

Examining the Influence of the Wine Festival Experience on Tourists' Quality of Life

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Abstract Hosting events and festivals is the best way of providing the wine tourism experience. Wine festivals offer a wide range of experiences that are different from day-to-day living, offer a lifestyle package and are an indicator of lifestyle tourism experience. Tourists travel to wine festivals for wine and other leisure-related experiences, including opportunities for social and/or cultural experiences, interactivity and personal development. Therefore, wine festivals should provide an experience that can influence the quality of life (QoL) of the attending tourist. QoL is influenced by various life domains, which include social, leisure and recreational, intellectual, culinary, and travel life. By its nature, a wine festival is able to influence life domains, thereby decreasing or increasing the level of satisfaction with QoL, according to the level of satisfactory experience. The purpose of this article is to examine the influence of the wine festival experience on the QoL of attending tourists. The structural relationship between the wine festival experience on tourists' QoL is shown in a structural equation model (SEM), which is based on the notion that the QoL of attending tourists will be influenced by their level of satisfaction in various life domains. A self-administrated questionnaire was distributed during the Wacky Wine Festival in Robertson South Africa. The data from 329 (N) eligible questionnaires was cleaned, captured and analysed using SPSS. Furthermore, Amos was used to test the structural model providing statistical support. From the study's findings, managerial recommendations were made with the aim of maximising attending wine tourists' QoL. The research contributes to the literature related to QoL.

Keywords Wine festival · Wine tourism experience · Satisfaction · Quality of life (QoL) · Structural equation modelling (SEM)

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1 Introduction

Wine is an imperative component of the attractiveness of a wine destination (Hall et al. 2000); such as those situated in the Western Cape Province of South Africa. The popular wine areas include Stellenbosch, Franschhoek, Wellington, Tulbach, Helderberg and Paarl in the Cape Winelands, as well as Constantia Valley and Durbanville within Cape Town's city limits. In 2010 South Africa had 101,016 ha under cultivation of wine-producing grapes (WOSA 2009), with the majority (95%) situated in the Western Cape (Bruwer 2003). The Western Cape produces 3.6% of the world's wine and was ranked as number seven in overall volume production in 2006 (WOSA 2009). Wine is a major motivating factor for wine tourists (Hall et al. 2000) to visit regions like the Cape Winelands, which advances the cause of wine tourism.

Wine tourism can be defined as visits to vineyards, wineries, wine festivals and wine shows for the purpose of recreation (Johnson 1998 as cited by Hall et al. 2000); embracing both the wine and tourism industries (Hall et al. 2000; Hall and Sharples 2008; Yuan et al. 2005; Axelsen and Swan 2010; Mitchell and Schreiber 2006). The latter indicates the significance of wine tourism (Bruwer 2003; Dodd et al. 2006) which is becoming ever more important in wine-growing regions such as South Africa (Yuan 2004). The best way to offer the wine tourism experience has been found to be through hosting events and festivals (Charters and Ali-Knight 2002; Galloway et al. 2008), with wine festivals becoming very popular events in many countries (Dodd et al. 2006). Yuan et al. (2005) define wine festivals as special occasions where "attendees actively engage in for the satisfaction of their interest in wine and/or for the entertainment made available by other leisure activities".

Wine festivals provide the opportunity to raise the awareness of both the product and its destination region (Taylor and Shanka 2007). Furthermore, wineries that host a wine festival can benefit from "reduced distribution costs; internal and external marketing opportunities; the creation of relationships with consumers intended to generate product loyalty and long-term sales (often via direct marketing); and important revenue from the sale of auxiliary products, such as food and beverage and merchandise" (Treloar and Hall 2008).

To reap these benefits, a satisfactory experience must be delivered to the wine tourists who attend, thereby enhancing their quality of life (QoL) through various activities, which can be ascribed to the nature of wine and/or a wine festival. These activities include opportunity that is more of a lifestyle and personal experience (Yuan 2004); opportunity to purchase wine (Sparks 2007); opportunity to learn more about wine (Sparks 2007) and new things (Bruwer 2003; Shor and Mansfeld 2009; Dodd et al. 2006); opportunities for social interaction (Sparks 2007; Shor and Mansfeld 2009) and communing with others (Bruwer 2003; Dodd et al. 2006); opportunity to relax (Bruwer 2003; Dodd et al. 2006) and experience tranquillity (Shor and Mansfeld 2009); health reasons (Bruwer 2003); complements food consumption (Bruwer 2003; Shor and Mansfeld 2009); and opportunity for travel and hospitality (Bruwer 2003; Shor and Mansfeld 2009, Dodd et al. 2006). In this paper above mentioned opportunities are ascribed to different life domains given in Table 1.

