioral	Meeting the owners	Behavioral
Visit friends/relatives	Behavioral	Variety of wines	Behavioral
Business	Behavioral	Shopping	Behavioral
Just passing through	Behavioral	Food	Behavioral
Attractions in region	Behavioral	Live music	Behavioral
Nice tasting experience	Behavioral	Giveaways	Behavioral
To buy wine	Behavioral	Meeting new people	Behavioral
Restaurant	Behavioral	Local business	Behavioral
To meet the winemaker	Behavioral	Time with family	Behavioral
To be entertained	Behavioral	Time with friends	Behavioral

Table 10. Cognitive: Destination Attributes/Push Variable: Experience Diversity of Pleasures in Local Food and Wine

M1	Diff. Wines	Being Outside	Atmo-sphere	Vine-yard	Sight see	Tours	No crowd	Scenery	Cook Shows
<i>Cor.</i>	.425	.218	.282	.320	.141	.135	.141	.170	.146
<i>Sig.</i>	.000	.000	.000	.000	.006	.008	.006	.000	.004

A Pearson correlation was calculated examining the relationship between the motivations, holiday trip (M2) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong; however, four were significant at the 0.05 level, indicating a relationship. The remaining five variables were not significant at the 0.05 level indicating no relationship; being outside, atmosphere, no crowds and scenery are not related to holiday trip. The most powerful positive correlation [$r(383) = 0.354, p=.000$] was evident with the attribute cooking shows indicating a linear relationship between the two variables (Table 11). A Pearson correlation was calculated examining the relationship between the motivations, to enjoy sightseeing (M3) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. All correlations were not strong; however, all were significant at the 0.05 level. The most powerful positive correlation [$r(383) = 0.579, p=.000$] was evident with the attribute sightsee indicating a linear relationship between the two variables (Table 12). Tourists wanting to enjoy sightseeing would tend to want a destination to provide

Table 11. Cognitive: Destination Attributes/Push Variable: Holiday Trip

M2	Diff. Wines	Being outside	Atmo- sphere	Vine- yard	Sight see	Tours	No crowd	Scenery	Cook shows
Corr.	.098	.097	.076	.171	.287	.249	.082	.068	.354
Sig.	.056	.057	.137	.000	.000	.000	.107	.184	.000

Table 12. Cognitive: Destination Attributes/Push Variable: To Enjoy Sightseeing

M3	Diff. Wines	Being outside	Atmo- sphere	Vine- yard	Sight see	Tours	No crowd	Scenery	Cook shows
<i>Corr.</i>	.141	.261	.186	.261	.579	.409	.173	.367	.315
<i>Sig.</i>	.006	.000	.000	.000	.000	.000	.001	.000	.000

sightseeing opportunities.

A Pearson correlation was calculated examining the relationship between the motivations, to relax (M4) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong, however, all were significant at the 0.05 level except one, cooking shows with a significance value of .110 indicating no significant relationship between the variables to relax and cooking demonstrations. The most powerful positive correlation [$r(383) = 0.394, p = .000$] was evident with the attribute atmosphere indicating a linear relationship between the two variables (Table 13). Tourists wanting to relax would tend to want a destination to provide atmosphere.

A Pearson correlation was calculated examining the relationship between the motivations, to enjoy different wines (M12) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong, however, all were significant at the 0.05 level. The most powerful positive correlation [$r(383) = 0.676, p = .000$] was evident with the attribute different wine indicating a linear relationship between the two variables (Table 14). Tourists wanting to enjoy different wines would tend to want a destination to provide different wines.

A Pearson correlation was calculated examining the relationship between the motivations, to find interesting and different wines (M13) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong; however, all were significant at the 0.05 level.

Table 13. Cognitive: Destination Attributes/Push Variable: To Relax

M4	Diff. Wines	Being outside	Atmo-sphere	Vine-yard	Sight see	Tours	No crowd	Scenery	Cook-shows
<i>Corr.</i>	.223	.257	.394	.157	.131	.101	.141	.221	.082
<i>Sig.</i>	.000	.000	.000	.000	.010	.047	.006	.000	.110

Table 14. Cognitive: Destination Attributes/Push Variable: To Enjoy Different Wines

M12	Diff. Wines	Being outside	Atmo-sphere	Vine-yard	Sight see	Tours	No crowd	Scenery	Cook shows
<i>Corr.</i>	.676	.116	.236	.326	.148	.271	.173	.143	.223
<i>Sig.</i>	.000	.022	.000	.000	.004	.000	.001	.005	.000

The most powerful positive correlation ($r(383) = 0.601, p=.000$) was evident with the attribute different wine indicating a linear relationship between the two variables (Table 15). Tourists wanting to find interesting and different wines would tend to want a destination to provide different wines.

A Pearson correlation was calculated examining the relationship between the motivations, to experience the atmosphere at the winery (M14) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong; however, all were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.444, p=.000$) was evident with the attribute different wine indicating a linear relationship between the two variables (Table 16). A strong positive correlation was evident with the attribute different wine indicating a linear relationship between the two variables. Tourists wanting to experience a diversity of pleasures in local food and wine would tend to want to be provided different wines.

A Pearson correlation was calculated examining the relationship between the motivations, to find information on the wineries products (M15) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations. Most correlations were not strong; however, all were significant at the 0.05 level. As Table 17 shows, the most powerful positive correlation ($r(383) = 0.409, p=.000$) was evident with the attribute different wine indicating a linear relationship between the two variables as well as actual vineyard ($r(383) = 0.403, p=.000$)

indicating a linear relationship between the two variables. Tourists wanting to find information on the wineries' products would tend to want a destination to provide different wines and an actual vineyard.

A Pearson correlation was calculated examining the relationship between the motivations, to learn more about wines in general (M17) and attributes of on-site experiences including different wines, being outside, atmosphere, actual vineyard, sightseeing, tours, no crowds, scenery and cooking demonstrations.

Most correlations were not strong; however, all were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.457, p=.000$) was evident with the attribute tour indicating a linear relationship between the two variables as well as different wines ($r(383) = 0.442, p=.000$) indicating a linear relationship between the two variables (Table 18). Tourists wanting to learn more about wines in general would tend to want a destination to provide different wines and tours. The findings represented a strong positive correlation and a substantial portion were found to be not significant (see Appendix H).

Behavioral factors

In order to assess relationships among the push motivators and the pull motivators relating to behavioral factors, the responses generated from section one and two needed to be sorted. The behavioral push variables were tested in relation to the behavioral pull variables. A Pearson correlation was calculated for the relationship between the behavioral push factors and the behavioral pull factors. The majority of the behavioral push factors and the behavioral pull factors indicated significant correlations denoting a reliable relationship. However, very few of

Table 18. Cognitive: Destination Attributes/Push Variable: To Learn More about Wines in

General

M17	Diff. Wines	Being outside	Atmo-sphere	Vine-yard	Sight see	Tours	No crowd	Scenery	Cook shows
<i>Corr.</i>	.442	.113	.270	.343	.324	.457	.254	.207	.372
<i>Sig.</i>	.000	.027	.000	.000	.000	.000	.000	.000	.000

A Pearson correlation was calculated examining the relationship between the motivation, recreation (M5) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, 10 out of 12 were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.243, p=.000$) was evident with the attribute live music indicating a linear relationship between the two variables. In addition time with family ($r(383) = 0.204, p=.000$), time with friends ($r(383) = 0.238, p=.000$) and have fun ($r(383) = 0.209, p=.000$) showed a positive correlation indicating a linear relationship (Table 19). Tourists wanting recreation would tend to want a destination to provide live music, and a venue to be with family, friends and have fun. Meeting new people ($r(383) = .064, p > .05, p=.208$) and wine ($r(383) = .094, p > .05, p=.067$) exhibited behavioral pull factors that were not significant.

A Pearson correlation was calculated to examine the relationship between the motivation, business (M 7) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however eight out of twelve were significant at the

Table 19. Behavioral: Destination Attributes/Push Variable: Recreation

M5	Give- away	Music	Mtg new ppl.	Have fun	Local bus- iness	Time/ family	Time/ friend	Shop	Food	Meet owner	Wine	Stomp
<i>Cor</i>	.127	.243	.064	.209	.228	.204	.238	.122	.101	.127	.094	.142
<i>Sig.</i>	.012	.000	.208	.000	.000	.000	.000	.016	.047	.012	.067*	.005

0.05 level.

The most powerful positive correlation ($r(383) = 0.298, p=.000$) was evident with the attribute shopping indicating a linear relationship between the two variables. In addition meet the owner ($r(383) = 0.270, p=.000$), and meet new people ($r(383) = 0.286, p=.000$) showed a positive correlation indicating a linear relationship (table 20). Tourists wanting to conduct business would tend to want to meet new people, meet the owner and shop. Having fun ($r(383) = .038, p=.05, p=.461$) grape stomp ($r(383) = .064, p=.213$) support of local business ($r(383) = .096, p=.059$) and time with family ($r(383) = .012, p=.816$) exhibited behavioral pull factors that were not significant. In addition, music ($r(383) = -.010, p=.839$) indicated a negative correlation.

