## Title
Iconic Hotels meet Historic Wineries: The Effects of “Starchitecture” on Wine Tourism, Brand Perception, and Consumer Behavior

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

## Corresponding Author
Robin Back

## E-Mail
Robin.Back@ucf.edu

## Affiliation
University of Central Florida

## Co-Author/s
<table>
<thead>
<tr>
<th>Name</th>
<th>E-Mail</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diego Bufquin</td>
<td><a href="mailto:Diego.Bufquin@ucf.edu">Diego.Bufquin@ucf.edu</a></td>
<td>University of Central Florida</td>
</tr>
<tr>
<td>Jeong-Yeol Park</td>
<td><a href="mailto:Jeong-Yeol.Park@ucf.edu">Jeong-Yeol.Park@ucf.edu</a></td>
<td>University of Central Florida</td>
</tr>
</tbody>
</table>

## Keywords
- wine tourism
- starchitecture
- servicescape
- brand perception
- consumer behavior
- iconic hotels
- design hotels
- architourism

## Research Question
How does a “starchitecture” servicescape influence cognitive, emotional and behavioral responses of winery visitors and consumers; are such designs congruent with the with history and brand image of historic wineries?

## Methods
An online survey was used to fulfill research objectives. SEM is performed to analyze the data. A qualitative, exploratory framework utilizing “netnographic” observations further enhances the study.

## Results
Preliminary indicators: “Starchitecture” acts as motivator for tourists to visit winery/region and has positive effect on brand perception; poor service acts as negative moderator but incongruence produces mainly positive responses.

## Abstract
Inspired by the Guggenheim Museum in Bilbao and its significant effects on the local economy and tourism, a number of traditional Spanish wineries sought to reproduce such a differentiation strategy by incorporating similar “starchitecture,” i.e., unusual building projects designed by celebrity architects (Ponzini, 2014), at their wineries. Such destination enhancements, they hoped, would attract more visitors and thereby generate additional revenue (Michael, 2015, April 30). Marqués de Riscal, one of Spain’s oldest wineries, inaugurated its...
“City of Wine” in 2006, a project that gained international exposure thanks to the help of Canadian-born American architect Frank Gehry, who created a unique hotel concept using the deconstructivist style that characterizes his architectural landmarks. In addition to the Gehry-designed hotel managed by Starwood as part of their Luxury Collection, the City of Wine also includes a Michelin-starred restaurant and a wine therapy spa operated by the French firm Caudalie, which bases its treatments on the natural properties of both grapes and wine (Vila, Enz, & Costa, 2012).

It has been found that wine tourists desire more from their winery experience than simply the tasting and purchasing of wine (Hall, Sharples, Cambourn & Macions, 2000); as they can also seek high quality food and dining options, recreational activities, cultural attractions, and a pleasing rural landscape (Bruwer & Alant, 2009; Cohen & Ben-Nun, 2009; Dawson, Holmes, Jacobs, & Wade, 2011; Getz, Carlsen, Brown, & Havitz, 2008). In fact, a study by Mitchell (2004) found that only 23% of visitors to New Zealand wineries identified the tasting and purchasing of wine as their main motivation for a winery visit. Since wine tourism does not need to be directly related to wine as its main product (Quadri-Felitti & Fiore, 2012), it is important for hospitality and tourism researchers to further examine the reasons why wine tourists decide to visit a specific winery, as the incorporation of innovative products and experiences may affect wine tourists’ decision-making processes.

Although research has shown that the product innovation led by Marqués de Riscal has resulted in a considerable tourism revival in the Rioja wine region, with the total number of visitors increasing by 68 percent during the City of Wine’s first year of operation (Vila et al., 2012), few studies thus far have measured the effects of such unique architectural and product innovations on consumers’ cognitive, affective, and behavioral responses, or whether such “starchitecture” is congruent with the brand image of historic wineries. This research investigates the effects of such types of servicescape on winery visitation and regional wine tourism; and congruency with brand image and consumers’ resulting cognitive, emotional, and behavioral responses, including brand perception and purchasing behavior.

This research uses two different methodologies: (a) An online survey that includes measurement items related to perceived congruence, positive emotions, and behavioral intentions. Structural Equation Modelling (SEM) is performed to analyze the data. (b) A qualitative, exploratory framework utilizing “netnographic” observations of user generated comment threads from social media websites. Preliminary indicators suggest that “starchitecture” acts as a motivator for tourists to visit a winery and wine region and has a positive effect on brand perception, but that poor service execution acts as a negative moderator and incongruence with historic surroundings produces mainly positive responses.

This paper makes important contributions to both the tourism and lodging literature. Particular contributions will be provided in the areas of Wine Tourism and Architourism, as well as consumer behavior. The enhancement of this literature is a valuable step in demonstrating the effects of modern architectural design and product innovations on rural tourism and consumer behavior. The results of this research will also be of importance to the increasing number of wineries offering accommodation, as it will allow them to identify how consumers are likely to react to a particular type of servicescape. This will enable such firms to make more informed decisions based on the value of adding such architectural enhancements to their offerings.

References