Concerning the above opportunities, the nature of a wine festival clearly implies that the enhancement of these life domains can influence more than one life domain (depicted by overall life domains in this paper), which determines the QoL (Rootenberg 2009). This paper examines the influence of the wine festival experience on tourists' QoL and presents a model, using structural equation modelling (Amos 17.0) to show the influence of the wine festival experience on tourists' QoL.

Table 1 Wine festival opportunities and life domains

Opportunity	Life domain
Lifestyle and personal experience	The self
Purchase wine	Financial life
Learn more about wine and new things	Intellectual life
Social interaction and communing with others	Social life, family life
Relaxation and tranquillity	The self
Health	Health and safety
Complements food consumption	Culinary life
Travel and hospitality	Travel life, leisure and recreation

2 Wine Festival and Quality of Life

2.1 Wine Tourism Experience

The wine tourism experience can be offered in a number of ways (Taylor and Shanka 2007), including visits to vineyards, wineries, wine festivals and wine shows (Hall and Macionis 1998, cited by Bruwer 2003; Yuan et al. 2005). According to the South Australia Tourism Masterplan (1990, cited by Axelsen and Swan 2010), wine festivals provide a wide range of experiences that differ from day-to-day living. These can be ascribed to wine as a possible indicator of lifestyle tourism experiences, seen as an important feature of the tourism experience (Gross and Brown 2006). A total tourism experience includes leisure, culture, education and social interaction (De Rojas and Camarero 2008). Tourists visit a specific destination to have a unique experience (Steyn et al. 2004) and travel to wine festivals to seek a wine experience as well as other leisure-related experiences. Wine festivals offer opportunities for leisure, social and/or cultural experiences and interactivity, which shows the diversity of the wine festival experience (Axelsen and Swan 2010; Taylor and Shanka 2007).

A study conducted by Getz and Brown (2006) found that the wine tourism experience is based on three components: (1) wine as the core product; (2) essential destination characteristics; and (3) a cultural experience. Similarly, a study by Sparks (2007) found that wine tourists are interested in (1) wine as the experiential core, (2) the experience of the tourism destination, and (3) personal development. Therefore combining wine, food, art and tourism, as part of the wine festival product, provides the tourist with a “lifestyle package” (Carlsen 2004).

The hosting of a wine festival brings a number of benefits, as wine festivals attract visitors to a wine region and thereby build loyalty to the region and wineries (Yuan et al. 2005). However, to provide a total wine tourism experience requires knowing who are the wine tourists (Yuan et al. 2005), as no markets are homogenous and a stereotypical wine tourist does not exist (Hall and Sharples 2008; Charters and Ali-Knight 2002; Bruwer 2003; Dodd et al. 2006). Tourists are different and so their motivations for attending a wine festival will also vary. Many studies have looked at the motivations of visitors to a festival, but fewer studies have examined specifically wine festival visitors. The following motivations to attend a wine festival have been identified: to taste wine, experience local wineries, enjoy a day out, get familiar with wines of district and participate in special events (Yuan et al. 2005); to relax, to socialise, and for entertainment and family togetherness (Isaykina et al. as cited by Dodd et al. 2006).

It is important to emphasise that the motivation to attend a festival will differ as (1) a stereotypical wine tourist does not exist, and (2) different types of wine festivals are held for different reasons and so attract different types of visitors. Defining the target markets and meeting their expectations are two of the most important tasks for event organisers (Dodd et al. 2006). Therefore the motivations, demands and wants of the wine tourists must be known (O'Neill et al. 2002) in order to provide a total experience that will result in tourist satisfaction, which is closely related to tourist motivation (Tian-Cole and Crompton 2003, cited by Saayman 2002).

2.2 Satisfaction

A festival's objective is to make tourists return (Anwar and Sohail 2004), which can be achieved by providing a satisfactory experience. Therefore, wineries can no longer only be concerned with product quality, but must also satisfy the wine tourist's experience (O'Neill and Charters 2000). Delivering a satisfactory experience will result in a number of benefits, including: positive word-of-mouth, an intention to re-visit or make future purchases, long-term customer and brand loyalty, market success, direct sale of wine to customers, increased economic value to a wine region, sustainability and long-term profitability (Huang 2008; March and Wilkinson 2009; O'Neill and Charters 2000; O'Neill et al. 2002).

Having recognised the benefits of delivering a satisfactory tourism experience, the question that remains is how to achieve tourist satisfaction. Studies have used various perspectives to explain how tourist satisfaction is obtained. Critical success factors for wineries include accessibility, promotion and reputation (O'Neill and Charters 2000). Service quality is also an important factor in determining tourists' satisfaction (Huang 2008), is critical in wine tourism (O'Neill et al. 2002), and is clearly and directly linked to customer satisfaction (Briggs et al. 2007).