A Pearson correlation was calculated examining the relationship between the motivation, just passing through (M8) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, seven out of twelve were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.308, p=.000$) was evident with the attribute shopping indicating a linear relationship between the two variables. In addition meet the owner ($r(383) = 0.239, p=.000$), food ($r(383) = 0.241, p=.000$) and meeting new people ($r(383) = 0.233, p=.000$) showed a positive correlation indicating a linear relationship (table 21).

A Pearson correlation was calculated examining the relationship between the motivation, to visit attractions in the region (M9) and attributes giveaways, live music, meeting new people,

Table 20. Behavioral: Destination Attributes/Push Variable: Business

M7	Give away	Music	Mtg. new ppl.	Have fun	Local busi- ness	Time/ family	Time/ friends	Shop	Food	Meet owner	Wine	Stomp
Cor.	.185	-.010	.286	.038	.096	.012	.113	.298	.199	.270	.148	.064
Sig.	.000	.839	.000	.461	.059	.816	.027	.000	.000	.000	.004	.213

Table 21. Behavioral: Destination attributes/Push variable: Just passing through

M8	Give- away	Music	Mtg. new ppl.	Have fun	Local busi- ness	Time/ Family.	Time/ friends	Shop	Food	Meet owner	Wine	Stomp
Cor.	.208	.025	.233	.031	.066	.015	.020	.308	.241	.239	.127	.059
Sig.	.000	.031	.000	.545	.199	.771	.696	.000	.000	.000	.013	.250

have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, nine out of twelve were significant at the 0.05 level.

The most powerful positive correlation ($r(383) = 0.245, p=.000$) was evident with the attribute shopping indicating a linear relationship between the two variables (Table 22). Tourists wanting to visit attractions in the region (M9) would tend to want a destination to provide shopping.

A Pearson correlation was calculated examining the relationship between the motivation, to have a nice tasting experience (M10) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, eleven out of twelve were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.611, p=.000$) was evident with the attribute varieties of wine indicating a linear relationship between the two variables. In addition meeting the owner ($r(383) = 0.272, p=.000$), supporting local business ($r(383) = 0.278, p=.000$) and shopping ($r(383) = 0.275, p=.000$) showed a positive correlation indicating a linear relationship (Table 23).

A Pearson correlation was calculated examining the relationship between the motivation, to buy wine (M11) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, 10 out of 12 were significant at the 0.05 level.

Table 22. Behavioral: Destination Attributes/Push Variable: To Visit Attractions in the Region

M9	Give-away	Music	Mtg. new ppl.	Have fun	Local business	Time/family	Time/friend	Shop	Food	Meet owner	Wine	Stomp
Cor.	.145	-.075	.130	.032	.002	.010	.040	.245	.152	.182	.009	.187
Sig,	.001	.129	.011	.525	.972	.848	.438	.000	.000	.001	.002	.000

Table 23. Behavioral: Destination Attributes/Push Variable: To Have a Nice Tasting Experience

M10	Give-aways	Mus-ic	Mtg. new ppl.	Have fun	Local business	Time/family	Time/friends	Shop	Food	Meet owner	Wine	Stomp
Cor.	.222	.116	.220	.211	.278	.202	.090	.275	.250	.272	.611	.201
Sig,	.000	.022	.000	.000	.000	.000	.077	.000	.000	.000	.000	.000

The most powerful positive correlation ($r(383) = 0.477, p=.000$) was evident with the attribute varieties of wines indicating a linear relationship between the two variables. In addition shopping ($r(383) = 0.309, p=.000$), food ($r(383) = 0.227, p=.000$) and have fun ($r(383) = 0.247, p=.000$) showed a positive correlation indicating a linear relationship (Table 24). Tourists wanting to buy wine would tend to want a destination to provide variety of wines, shopping and food.

A Pearson correlation was calculated examining the relationship between the motivation, to socialize with partner, friends and/or family (M16) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp.

Most correlations were not strong; however, eleven out of twelve were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.344, p=.000$) was evident with the attribute time with friends indicating a linear relationship between the two variables. In addition time with family ($r(383) = 0.231, p=.000$), support local business ($r(383) = 0.320, p=.000$), live music ($r(383) = 0.295, p=.000$) and have fun ($r(383) = 0.215, p=.000$) showed a positive correlation indicating a linear relationship (Table 25). Tourists wanting to socialize with partner, friends and/or family would tend to want a destination to provide live music, a venue to be with family, friends, support local business and have fun.

A Pearson correlation was calculated examining the relationship between the motivation, to eat at winery restaurant (M18) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, eleven

Table 24. Behavioral: Destination Attributes/Push Variable: to Buy Wine

M11	Give-aways	Music	Mtg. new ppl.	Have fun	Local business	Time/family	Time/friends	Shop	Food	Meet owner	Wine	Stomp
Cor.	.194	.151	.217	.247	.285	.208	.060	.309	.227	.261	.477	.087
Sig,	.000	.003	.000	.000	.000	.000	.237	.000	.000	.000	.000	.089

Table 25. Behavioral: Destination Attributes/Push Variable: Friends and/or Family

M16	Give away	Mus-ic	Mtg. new ppl.	Have fun	Local business	Time/family	Time/friend	Shop	Food	Meet owner	Wine	Stomp
Cor.	.072	.295	.124	.215	.320	.231	.344	.145	.144	.139	.140	.134
Sig,	.160	.000	.015	.000	.000	.000	.000	.004	.005	.006	.006	.004

out of twelve were significant at the 0.05 level. Table 26 indicates the most powerful positive correlation ($r(383) = 0.477, p=.000$) was evident with the attribute shopping indicating a linear relationship between the two variables. In addition food ($r(383) = 0.473, p=.000$), meet the owner ($r(383) = 0.441, p=.000$), grape stomp ($r(383) = 0.226, p=.000$), time with family ($r(383) = 0.209, p=.000$), meeting new people ($r(383) = 0.320, p=.000$), giveaways ($r(383) = 0.363, p=.000$) and variety of wines ($r(383) = 0.325, p=.000$) showed a positive correlation indicating a linear relationship. Tourists wanting to eat at winery restaurant would tend to want a destination to provide giveaways, meet new people, a venue to be with family, shopping, food and grape stomp activities.

A Pearson correlation was calculated examining the relationship between the motivation, to meet winemaker (M19) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, all were significant at the 0.05 level. The most powerful positive correlation ($r(383) = 0.687, p=.000$) was evident with the attribute meet owner indicating a linear relationship between the two variables. In addition shop ($r(383) = 0.469, p=.000$), food ($r(383) = 0.440, p=.000$), support of local business ($r(383) = 0.316, p=.000$), grape stomp ($r(383) = 0.276, p=.000$), time with family ($r(383) = 0.237, p=.000$), time with friends, ($r(383) = 0.237, p=.000$) meeting new people ($r(383) = 0.399, p=.000$), giveaways ($r(383) = 0.301, p=.000$), and variety of wines ($r(383) = 0.479, p=.000$) showed a positive correlation indicating a linear relationship (Table 27). Tourists wanting to meet the winemaker behavioral push factors and pull factors were significantly indicating

Table 28. Behavioral: Destination Attributes/Push Variable: To Be Entertained

M20	Give-away	Mus-ic	Mtg new ppl.	Have fun	Local busi-ness	Time/family	Time/friend	Shop	Food	Meet owner	Wine	Stomp
Cor.	.173	.526	.117	.362	.309	.175	.281	.097	.148	.136	.051	.102
Sig.	.001	.000	.022	.000	.000	.001	.000	.058	.004	.008	.320	.046

(M19) would tend to want a destination to provide giveaways, a venue to be with family, friends, support local business, meet new people, shop, have food, meet the owner, enjoy a variety of wines and see a grape stomp.

A Pearson correlation was calculated examining the relationship between the motivation, to be entertained (M20) and attributes giveaways, live music, meeting new people, have fun, support local business, time with family, time with friends, shopping, food, meeting the owner, wine and grape stomp. Most correlations were not strong; however, 11 out of 12 were significant at the 0.05 level.

The most powerful positive correlation ($r(383) = 0.526, p=.000$) was evident with the attribute music indicating a linear relationship between the two variables. In addition have fun ($r(383) = 0.362, p=.000$), support local business ($r(383) = 0.309, p=.000$), and time with friends ($r(383) = 0.281, p=.000$) showed a positive correlation indicating a linear relationship (Table 28). Tourists wanting to be entertained (M20) would tend to want a destination to provide live music, a venue to interact with friends, supporting local business and to have fun.

The majority of the correlations for cognitive push factors and pull factors were

significant indicating a reliable relationship. Although the majority of the correlations for a reliable relationship, there were more behavioral push factors and pull factors that were not significant than those represented as cognitive push and pull factors.

Domain Two: Festival Attribute Importance

Those motivations that draw individuals are termed as pull motivations, the destination's on-site festival attributes. The research question posed for domain two, as noted above, was designed to determine differences in push and pull motivators among potential market segments (Objectives 2 and 3). The question, as well as the corresponding hypotheses, is as follows:

Question 2: Are there differences among market segments as it relates to push/pull motivators?

H3: There are differences in push motivators among the potential market segments.

