### Bordeaux 2016 Abstract Submission

#### Title
Identifying Relationships between Place and Experience Parameters and Consumer Evaluations in a Wine Tourism Context

#### I want to submit an abstract for:
Conference Presentation

#### Corresponding Author
Albert STOECKL

#### E-Mail
albert.stoeckl@fh-krems.ac.at

#### Affiliation
IMC Krems University of Applied Sciences

#### Co-Author/s

<table>
<thead>
<tr>
<th>Name</th>
<th>E-Mail</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wolfram RINKE</td>
<td><a href="mailto:wolfram.rinke@fh-burgenland.at">wolfram.rinke@fh-burgenland.at</a></td>
<td>Burgenland University of Applied Sciences</td>
</tr>
<tr>
<td>Andreas EISINGERICH</td>
<td><a href="mailto:a.eisingerich@imperial.ac.uk">a.eisingerich@imperial.ac.uk</a></td>
<td>Imperial College London</td>
</tr>
</tbody>
</table>

#### Keywords
wine tourism, place parameters, experience, consumer evaluations, satisfaction, emotional attachment, loyalty, spending, artificial neural networks

#### Research Question
Which relationships between place and experience parameters and consumer evaluations can be detected in a wine-tourism context?

#### Methods
Initial exploratory factor analysis (a cut-off at a Cronbach’s Alpha value

#### Results
Our study outcomes deliver backing for the notion that attitude toward a region’s attributes and a (positive) tourism experience also have a positive impact on satisfaction, pleasure, sentiments of loyalty.

#### Abstract

**Rationale**
Tourism is by many measures the largest single industry in the world. A crucial question for any tourist region is how to establish and sustain strong and meaningful relationships with their visitors. Our study investigates consumer evaluations in a wine-tourism context. Pleasure, satisfaction, emotional attachment, a sense of loyalty as well as spending and its possible antecedents in place and experience parameters such as familiarity, the “human factor” (e.g. trustworthiness), offered leisure activities, child-orientation and the possibility to broaden one’s horizon were examined. Using ANNs in order to identify interactions between the mentioned factors and
affective and cognitive consumer responses (n=3,200), this study gives emphasis to the importance of appropriate data analysis techniques and points out significant relationships which serve both, the academic community and the body of knowledge in this field as well as destination and wine marketing managers.

Background and Research question
Tourism experiences in viticultural areas tend to evoke strong positive and affective consumer reactions (Yuan et al., 2008). Ideally they lead to sentiments such as pleasure, satisfaction, nostalgia, or even emotional attachment (Gross & Brown, 2006; Hammitt, Backlund, & Bixler, 2006). Studies show that satisfaction is strongly related to attachment to a certain place (Williams & Huffman, 1986) and pleasure (Orth et al., 2011) and can lead to consumer loyalty (Dodd, 2000; Alexandris, Kouthouris & Meligdis, 2006) as well as greater spending (Moore & Graefe 1994; Dodd, 2000; Kyle, Absher & Graefe, 2003). In addition, research showed that visitors who are familiar with a region, i.e., they have visited the destination before, are more likely to develop strong attachment to that place over time (Williams, Patterson & Roggenbuck 1992). In order to analyse consumers and their wine-tourism related reactions of place and wine-tourism-experience evoked reactions and perceptions, the overarching research question of this study consequently is: Which relationships between place and experience parameters and consumer evaluations can be detected in a wine-tourism context?

Related literature
Low and Altman (1992) identified four key elements which underlie the theory of place attachment: Firstly, that affect, emotion and feeling play a critical role in the concept of place attachment. Secondly, that environments and settings can indeed vary in several important ways with varying degrees of attachment by people. Thirdly, that families and members of communities, and entire cultures collectively can share attachment to a place. Finally, that attachment to a place is influenced by temporal variations.

The specific factors which may or may not lead to attachment such as perceived crowding (Kyle et al., 2004), involvement (Hwang et al., 2005), shared values (Park et al., 2013), or level of specialisation (Bricker & Kerstetter, 2000) are numerous and vary from author to author across the different studies in the extant body of literature. Whilst in most of the studies relations among the variables were successfully established, Kyle et al. (2004) propose that further research is necessary in order for researchers to have a better understanding of the development of attachment factors in tourism, its antecedents and behavioural outcomes. Earlier research on this topic particularly investigates short-term effects of affective reactions to a tourism experience. Brakus, Schmitt, & Zarantonello (2009) point out, however, that the stimulus may extend far beyond short-term impacts such as spending. Therefore, long-term customer relationships i.e. attachment and loyalty have to be investigated more closely, especially with respect to the interrelationships among influencing factors. So far, regression analyses including mediator and/or moderator relationship tests were applied in the majority of studies. There are, however, certain limitations of these techniques that have been noted in the literature. Additionally, artificial neural networks ANNs seem to have an advantage over multivariable logistic regression analysis when it comes to the differentiation of influencing factors as well as in the standardisation of interrelationships between variables. Specifically, ANN models significantly outperform multivariable logistic regression models in both senses of discrimination and calibration (Eftekhar et al., 2005) and although ANNs lag behind in accuracy (Eftekhar et al., 2005), this modelling technique seems an interesting approach to determine influencing factors in consumer and tourism research. The research goal of this study is hence to identify, and test crucial factors leading to pleasure, satisfaction, consumer emotional attachment, loyalty and spending in a tourism context by applying data mining techniques i.e. ANNs.

In this research we attempted to overcome shortcomings of previous tests in this field by applying data mining techniques, namely, artificial neural networks (ANNs). ANNs employ nonlinear mathematical models in order to simulate the human brain's own problem-solving process (Eftekhar et al., 2005) and although ANNs lag behind in accuracy (Eftekhar et al., 2005), this modelling technique seems an interesting approach to determine influencing factors in consumer and tourism research. The research goal of this study is hence to identify, and test crucial factors leading to pleasure, satisfaction, consumer emotional attachment, loyalty and spending in a tourism context by applying data mining techniques i.e. ANNs.
simultaneous data processing which is analogous to the human data processing and decision-making” (Marusya, 2008; p. 184). And so, ANNs allow to model nonlinear interdependencies in the response behaviour of a sampled population and therefore seem predestined to expand the academic body of knowledge in consumer insight and tourism research.

Discussion
Our study outcomes deliver backing for the notion that attitude toward a region’s attributes and a (positive) tourism experience also have a positive impact on satisfaction, pleasure, sentiments of loyalty as well as spending for both the tourism stay or experience itself and the regional products. This shows that visitor’s affective responses to, and cognitive evaluations of a region translate into associations about products from that region and may result in (higher) product satisfaction, emotional attachment and spending. The relationship between regions (places), tourism experiences and (positive) consumer evaluations of regionally branded products such as wine confirms prior hypothesis and research assumptions that conclude that attitudes toward a region’s attributes strengthen a customer’s evaluations of both, the place and its’ products. Lastly, our results show that men and women vary in their responses across the model and that there are vast differences in the detected relationships across cultures.