The expectancy disconfirmation paradigm is used to assess customer satisfaction with hospitality and tourism services. According to this paradigm, service quality is the difference between what consumers expect to receive and their subsequent perception of the actual service delivered. Satisfaction occurs when a product's performance exceeds some form of standard or expectation, while dissatisfaction occurs when performance falls below this standard or expectation (O'Neill et al. 2002; Yu and Goulden 2006; Bowen 2001; Lin 2007; De Rojas and Camarero 2008; Baker and Crompton 2000; Morgan 2006; Huh 2002; Truong and Foster 2006; Akama and Kieti 2002; Del Bosque and Martin 2008; Huang and Chiu 2006). Tourists do not exclusively buy the product or service, but rather the expectation of benefits that satisfy a need (Crompton and McKay 1997), which implies that people engage in tourist and travel activities to satisfy physical as well as psychological needs (Steyn et al. 2004).

2.3 Quality of Life (QoL)

Scholars do not agree on a precise definition of QoL (Massam 2002; Dissart and Deller 2000). QoL is a vague and difficult concept to define and has possibly over 100 definitions (Smith and Puczko 2009). In its simplest form, QoL can be regarded as a person's satisfaction/dissatisfaction with their life, which can range from positive to negative (Dissart and Deller 2000; Smith and Puczko 2009; Massam 2002; Heller et al. 2006). However, this multifaceted concept involves more issues, indicators and measures. The consensus is that the concept of QoL is defined by two fundamental sets of components and processes. Firstly those that relate to an internal, psychological mechanism producing satisfaction

with life, and secondly external conditions that trigger the internal mechanism. Other terms used to describe QoL include subjective well-being, life satisfaction, way of life and happiness (Massam 2002; Dissart and Deller 2000).

To acquire a better knowledge of the complex concept of QoL, a review of the *bottom-up spillover theory of subjective-wellbeing* was conducted. The theory's basic premise is that global life satisfaction (QoL)—at the top of the satisfaction hierarchy—is influenced by various life domains (Sirgy 2001). Life satisfaction (QoL) is therefore the sum of satisfactions in important life domains. A number of authors refer to a variety of life domains in determining QoL, while the list of QoL factors referring to life domains is practically unlimited (Dissart and Deller 2000). The main proponents of the *bottom-up spillover* approach are Andrews and Withey, and Campbell et al. (Sirgy 2001).

However, life domains as identified by last mentioned authors; Andrews and Withey and Campbell et al.; are only valid to specific studies in certain countries (cited by Sirgy 2001). More recently Sirgy et al. (2010) conducted qualitative in-depth interviews with tourists to determine the life domains most influenced by travel/tourism. The study was executed in the South African context hereby finding life domains most appropriate to the current study. The life domains as found by Sirgy et al. (2010) included *social life, leisure and recreation, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life and travel life*.

As shown by the *bottom-up spillover* theory, life satisfaction (QoL) is determined by satisfaction and/or dissatisfaction with various life domains. Furthermore, these life domains are influenced by life concerns (sub-domains). The greater the satisfaction with the concerns experienced, the greater the satisfaction within particular life domains and, in turn, the greater the satisfaction with life (QoL). What is important to acknowledge is that, according to the *bottom-up spillover theory*, life satisfaction and QoL is mostly determined by satisfaction with a variety of life domains (Sirgy et al. 2010), which implies a balance of different life domains (Smith and Puczko 2009). Therefore, global versus domain-specific measures are used (Dissart and Deller 2000).

So what is the connection between QoL and tourism? Smith and Puczko (2009) specifically state that life domains are (directly or indirectly) connected to and with tourism. Different life domains are an indication of various areas of one's life as an example social life, culinary life, leisure and recreation life etc., as depicted in Table 1. Every tourism service is evaluated in terms of its benefits (source of satisfaction) and costs (source of dissatisfaction) within a variety of life domains (Sirgy et al. 2010). During a travel trip tourists may have a positive or negative experience with an event relating to a certain life domain. Satisfaction with the tourism experience may lead to a positive influence in a certain life domain, whereas dissatisfaction may lead to a negative influence in a particular life domain, thereby influencing QoL. The nature of a wine festival can be reflected through its characteristics, which offer a variety of opportunities to the tourist attending the wine festival and relate to more than one life domain. The comparison between the offered wine festival opportunities and life domains are demonstrated in Table 1.