H4: There are differences in pull motivators among the potential market segments.

One aim of this study was to determine market segments and in particular to identify motivation-related winery festival market segments. Ultimately the overarching aim is to better understand these market segments and their motivations and attitudes. To identify segments, summated scores were computed for the push and pull motivators and used as inputs for Cluster Analysis. The Cluster Analysis was performed to test hypothesis H3 to assess if there are differences in push motivators among the potential market segments. In addition, Cluster analysis was performed to test hypothesis H4 to assess if there are differences to define potential market segments. Cluster analysis is used to group like responses together, reducing the information from the entire sample into subgroups. A nonhierarchical clustering procedure, also referred to as K-Means Cluster analysis, was used to identify like characteristics that can be grouped. One of the major difficulties in cluster analysis is determining the number of clusters

needed. In the body of information collected from participants as to their motivations to attend, there is no conjectural justification for the pre-determination of the number of clusters.

According to Hair et al. (1998), although there are clustering methods where the algorithm starts with one cluster, then splits the data into more clusters, the issue still persists although in a somewhat dissimilar manner. The question becomes “what should be the stopping rule?”

Although countless criteria and procedures for handling the problem are accessible, they are impromptu and only work part of the time, if they work at all.

With the lack of conjectural justification for pre-determination, Hair et al. (1998) suggests a trial process. In other words, calculate a quantity of cluster solutions and then determine among the different solutions which is most viable through practical judgment, common sense and theoretical foundations (Bruwer, Li & Reid, 2002).

From the wine market segmentation research literature reviewed earlier in this paper, it appeared that the number of clusters varied between three and four (Charters & Ali-Knight, 2002; Yuan et al., 2005). Therefore, the K-means cluster analysis method was utilized with the quantity of clusters ranging from three to six. SPSS version 16.0 was used to perform the analysis; the four-cluster solution was evaluated to be the most logical.

First, hypothesis H3 is investigated concerning push motivators. On a scale rating 1 to 5 with 1 representing strongly disagree to 5 representing strongly agree the following self-reported push motivators were categorized into the representative clusters.

Cluster one (Serious winery festival tourist) represented those who were highly motivated to enjoy the on-site festival. Those push motivators that received the highest rating (5) were to experience a diversity of pleasures in local food and wine, to relax, to have a nice tasting

experience, to enjoy different wines and to socialize with partner, friends and/or family. With an importance level of 2 being the least, those push motivators for cluster one (Serious winery festival tourist) that received a 2 were business and just passing through.

Cluster two (Common Winery festival tourist) represented those who were motivated to enjoy the on-site festival. Those push motivators that received the highest rating (4) were to experience a diversity of pleasures in local food and wine, to relax, recreation, to socialize with partner, friends and/or family and to be entertained. With an importance level of 2 being the least, those push motivators for cluster two (Common Winery festival tourist) that received a 2 were business and just passing through.

Cluster three (Novice winery festival tourist) represented those who were somewhat motivated to enjoy the on-site festival. The push motivator that received the highest rating (5) was to socialize with partner, friends and/or family. With an importance level of 1 being the least, those push motivators for cluster three (Novice winery festival tourist) that received a 1 were business and just passing through.

Cluster four (Limited winery festival tourist) represented those who were least motivated to enjoy festival. With an importance level of 1 being the least, those push motivators for cluster four (Limited winery festival tourist) that received a 1 were visiting friends or relatives, to socialize with partner, friends and/or family, to learn more about wines in general, to eat at the winery restaurant and to meet the winemaker.

Secondly, hypothesis H4 is investigated concerning destination's on-site festival attributes (pull motivators). On a scale rating 1 to 5 with 1 representing not important to 5 representing very important the following attributes were categorized into the representative

clusters according to self-reported importance.

Cluster one (Serious winery festival tourist). With an importance level of 3 being the least, those attributes for cluster one (Serious winery festival tourist) that received a 3 were giveaways, tours and cooking demonstrations, indicating these were the least important to cluster one (Serious winery festival tourist).

Cluster two (Common Winery festival tourist). Those destination's on-site festival attributes that received an importance level of 4 for cluster two were live music, being outside and scenery indicating these attributes were the most important to cluster two. With an importance level of 2 being the least, those attributes for cluster two (Common Winery festival tourist) that received an importance rating of 2 were giveaways, sightseeing, tours, shopping, scenery, meeting the owners and variety of wines indicating these were the least important to cluster two (Common Winery festival tourist).

Cluster three (Novice winery festival tourist). Those destination's on-site festival attributes that received an importance level of 4 for cluster three (Novice winery festival tourist) were wine, live music, being outside, not crowded and meeting the owners. With an importance level of 2 being the least, those attributes for cluster three (Novice winery festival tourist) that received an importance rating of 2 were giveaways, sightseeing, tours, shopping, scenery, meeting the owners and variety of wines indicating these were the least important to cluster three (Novice winery festival tourist).

Cluster four (Limited winery festival tourist). Those destination's on-site festival attributes that received an importance level of 3 for cluster four (Limited winery festival tourist) were wine and meeting the owners indicating these were the most important destination

attributes offered for those individuals assigned to cluster four (Limited winery festival tourist). With an importance level of 1 being the least, those attributes for cluster four (Limited winery festival tourist) that received an importance rating of 1 were giveaways, live music, sightseeing, tours, scenery, and varieties of wines indicating these were the least important to cluster four (Limited winery festival tourist).

Domain Three: Destination Attribute Importance

The research question posed for domain three, as above, was intended to determine a relationship between pull motivators and destination attribute performance. The question, as well as the hypothesis, is as follows:

Question 3: Is there a gap between what was expected and what was delivered for those participants?

H5: The pull motivators are positively associated with destination attributes performance.

The main objective of marketers and service providers is to develop and provide offerings that satisfy the consumers' needs and expectations thereby ensuring their own "economic survival." It is necessary to close the customer gap between what is expected and what is delivered. Measuring the gap between importance and performance tells us how near the variable came to meeting or exceeding the tourist expectations (Burns et al., 2003).

Utilizing the method for measuring gap scores described by Burns et al. (2003), descriptive statistics was performed to test hypothesis H5. In order to answer the above research question, the gap between destination importance and performance were evaluated. SPSS Version 16.0 was used to determine total mean scores for both destination importance (pull motivators) and destination performance. The mean scores were compared for each of the

questions relating to destination attribute's importance, section two of the survey, and destination attribute performance, section three of the survey in order to evaluate any possible gaps (Table 29).

As mentioned earlier, disconfirmation is measured as the gap or disparity between consumer expectations and performance (Burns, Graefe, & Absher, 2003). Negative disconfirmation happens when performance does not meet expectations, and positive disconfirmation occurs when performance goes beyond expectations. Disconfirmation occurs when there are disparities between what the consumer actually obtained and what the consumer expected to obtain. The majority of the gap scores indicate an increase from destination attribute importance (what was expected) to destination attribute performance (what was delivered). However, two of the offerings questioned did not have a positive increase, but instead decreased. The two attributes that decreased are having fun and wine. The paired sample t-tests also indicated significance for all paired samples minus wine (.347) and atmosphere (.051).

In addition to gap analysis to assess differences between destination attribute importance and destination attribute performance, a simple linear regression was performed. A simple linear regression was calculated predicting participants' attitude toward destination performance based on their appraisal of destination importance. A significant regression equation was found ($F(1, 383) = 42.533, p < .05$) with an R^2 of .525. The R^2 reports the proportion of the variance of the dependent variable (destination attribute performance) that can be explained by variation in the independent variable (destination attribute importance). Therefore, 52.6% of the variance in destination attribute performance (dependent variable) can be predicted from the variable

Table 29. Corresponding Survey Attribute Question comparing Destination Attribute Importance and Destination Attribute Performance, the Related Gap Score and the Related Significance Level.

Corresponding Question	DAI	DAP	Gap Score	Sig.
Giveaways	2.35	3.19	+0.84	.000
Wine	4.30	4.26	-0.04	.347
Live Music	3.93	4.21	+0.28	.000
Being Outside	4.21	4.46	+0.25	.000
Meeting new people	3.43	3.79	+0.35	.000
Atmosphere	4.42	4.49	+0.07	.051
Have fun	4.71	4.58	-0.13	.000
Actual vineyard	4.11	4.26	+0.15	.001
Supporting local business	3.88	4.06	+0.18	.000
Time with family	3.97	4.19	+0.22	.000
Time with friends	4.25	4.33	+0.08	.000
Sightseeing	3.50	3.84	+0.34	.000
Tours	3.04	3.40	+0.36	.000
Shopping	2.67	3.15	+0.48	.000
Food	3.02	3.42	+0.40	.000
Not crowded	3.41	3.84	+0.43	.000
Scenery	4.07	4.27	+0.20	.000
Meeting the owners	2.91	3.35	+0.44	.000
Variety of wines	3.80	4.05	+0.25	.000
Cooking demonstrations	2.51	2.98	+0.47	.000
Grape stomp	3.41	3.62	+0.21	.000

destination attribute importance (Table 30). Standardized beta coefficients for destination performance was 0.725, meaning for every one point increase in destination importance, destination performance increased 0.725 ($t = 20.671, p=.000$).

The ANOVA table (Table 31) produced with simple linear regression analysis indicates a significant linear regression at the .05 level. The F Value denoted in the ANOVA table yielded an F of 42.533. The p value associated with this F value is very small (0.000). With an alpha level of 0.05, $p < 0.05$, then the variable destination attribute importance can be used to predict destination attribute performance. Domain Four: Satisfaction

The research question posed for domain four, as above, was intended to determine how destination attributes performance influences tourist satisfaction. The question, as well as the corresponding hypotheses, is as follows:

Question 4: Is there a relationship between destination attribute performances and the tourist satisfaction?

H6: Tourist experience towards destination attribute performance influences tourist satisfaction.

A simple linear regression was performed to answer the question, does destination performance impact tourist satisfaction. The destination performance variables were converged into one measure. The new measure destination performance total mean (AttsatTM) became the independent variable, on a scale from 1 to 5. The tourist satisfaction items were converged into one measure. The new measure tourist satisfaction total mean (SatTM) became the dependent variable which measured satisfaction, on a scale from 1 to 5.

Table 30. Variance Measure in Destination Importance Predicted by Destination Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.526	.525	.39830

a. Predictors: (Constant), Attribute importance

Table 31. ANOVA resulting from the simple linear regression analysis; destination importance predictive to destination performance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.507	1	67.507	42.533	.000^a
	Residual	60.760	383	.159		
	Total	128.267	384			

a. Predictors: (Constant), Attribute importance

A simple linear regression was calculated predicting participants' satisfaction based on self-reported destination performance (Table 32). A significant regression equation was found ($F(1, 383) = 43.180, p < .05$) with an R^2 of .101. The R^2 reports the proportion of the variance of the dependent variable (visitor satisfaction) that can be explained by variation in the independent variable (destination performance). Therefore, 10.1% of the variance in satisfaction (dependent variable) can be predicted from the destination performance (Table 33). Although the R^2 is low, it does not mean the model is not a good fit (Chin, 1998). Standardized beta coefficients for visitor satisfaction was 0.318 (Table 34), meaning for every one point increase in destination performance, visitor satisfaction increased 0.318 ($t = 6.521, p = .000$).

Domain Five: Repatronage Intentions

The research question posed for domain five, as noted above, was designed to determine if there was a relationship between tourist satisfaction and tourist repatronage intention. The question, as well as the corresponding hypothesis, is as follows:

Question 5: Is there a relationship between tourist satisfaction and repatronage intentions?

H7: The levels of tourist satisfaction influence tourist repatronage intention.

A simple linear regression was performed to answer the question, does tourist satisfaction influence repatronage intention. The satisfaction items were converged into one measure. The new measure "visitor satisfaction total mean" became the independent variable, on a scale from 1 to 5. The repatronage intention items were converged into one measure. The new measure "repatronage intention total mean" became the dependent variable which measured satisfaction, on a scale from 1 to 5.

Table 32. ANOVA Resulting From the Simple Linear Regression Analysis; Satisfaction Predictive to Destination Attribute Performance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.004	1	16.004	43.180	.000 ^a
	Residual	141.957	383	.371		
	Total	157.961	384			

a. Predictors: (Constant), Attribute performance total mean

b. Dependent Variable: Visitor satisfaction total mean

Table 33. Model Summary: Satisfaction/Destination Attribute Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.318 ^a	.101	.099	.60881

a. Predictors: (Constant), attribute performance total mean

Table 34. Coefficients, Satisfaction/Destination Attribute Performance (DAP)

Model		Unstd. Coeff.	Std. Coeff.	t	Sig.
		β	Std. Error		
1	(Constant)	3.066	.212	14.494	.000
	DAP	.353	.054	.318	.000

a. Dependent Variable: Visitor satisfaction

A simple linear regression was calculated predicting participants' repatronage intention based on self-reported visitor satisfaction (Table 35) and a significant regression equation was found ($F(1, 383) = 98.403, p < .05$) with an R^2 of .204. The R^2 reports the proportion of the variance of the dependent variable (repatronage intention) that can be explained by variation in the independent variable (visitor satisfaction).

Therefore, according to Table 36, 20.4% of the variance in repatronage intention (dependent variable) can be predicted from the visitor satisfaction. In addition, Table 37 indicates the standardized beta coefficients for visitor satisfaction was 0.452, meaning for every one point increase in visitor satisfaction, repatronage intentions increased 0.452 ($t = 9.920, p = .000$).

Summary of Chapter 4

This chapter presented the data collected and the statistical development and analyses employed. The demographics of the sample were similar to that of the literature in as much that the greater part of research conducted reported people who partake in wine tourism events to be older and have a higher income. The sample size for this study equaled 385 respondents. Data collection was conducted from May 31, 2008 to September 20, 2008. The survey was administered at six different locations across six different southeastern states. Five domains of concern, motivations, destination importance, destination performance, satisfaction and repatronage were discussed in relation to the corresponding research questions. Regarding domain one referencing motivations, research question 1 focused on the relationship among the desire to attend (push motivators) and what draws the tourist (pull motivators), to assess if there is a relationship among the behavioral factors of the push motivators and the behavioral factors

Table 35. ANOVA Resulting From the Simple Linear Regression Analysis; Satisfaction Predictive to Repatronage

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressio	41.451	1	41.451	98.403	.000 ^a
	Residual	161.333	383	.421		
	Total	202.784	384			

a. Predictors: (Constant), Visitor satisfaction total mean

b. Dependent Variable: repatronage intention total mean

Table 36. Model Summary (R squared) Indicating Variance in Repatronage Intention Predicted from Visitor Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 ^a	.204	.202	.64903

a. Predictors: (Constant), Visitor satisfaction total mean

Table 37. Regression Model : Satisfaction/Repatronage Intention

Model	Unstd. Coeff.		Std Coeff.	<i>t</i>	Sig.	
	<i>B</i>	Std. Error	Beta			
1	(Constant)	2.097	.232	9.049	.000	
	Visitor satisfaction	.512	.052	.452	9.920	.000

of the pull motivators as well as to assess if there is a relationship among the cognitive factors of the push motivators and the cognitive factors of the pull motivators. The differentiations of behavioral and cognitive factors in this study characterize the definitions of Trauer (2006). The majority of the cognitive push factors and the cognitive pull factors indicated significant correlations denoting reliable relationships.

In response to domain two, research question 2 was designed to determine differences in push and pull motivators among potential market segments. Cluster analysis was performed to assess if there are differences in push motivators among the potential market segments. Cluster analysis is used to group like responses together, reducing the information from the entire sample into subgroups. The resulting clusters equaled four defined segments: Limited winery festival tourist, Serious winery festival tourist, Common winery festival tourist and Novice winery festival tourist. The one attribute found common with all groups of people was the desire to have wine.

The research question posed for domain three was intended to determine a relationship between pull motivators and destination attribute performance, research question 3, asked: Is

there a gap between what was expected and what was delivered for those participants? The majority of the gap scores indicate an increase from destination attribute importance (what was expected) to destination attribute performance (what was delivered). This would indicate the majority of the expectations of participants were exceeded.

The research question posed for domain four, Research question 4, was intended to determine if destination attributes performance influences tourist satisfaction. A simple linear regression was performed to answer the question, “does destination performance influence tourist satisfaction?” A significant regression equation was found ($F(1, 383) = 43.180, p < .05$) with an R^2 of .101. The R^2 reports the proportion of the variance of the dependent variable (visitor satisfaction) that can be explained by variation in the independent variable (destination performance). Therefore, 10.1% of the variance in satisfaction (dependent variable) can be predicted from the destination performance.

The research question posed for domain five was designed to determine if there was a relationship between tourist satisfaction and tourist repatronage intention. The question, is there a relationship between tourist satisfaction and repatronage intentions was posed. A simple linear regression was calculated predicting participants’ repatronage intention based on self-reported visitor satisfaction and a significant regression equation was found ($F(1, 383) = 98.403, p < .05$) with an R^2 of .204.

Chapter 5 offers further delineation of the results and summarizes each of the five domains. Marketing and managerial implications and theoretical implications are deliberated. In closing, limitations of the study are determined and future research possibilities discussed.

CHAPTER 5

SUMMARY, IMPLICATIONS AND CONCLUSIONS

The purpose of this study was to identify and understand the motivations of tourists participating in on-site winery festivals as well as the impact of the destinations performance on satisfaction and repatronage intentions. The organization of this chapter reports the outcomes of this study. Following is a review of the findings from this study. Each domain and its corresponding research questions, objectives, hypotheses, and analyses are summarized. Marketing and managerial implications and theoretical implications are deliberated, as well as future research possibilities and limitations of the study.

Domain One: Tourist Motivations

Domain one focused on examining relationships between motivations to attend and destination attributes. Pearson correlation analysis was employed to investigate if there are relationships between push motivators and destination attributes. The push motivator variables that had 4 or more pull motivators implicating no significant relationship were holiday trip, business, just passing through, to visit attractions in the region.

Push motivators and pull motivators, originated in marketing concepts, focus on defining the consumer's cognitive and behavioral purchasing experiences. Dann (1977) introduced those concepts to tourism. Push motivators encompass the desire to change, get away from, or escape a current situation. Pull motivators are the destination attributes that entice the potential participants. The human psyche, according to Maslow (1970), has an inherent need to bring balance back into their life and therefore they will pursue that fulfillment.

The research question raised was: Is there a relationship among the desire to attend (push

motivators) and what draws the tourist (pull motivators)? In order to answer this question, Pearson product moment correlation measures were implemented. The push and pull motivation were broken into cognitive and behavioral factors. The majority of the correlations were expected. For example, if an individual was attending to enjoy sightseeing, it would be highly correlated with the destination attribute of sightseeing. One of the correlations that reaffirmed previous literature ((Beames, 2003; Dann, 1981; Mason & O'Mahony, 2007) consider to be particular to on-site winery festivals, the variable to relax highly correlated with atmosphere. On-site winery festivals deliver an atmosphere that is unlike those wine festivals that are presented off-site. Information on the winery's products was highly correlated with different wines and the actual vineyard, again, indicating the demographic for an on-site winery festival and those motivations to attend and participate may be different from what an individual would be looking for at an off-site winery festival.

The lowest correlation scores appear to be with the variables business, just passing through and attractions in the region. It appears that those individuals that are going to on-site winery festivals have made the determination via preplanning and intended to stay at the winery site. This confirms previous literature (Crompton, 1979; Crompton & McKay, 1997; Deslandes et al., 2006; Josiam et al., 1999; Smith, 2007; Yuan et al., 2005) in that understanding the motivations for participants to attend is important especially when targeting specific markets.

Domain Two: Festival Attribute Importance

Domain two's purpose was to differentiate potential market segments defined by the push or pull motivators of those participants at the on-site winery festivals. Tourist destinations offer a variety of products and the importance of the attributes may vary among market segments

(Baloglu, et al., 2003). Market segmentation is important for all companies concerned when narrowing their focus to either niche or target markets. The hypotheses tested are H3: There are differences in push motivators among the potential market segments. H4: There are differences in pull motivators among the potential market segments. Definition of marketing segments supported Hypotheses three and four; there are differences in push motivators and pull motivators reiterating the importance of differentiating those given factors.

Cluster analysis was performed to assess potential market segments. The resulting clusters equaled four segments of dissimilar proportion. The clusters were given the following names emulating the motivational factors of this study: Serious winery festival tourist, Common winery festival tourist, Novice winery festival tourist and Limited winery festival tourist. The percentages of cases that fell within each cluster are as follows: cluster one (Serious winery festival tourist) contained 53% of the cases, cluster two (Common winery festival tourist) contained 15% of the cases, cluster three (Novice winery festival tourist) contained 30% of the cases and cluster four contained 2% of the cases. The purpose of clustering was to differentiate potential market segments. Focusing marketing efforts on the first three clusters (the Serious winery festival tourist, the Common winery festival tourist and the Novice winery festival tourist) would appear to be more economically feasible. For example, business and just passing through are not motivations to attend on-site winery festivals based on the findings of this study. Although they may be important to a small segment, not enough to invest effort in pursuing as a potential market. In addition, giveaways did not appear as a highly sought after destination attribute for any of the clusters and therefore those marketing expenditures may be better utilized elsewhere.

Domain Three: Destination Attribute Importance

Domain three's core focus was the importance of the destination attributes that were offered at each of the on-site winery festivals. The hypothesis is: The pull motivators are positively associated with destination attributes performance. Linear regression was performed as well as gap analysis. As mentioned previously, it is important to minimize any gaps that may occur between what would be important to a potential consumer and what was actually delivered. The larger the gap, from a marketing perspective, the higher the need to determine the differentiator and close the gap between what was expected in what was delivered. Information provided by demonstrating the difference between mean scores provides beneficial information for managers and for marketing professionals in the winery tourism business.

Gap analysis was performed and the mean scores were compared between destination attributes importance and destination attributes performance. Based on the results of the mean scores, each corresponding question comparing destination importance to performance increased except for one. The one variable that did not increase was having fun. This is unusual because it would be assumed if all the other variables increased reflecting satisfaction, then having fun would have also increased. There is a possibility that the variable have fun may have had varying meanings for some of the participants. Attending a winery festival may have been considered an elite event and therefore not been considered a venue that employed fun.

Domain Four: Satisfaction

Domain four focuses on the satisfaction of those tourists attending on-site winery festivals as it relates to the destination performance. The hypothesis to be answered is H6: Tourist experiences towards destination attribute performance influences tourist satisfaction.

Hypothesis six was supported ($p < .05$). Tourist experiences with destination performance can influence satisfaction. According to Cadotte et al. (1987) there is a consumer assessment process directly related to satisfaction where the products' performance is measured against their expectations. The research question posed was: Is there a relationship between destination attribute performances and the tourist satisfaction?

Linear regression was calculated to answer the above research question predicting participants satisfaction based on their self-reported performance of the event. The regression equation calculated was significant. Destination attribute performance can be used to predict satisfaction. This supports previous research in both marketing and tourism that states customer satisfaction is directly related to the expectation of a products' performance. This information reemphasizes the importance of understanding what attributes potential visitors are looking for.

Domain five: Repatronage Intentions

In order for tourists' to want to return, visitors must be satisfied with the event experience (Correia et al., 2007; Crompton & McKay, 1997; Mansfeld, 1992; Yoon & Uysal, 2005). The hypothesis to be answered is H7: The levels of tourist satisfaction influence tourist repatronage intention. Hypothesis seven was supported ($p < .05$). Satisfaction with the venue influences whether or not tourists will consider returning. According to Baker and Crompton (2000) the main reason for destination managers to seek improvements and concentrate on visitor satisfaction is that such improvements could escalate visitation and foster return patronage.

Gitelson and Crompton (1984) stated in order for destinations to capitalize on repatronage intentions, visitor satisfaction is the first step. The research question raised for the on-site winery festival attendees was: Is there a relationship between tourist satisfaction and

repatronage intentions?

Linear regression was performed predicting repatronage intentions based on self-reported satisfaction with the event. The regression equation was significant. Visitor satisfaction can be used to predict repatronage intentions for visitors to on-site winery festivals. These findings support previous research postulating visitor satisfaction to have a direct impact on return visits (Baloglu et al., 2003; Balogu & Uysal, 1996).

Implications

Marketing and Managerial Implications. While tourism has been considered a viable source of income for the winery, understanding the desires of the potential winery tourist is critical. In order to be successful winery managers and/or event coordinators must consider the destination attributes most sought for their event. Distinguishing those destination attributes that bring the winery tourists to the destination might help in determining the winery's marketing target. Getz (2000) stated that there are at least three stake holders with differing viewpoints on wine tourism: the wine producers, tourism agencies, and the customers. Winery tourism encompasses strategies by which destinations cultivate and promote wine-related attractions, imagery and products (Getz & Brown, 2006). Boone and Kurtz (1977) stated that market segmentation based on demographics is not sufficient and it is very important to consider participants' motivations, attitudes and lifestyles. These variables encompass push motivators and pull motivators, both dually important when deciphering what it is that draws the potential tourist to the destination of choice. On-site winery festival tourists are a specialized niche market.

According to Zeithmal and Bitner (1996), the main objective of marketers is to develop

and provide features that please the consumer and exceed their expectations in so doing progressing their own economic stability. It is essential to close the customer gap between what is expected and what is delivered. If the main goal of any destination is to generate revenues, marketing to the correct group is essential. On-site winery festival goers appear to be those individuals who seek atmosphere, the ability to communion with nature, to relax and be with friends. The enjoyment of knowledge, music and exposure to the root of the wine element is pivotal. Their main intent is not to drink, but to experience.

Theoretical Implications. The theoretical implications of this research add to the body of academic knowledge by filling gaps in the literature and confirming the results of preceding studies. Previous research indicated significant relationships existed between push/pull motivators and the visitor participation decision. Strong theoretical support existed for relationships among destination performance, satisfaction and repatronage intentions found in the existing literature. No research had been conducted as to Push-Pull Theory application to multiple on-site winery festivals in the southeastern portion of the United States. Therefore, this study attempted to test the previously developed theory in the context of on-site winery festivals. Five out of the five hypothesized relationships were supported. The findings of this study contribute to the stream of academic tourism literature supporting the push-pull framework and its importance in determining motivations to attend and tourist participation.

Limitations of the Study

Although the findings of this study made theoretical and managerial contributions as well as supporting previous findings, several important limitations need to be addressed. First, the timeframe of the research was limited to the months May through September. Any winery

festivals offered in the remainder months were not considered because of time and budget constraints. Replication of the study to include those winery festivals excluded may deliver different results. Secondly, as mentioned earlier, attributes offered at the varying festivals were inconsistent. Repetition of this study should look for those festivals offering the same attributes throughout. Thirdly, the majority of projected participation numbers provided by winery managers and owners fell short. The economic stability of the United States and the steadily increasing fuel prices had a direct impact on tourist participation. In a healthier economy, participation may have been stronger.

Future Research

The body of literature on the push-pull framework as it relates to winery tourism is still fairly new and continuing to develop. The primary goal of future research should be to continue to identify and examine those attributes desired by potential consumers. Qualitative research could best benefit further defining the attributes sought. In addition, the qualitative research may contribute to the development of better measures to capture those benefits sought at destinations.

Future areas of research may consider replication of this study. Attributes offered at the various festivals were not consistent. Placing emphasis on consistency of offerings between may have delivered different results. Future areas of research may also consider expanding the number of festivals investigated. This study incorporated six festivals, one from each of the southeastern states of interest. Investigating multiple states was important to understand the difference in attributes sought however multiple festivals in each of the states may provide richer analysis. Another important area of investigation could be a comparative analysis of market segments pursuing on-site versus off-site winery festivals. The investigation could be beneficial

for event coordinators, managers and marketers who want to fully understand where the emphasis should be placed depending on the target market sought.

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APPENDICES

Appendix A: Southeastern State and Corresponding Wineries

Alabama	Georgia	Kentucky	Louisiana	Mississippi	North Carolina	North Carolina	South Carolina	Tennessee
Braswell's Winery	1810 Country Inn and Winery	Acres of Land Winery	Casa De Sue Winery	Almarla Vineyards	A Secret Garden Winery	Old Stone Vineyard and Winery	Aiken Winery Aiken	Apple Barn Winery
Bryant Vineyards	Blackstock Vineyards and Winery	Barker's Blackberry Hill Winery	Feliciana Cellars Winery	Old South Winery	Benjamin Vineyards and Winery	Raffaldini Vineyards and Winery	Carolina Vineyards Chester	Beachaven Vineyards and Winery
Morgan Creek Vineyards	Boutier Winery	Bravard Vineyards and Winery	Landry Vineyards		Bennett Vineyards	RagApple Lassie Vineyards	City Scape Winery	Beans Creek Winery
Ozan Vineyard and Winery	Chateau Elan Winery	Broad Run Vineyards	Pontchartra in Vineyards		Biltmore Estate Winery	RayLen Vineyards & Winery	Crescent Mountain Vineyards Travelers Rest	Chateau Ross Vineyard and Winery
Perdido Vineyards	Crane Creek Vineyards	Century House Winery and Vineyard	St. Amant Winery		Black Wolf Vineyards	Rockhouse Vineyards	Frederick e. Gusmer, jr. York	Clinch Mountain Winery
The Winery on Main	Frogtown Cellars	Chateau du Vieux Corbeau			Buck Shoals Vineyard and Winery	Round Peak Vineyards	Irvin-House Vineyards Wadma law Island	Countryside Vineyards and Winery
Vizzini Farms Winery	Habersham Winery	Chrisman Mill Vineyards and Winery			Cerinario Vineyard	Shelton Vineyards	Island Winery Hilton Head	Highland Manor Winery
White Oak Vineyards	Meinhardt Vineyards and Winery	Equus Run Vineyards			Chateau Laurinda Winery	Silver Coast Winery	La Belle Amie Vineyard Little River	Holly Ridge Winery and Vineyard
Wills Creek Vineyards and Winery	Paulk Vineyards	Heritage Pointe Vineyards			Chatham Hill Winery	Somerset Cellars	Lowcountry Winery Beaufort	Keg Springs Winery
	Sharp Mountain Vineyards	Highland Winery	St. Amant Winery		Childress Vineyards	Stonefield Cellars Winery	Montmorenci vineyards aiken	Lauderdale Cellars Winery and Vineyard
	Still Pond Vineyard and Winery	In Town Winery			Dennis Vineyards and Winery	Thistle Meadow Winery	Richard's wine cellars inc. Patrick	Long Hollow Winery and Vineyards
	Three Sisters Vineyards	La Ferme du Cerf Winery			Duplin Winery	Westbend Vineyards	Truluck Vineyards Lake City	Mountain Valley Winery
	Tiger Mountain Vineyards	Lost Heritage Vineyards			Garden Gate Vineyards	Windy Gap Vineyards	Valentine Sagefield Vineyards Jackson	Old Millington Vineyard and Winery
	Wolf Mountain Vineyards	Lover's Leap Vineyard and Winery			Germanton Winery	Winery at Iron Gate Farm	Victoria Valley Vineyards Cleveland	Red Barn Winery and Vineyards
		Rolling Hills Vineyard and Winery			Ginger Creek Vineyards			Savannah Oaks Winery
		Smith-Berry Winery			Green Creek Winery			Stonehaus Winery
		Springhill Winery and Plantation Bed and Breakfast			Grove Winery			Strikers' Premium Winery
		StoneBrook Winery			Hanover Park Vineyard			Summer Crest Winery
		Stovers Family Vineyard			Hinnant Family Vineyards			Tennessee Valley Winery
		Talon Winery and Vineyards			Laurel Gray Vineyards			Tri-Star Vineyards and Winery
					Martin Vineyards			
					Moonrise Bay Vineyard			
					Old North			

					State Winery			
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Appendix B: Survey



Dear participants,

I am a graduate student in the Retail, Hotel, Restaurant and Tourism Management Dept. at the University of Tennessee. I am doing a research project on winery tourism in the southeast region of the United States. Thank you for your voluntary participation in filling out the following 5 to 8 minute survey. This survey will help researchers better understand the winery tourism industry. If you decide not to participate, you may withdraw at anytime without penalty. If you wish to withdraw from the survey before data collection is complete, your data will be returned to you or destroyed. Return of the completed survey/questionnaire constitutes your consent to participate. All responses will be held in strictest confidence. Only a small group of individuals are being surveyed, so your response is very important. If you have any questions, please feel free to contact the Retail, Hotel, Restaurant and Tourism Management Department at (865) 974-0505.

Thank you for your time,

Respectfully,

Donetta Poisson
Graduate student
University of Tennessee, Knoxville

Rachel Chen
Dollywood Professor & Graduate Director
University of Tennessee, Knoxville

Section 1: Motivations to attend winery festivals

Using the scale below, rate each of the following motivations of your attending this wine festival.

	I came to this winery festival:	Strongly Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
1	To experience a diversity of pleasures in local food & wine	1	2	3	4	5
2	Holiday trip	1	2	3	4	5
3	To enjoy sightseeing	1	2	3	4	5
4	To relax	1	2	3	4	5
5	Recreation	1	2	3	4	5
6	Visit friends or relatives	1	2	3	4	5
7	Business	1	2	3	4	5
8	Just passing through	1	2	3	4	5
9	To visit attractions in the region	1	2	3	4	5
10	To have a nice tasting experience	1	2	3	4	5
11	To buy wine	1	2	3	4	5
12	To enjoy different wines	1	2	3	4	5
13	To find interesting and special wines	1	2	3	4	5
14	To experience the atmosphere at the winery	1	2	3	4	5
15	To find information on the wineries products	1	2	3	4	5
16	To socialize with partner, friends and/or family	1	2	3	4	5
17	To learn more about wines in general	1	2	3	4	5
18	To eat at the winery restaurant	1	2	3	4	5
19	To meet the winemaker	1	2	3	4	5
20	To be entertained	1	2	3	4	5

Section 2: Attributes of winery festivals

Using the scale below rate *how important* each festival attribute was toward your attendance.

		Not important	Somewhat not important	Neutral	Somewhat important	Very important
1	Giveaways	1	2	3	4	5
2	Wine	1	2	3	4	5
3	Live Music	1	2	3	4	5
4	Being Outside	1	2	3	4	5
5	Meeting new people	1	2	3	4	5
6	Atmosphere	1	2	3	4	5
7	Have fun	1	2	3	4	5
8	Actual vineyard	1	2	3	4	5
9	Supporting local business	1	2	3	4	5
10	Time with family	1	2	3	4	5
11	Time with friends	1	2	3	4	5
12	Sightseeing	1	2	3	4	5
13	Tours	1	2	3	4	5
14	Shopping	1	2	3	4	5
15	Food	1	2	3	4	5
16	Not crowded	1	2	3	4	5
17	Scenery	1	2	3	4	5
18	Meeting the owners	1	2	3	4	5
19	Variety of wines	1	2	3	4	5
20	Cooking demonstrations	1	2	3	4	5
21	Grape stomp	1	2	3	4	5

Section 3: Attributes of Winery Festivals

Using the scale below *rate your level of satisfaction* with each of the following festival attributes performance.

		Dissatisfied	Somewhat dissatisfied	Satisfied or dissatisfied	Neither satisfied	Mostly satisfied	Completely Satisfied
1	Giveaways	1	2	3	4	5	
2	Wine	1	2	3	4	5	
3	Live Music	1	2	3	4	5	
4	Being Outside	1	2	3	4	5	
5	Meeting new people	1	2	3	4	5	
6	Atmosphere	1	2	3	4	5	
7	Have fun	1	2	3	4	5	
8	Actual vineyard	1	2	3	4	5	
9	Supporting local business	1	2	3	4	5	
10	Time with family	1	2	3	4	5	
11	Time with friends	1	2	3	4	5	
12	Sightseeing	1	2	3	4	5	
13	Tours	1	2	3	4	5	
14	Shopping	1	2	3	4	5	
15	Food	1	2	3	4	5	
16	Not crowded	1	2	3	4	5	
17	Scenery	1	2	3	4	5	
18	Meeting the owners	1	2	3	4	5	
19	Variety of wines	1	2	3	4	5	
20	Cooking demonstrations	1	2	3	4	5	
21	Grape stomp	1	2	3	4	5	

Section 4: Visitor Satisfaction

Using the scale rate each of the following statements as to your agreement

		Strongly Disagree	Somewhat Disagree	Neither agree or disagree	Somewhat agree	Strongly agree
1	If I had to choose all over again I would not feel differently about choosing this festival to attend	1	2	3	4	5
2	I think I did the right thing when I decided to visit this festival	1	2	3	4	5
3	I believe that purchasing items from this festival is usually a satisfying experience	1	2	3	4	5
4	My winery festival experience has turned out to be all that I expected.	1	2	3	4	5
5	I certainly would recommend this winery festival to a friend with likes similar to mine.	1	2	3	4	5
6	Overall I am highly satisfied with my experience at this festival.	1	2	3	4	5

Section 5: Repatronage

Using the scale below rate each of the following statements						
		Not at all	Not likely	Neutral	Very likely	Absolutely
1	I will recommend this festival to my friends	1	2	3	4	5
2	I will purchase wine from this winery	1	2	3	4	5
3	I intend to visit this winery festival again	1	2	3	4	5
4	I will visit this winery festival again	1	2	3	4	5
5	I will recommend this festival to my family	1	2	3	4	5

Section 6: Demographics

1. Gender: Male ___ Female ___

2. Age: _____

3. Occupation (x one):

- | | | |
|---|--|-------------------------------------|
| <input type="checkbox"/> Educator | <input type="checkbox"/> Corporate | |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Managerial/Professional | <input type="checkbox"/> Student |
| <input type="checkbox"/> Operator/Labor | <input type="checkbox"/> Production/Craft/Repair | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Technical | <input type="checkbox"/> Sales | <input type="checkbox"/> Other_____ |

4. Individual annual income (x one):

- | | | |
|---|--|---|
| <input type="checkbox"/> \$20,001 -- \$35,000 | <input type="checkbox"/> \$35,001 -- \$50,000 | <input type="checkbox"/> \$50,001 -- \$65,000 |
| <input type="checkbox"/> \$65,001 -- \$80,000 | <input type="checkbox"/> \$80,001 -- \$100,000 | <input type="checkbox"/> \$100,001+ |

5. Ethnicity (x one):

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> White/Caucasian | <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> African American | <input type="checkbox"/> American Indian/Aleut | <input type="checkbox"/> Other_____ |

6. Current marital status (x one):

- Married Single Single with partner

7. Level of education (x one):

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Less than High school | <input type="checkbox"/> High School | <input type="checkbox"/> Some College |
| <input type="checkbox"/> Associates | <input type="checkbox"/> Bachelors | <input type="checkbox"/> Graduate_____ |

Appendix C: Destination attributes

Survey used to collect secondary data; section 2, question 2.



Dear participants,

I am a graduate student in the Retail, Hotel, Restaurant and Tourism Management Dept. at the University of Tennessee. I am doing a research project on winery tourism in the southeast region of the United States. Thank you for your voluntary participation in filling out the following 4 to 6 minute survey. This survey will help researchers better understand the winery tourism industry. If you decide not to participate, you may withdraw at anytime without penalty. If you wish to withdraw from the survey before data collection is complete, your data will be returned to you or destroyed. Return of the completed survey/questionnaire constitutes your consent to participate. All responses will be held in strictest confidence. Only a small group of individuals are being surveyed, so your response is very important. If you have any questions, please feel free to contact the Retail, Hotel, Restaurant and Tourism Management Department at (865) 974-0505.

Thank you for your time,
Respectfully,

Donetta Poisson
Graduate student
University of Tennessee, Knoxville

Rachel Chen
Dollywood Professor & Graduate Director
University of Tennessee, Knoxville

Section 1: Using the scale 1 to 7 provided, where 1=not important to 7=extremely important, rate the importance of each of the following as a benefit for you during this winery visit.

Visiting wineries & tasting/buying wine	Not important			Neutral			Extremely important
To experience a diversity of pleasures in local food & wine	1	2	3	4	5	6	7
Holiday trip	1	2	3	4	5	6	7
To enjoy sightseeing	1	2	3	4	5	6	7
To relax	1	2	3	4	5	6	7
Recreation	1	2	3	4	5	6	7
Visit friends or relatives	1	2	3	4	5	6	7
Business	1	2	3	4	5	6	7
Just passing through	1	2	3	4	5	6	7
To visit attractions in the region	1	2	3	4	5	6	7
To have a nice tasting experience	1	2	3	4	5	6	7
To buy wine	1	2	3	4	5	6	7
To enjoy different wines	1	2	3	4	5	6	7
To find interesting and special wines	1	2	3	4	5	6	7
To experience the atmosphere at the winery	1	2	3	4	5	6	7
To find information on the wineries products	1	2	3	4	5	6	7
To socialize with partner, friends and/or family	1	2	3	4	5	6	7
To learn more about wines in general	1	2	3	4	5	6	7
To eat at the winery/cellar door	1	2	3	4	5	6	7

restaurant							
To meet the winemaker	1	2	3	4	5	6	7
To be entertained	1	2	3	4	5	6	7
Go on a wine tour	1	2	3	4	5	6	7

Section 2: Information about your trip:

1. How did you hear about our winery? _____
2. What do you like the most about this winery? List your top 3 reasons:

3. How long was the duration of your trip for the winery? _____
4. How far did you travel (in miles)? _____ Where do you live? County _____ State _____
5. Is this your first time to this winery? Yes _____ No _____ if not, how many times have you visited before? _____
6. Have you visited other wineries in the past two years? Yes _____ No _____
7. If yes, how many _____ and where?

8. What is your level of wine knowledge? Minimal _____ average _____ superior _____
9. Currently, how many bottles of wine do you purchase in a month? _____
10. What was the main purpose of your trip? _____
11. How many people traveled with you? _____
12. What was your mode(s) of transportation? _____
13. How long was your visit to this winery? _____
14. Would you recommend this winery to your friends? _____
15. What is your total expected travel spending total budget for this winery visitation?

Total Budget \$ _____ Estimated Lodging \$ _____ Eating & Drinking \$ _____
 Admission(s) \$ _____ Souvenir \$ _____ Other \$ _____

Section 3: About you and your household:

1. Gender: Male ___ Female ___
2. Age: _____
3. Occupation (x one):

<u>Your Occupation</u>		<u>Your spouse's Occupation</u>	
<input type="checkbox"/> Homemaker	<input type="checkbox"/> Managerial/Professional	<input type="checkbox"/> Homemaker	<input type="checkbox"/> Managerial/Professional
<input type="checkbox"/> Operator/Labor	<input type="checkbox"/> Student	<input type="checkbox"/> Operator/Labor	<input type="checkbox"/> Student
<input type="checkbox"/> Production/Craft/Repair	<input type="checkbox"/> Retired	<input type="checkbox"/> Production/Craft/Repair	<input type="checkbox"/> Retired

Technical/Sales support | Other

Technical/Sales support | Other

4. Individual annual income (x one):

under \$20,000

\$50,001 -- \$65,000

\$20,001 -- \$35,000

\$65,001 -- \$80,000

\$35,001 -- \$50,000

\$80,001+

5. What is your ethnicity:

White/Caucasian

African American

Asian/Pacific Islander

American Indian/Aleut

Hispanic

Other_____

6. What is your marital status:

Married

Separated

Single

Widowed

Divorced

7. What is your level of education:

High school

4 years

currently enrolled/college

Masters

2 years

PhD._____

This survey emulates the work of Alant and Bruwer (2004).

Appendix D: Cronbach alpha reliability scores

Section one (motivation), section two (destination attribute importance) and section three (destination attribute satisfaction)

Reliability Statistics Section

one

Cronbach's Alpha	N of Items
.860	20

Reliability Statistics Section

two

Cronbach's Alpha	N of Items
.891	21

Reliability Statistics Section

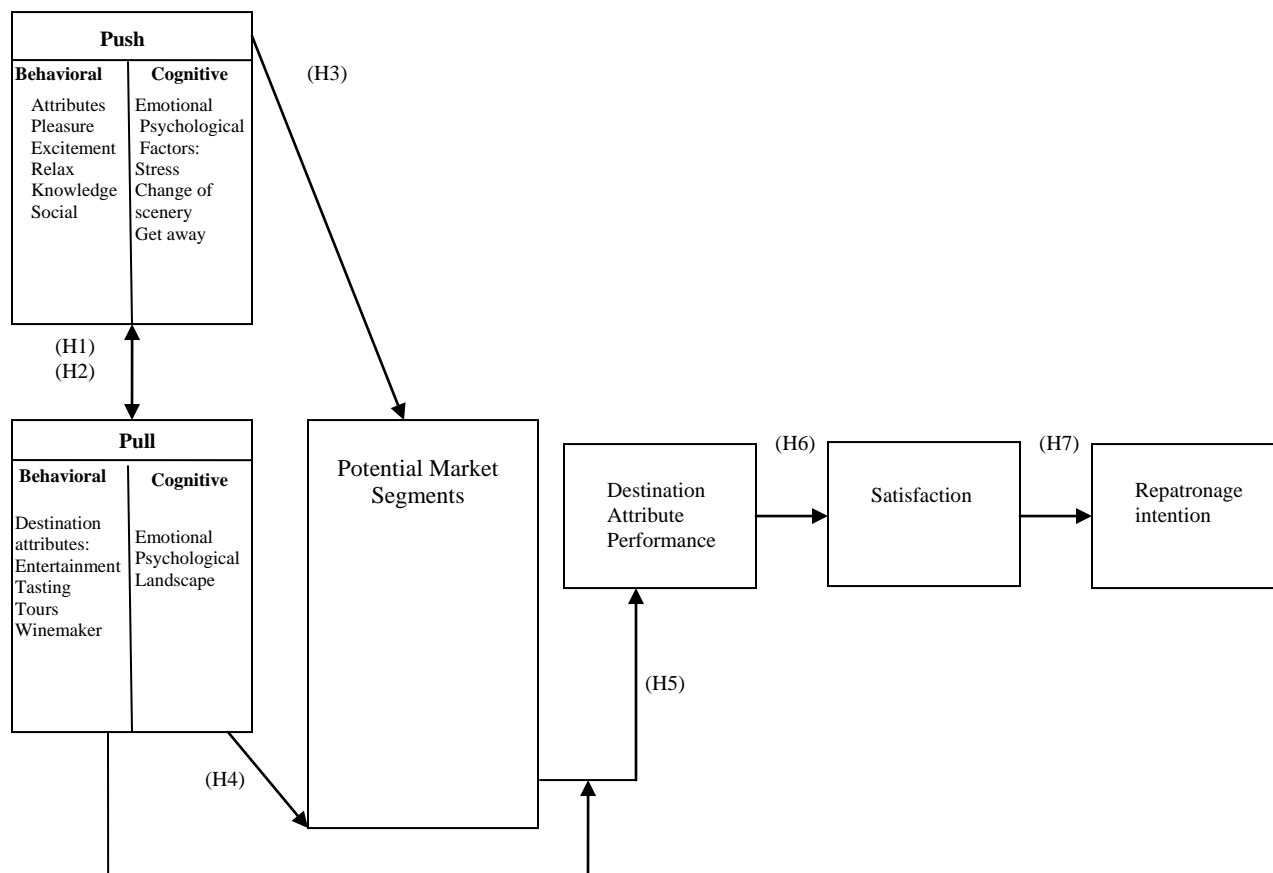
three

Cronbach's Alpha	N of Items
.911	21

Appendix E: Location of on-site winery festivals as indicated by state initials

KY
TN
GA
AL SC
LA

Appendix F: Research model



Appendix G: Cognitive push factors and pull factors

Variable	Diff. Wines	Being outside	Atmosphere	Vineyard	Sight see	Tour	No crowd	Scenery	cook shows
To experience a diversity of pleasures in local food & wine M1	.425 .000*	.218 .000*	.282 .000*	.320 .000*	.141 .006*	.135 .008*	.141 .006*	.170 .000*	.146 .004*
Holiday trip M2	.098 .056	.097 .057	.076 .137	.171 .000*	.287 .000*	.249 .000*	.082 .107	.068 .184	.354 .000*
To enjoy sightseeing M3	.141 .006*	.261 .000*	.186 .000*	.261 .000*	.579 .000*	.409 .000*	.173 .001*	.367 .000*	.315 .000*
To relax M4	.223 .000*	.257 .000*	.394 .000*	.157 .000*	.131 .010*	.101 .047*	.141 .006*	.221 .000*	.082 .110*
To enjoy different wines M12	.676 .000*	.116 .022*	.236 .000*	.326 .000*	.148 .004*	.271 .000*	.173 .001*	.143 .005*	.223 .000*
To find interesting and special wines M13	.601 .000*	.138 .007*	.229 .000*	.416 .000*	.147 .004*	.268 .000*	.241 .000*	.157 .002*	.235 .000*
To experience the atmosphere at the winery M14	.444 .000*	.272 .000*	.433 .000*	.358 .000*	.218 .000*	.191 .000*	.215 .000*	.311 .000*	.157 .002*
To find information on the wineries products M15	.409 .000*	.147 .004*	.223 .000*	.403 .000*	.215 .000*	.321 .000*	.200 .000*	.240 .000*	.299 .000*
To learn more about wines in general M17	.442 .000*	.113 .027*	.270 .000*	.343 .000*	.324 .000*	.457 .000*	.254 .000*	.207 .000*	.372 .000*

* Are significant at the 0.05 level

Appendix H: Behavioral push factors and pull factors

	Give-aways A1	Music A3	Mtg. new ppl. A5	Fun A7	local business A9	Time w/ family A10	Time w/ friends A11	Shop A14	Food A15	Meet owner A18	Wine A19	stomp A21
Recreation M5	.127 .012*	.243 .000*	.064 .208	.209 .000*	.228 .000*	.204 .000*	.238 .000*	.122 .016*	.101 .047*	.127 .012*	.094 .067	.142 .005*
Visit friends or relatives M6	.132 .010*	.220 .000*	.172 .001*	.134 .008*	.246 .000*	.229 .000*	.340 .000*	.110 .031*	.171 .001*	.212 .000*	.148 .004*	.197 .000*
business M7	.185 .000*	-.010 .839	.286 .000*	.038 .461	.096 .059	.012 .816	.113 .027*	.298 .000*	.199 .000*	.270 .000*	.148 .004*	.064 .213
Just passing through M8	.208 .000*	.025 .031*	.233 .000*	.031 .545	.066 .199	.015 .771	.020 .696	.308 .000*	.241 .000*	.239 .000*	.127 .013*	.059 .250
To visit attractions in the region M9	.145 .001*	-.075 .129	.130 .011*	.032 .525	.002 .972	.010 .848	.040 .438	.245 .000*	.152 .000*	.182 .001*	.009 .002*	.187 .000*
To have a nice tasting experience M10	.222 .000*	.116 .022*	.220 .000*	.211 .000*	.278 .000*	.202 .000*	.090 .077	.275 .000*	.250 .000*	.272 .000*	.611 .000*	.201 .000*
To buy wine M11	.194 .000*	.151 .003*	.217 .000*	.247 .000*	.285 .000*	.208 .000*	.060 .237	.309 .000*	.227 .000*	.261 .000*	.477 .000*	.087 .089
To socialize with partner, friends and/or family M16	.072 .160	.295 .000*	.124 .015*	.215 .000*	.320 .000*	.231 .000*	.344 .000*	.145 .004*	.144 .005*	.139 .006*	.140 .006*	.134 .004*
To eat at winery restaurant M18	.363 .000*	.186 .000*	.320 .000*	.082 .110	.190 .000*	.209 .000*	.157 .001*	.477 .000*	.473 .000*	.441 .000*	.325 .000*	.226 .000*
To meet winemaker M19	.301 .000*	.149 .004*	.399 .000*	.149 .003*	.316 .000*	.271 .000*	.237 .000*	.469 .000*	.440 .000*	.687 .000*	.479 .000*	.276 .000*
To be entertained M20	.173 .001*	.526 .000*	.117 .022*	.362 .000*	.309 .000*	.175 .001*	.281 .000*	.097 .058	.148 .004*	.136 .008*	.051 .320	.102 .046*

*Are significant at the 0.05 level

VITA

Donetta Kay Cummings Poisson was born in Evansville, Indiana on December 15, 1956. She was raised in a military family and traveled most of her life. She graduated from McNairy Central High School in 1975. From there she joined the Air Force and soon after married. Family took precedence, however in 1997 she returned to school and completed her Bachelor of Science degree in Hospitality Administration in 1999. She attended Georgia State University, Atlanta where she received honors and held the position of Vice President for the department's chapter of Eta Sigma Delta Honor Society.

She has been in food service or customer service positions for over 30 years. She has held positions such as ticket agent and flight attendant for two major airlines, restaurant server, hostess, banquet server, bar-tender, trainer, and manager. Her certitude in returning to college was pivotal to a decision to change career paths and pursue academia.

She is a member of Kappa Omicron Nu Honor Society and maintains a 3.80 GPA. She has been invited to five refereed proceedings. She has been published in eight publications. Donetta received her master's in consumer sciences and will graduate with her doctorate in 2009 with an emphasis in Hospitality, Tourism Management. In addition, Donetta Poisson has been recognized for her contributions to the text titled, "Experiential Retailing, Concepts and Strategies that Sell," authored by Kim, Sullivan and Forney (2007). She participated in the University of Tennessee's Project Grad as an instructor and in Kid's University Chef Camp at the University of Tennessee as an instructor for the Summer in 2007 and 2008. Currently Donetta Poisson holds the position of Assistant Director for the Culinary Institute at the University of Tennessee and instructs Food Production and Consumer Services Management, a

400 level undergraduate capstone class which is an interactive Lab known as the Ready for the World Cafe.