In exploring the link between tourism and QoL, travel trips may correspond more closely to a condition of temporary happiness, in which a tourist is on a short-lived "high"; these effects do not last long and could even be detrimental if they become part of the tourist's daily routine (Smith and Puczko 2009). Nevertheless, tourism and travel has been shown to have a positive impact on QoL (Smith and Puczko 2009; Gilbert and Abdullah 2004). For tourism planners, an important focus is the desire to improve the QoL in a particular place (wine festival) for a particular person or group, such as wine festival attendees (Massam 2002). By improving the QoL of wine tourists, their future loyalty to

the festival is developed, which results in additional benefits for the festival community and wineries. Therefore, the relationship between the wine festival experience and QoL is important and needs to be examined. To this end, a survey of participants at the Wacky Wine Weekend festival in Robertson was carried out. The festival is one of the largest annual wine festivals in South Africa and the biggest hosted by the Robertson wine valley attracting more than 16,000 visitors (Wacky Wine Weekend 2011). Over 48 wineries in the valley partake in the festival, which extends over 4 days and offers something for everyone, from the fun-seeker to the wine connoisseur (CapeTownMagazine.com 2010). The wine festival was chosen because it is one of the biggest nationally and offers different experiences to the diverse visitors.

3 Method

3.1 Participants

The questionnaire was distributed to attendants of the Wacky Wine Festival on different days of the festival, thus comprising of an availability sample. Originally 384 questionnaires were collected, but 55 questionnaires were not completed adequately and were omitted from the analysis. Therefore, only 329 questionnaires were used, which will be considered as our study population and no generalizations will be made.

The study population comprised 58% females and 42% males, of which 63% were aged between 25 and 49 years old. Most of the participants resided in the Western Cape Province (83%) and 51% of the participants visited the festival for social reasons. A large percentage of the participants were married (43%), with a university degree as their highest level of education (37%). A third described their personality type as extrovert and enthusiastic (31%). Most of the participants indicated that they lead a good living style (46%), while 33% described themselves as wine lovers who enjoy different types of wine. The majority of participants considered their wine knowledge as basic to intermediate (86%).

3.2 Procedure

Similar to QoL research in tourism (Neal et al. 1999; Sirgy et al. 2010), the study examined the influence of the wine festival experience on different life domains and the QoL of tourists. Prior to the research period, fieldworkers were briefed on the purpose of the study. They then distributed the questionnaires at various cellars during the Wacky Wine Weekend festival. The fieldworkers first approached prospective respondents to determine their willingness to participate in the study. Then, if the respondents were willing, the fieldworkers asked them to complete the survey and remained available to assist with any questions or queries. The survey followed a non-probability sampling method and used a convenience or availability sample technique.

3.3 Measures

The questionnaire consisted of three sections: section A—where five questions on each of the life domains and QoL were asked. Section A introduced participants to the different life domains and their influence on QoL, and included questions that were designed to

determine the impact of the wine festival on participants' various life domains. Section B—consisted of questions on satisfaction with the festival services and experience. This section furthermore included seven questions about the services and products delivered at the festival, including the wine tourism (festival) experience. Both sections A and B used a Likert scale: strongly agree, agree, neutral, disagree and strongly disagree, while section C—measured demographic and psychographic information. Section C contained demographic and psychographic questions that asked participants about their age, gender, residence, reason for visiting the festival and personality type.

3.4 Statistical Data Analysis

Latent variables such as the social, culinary or tourism experience of visitors cannot be measured directly and are measured by indicators in the questionnaire. Some of the questions had been used previously (Sirgy et al. 2010) but not in the setting of the wine festival. To determine the validity of the questionnaire in this context, an exploratory principal axis factor analysis with oblique rotation was performed. The reliability of the extracted factors was determined with Cronbach's coefficient alpha and the mean inter-item correlation coefficient. To examine the influence of the wine festival experience on a tourist's QoL, a structural equation model (SEM) was used. SEM consists of two parts: a measurement model describing relationships between latent variables and manifest variables from the factor analysis and secondly the structural model describing the relationships between the latent variables. A theoretical formulated structural model implies a certain form of the covariance matrix of the manifest variables. The regression coefficients, indicating the strength of the relationships between latent variables in SEM, are estimated as the values that minimise the difference between the observed and implied covariance matrixes (Blunch 2008). Latent variables are depicted in SEM as circles or ellipses and manifest variables as rectangles. One-headed arrows depict a hypothesised relationship between latent variables.

3.5 Results

The data analysis used SPSS 17.0 (SPSS Inc 2009) and consisted of three stages. First, the dataset was tested to determine its suitability for exploratory factor analysis. The data's factorability was assessed using two statistical measures generated as part of the factor analysis: Bartlett's test of sphericity and the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy (Pallant 2007). These two measures characterise the relationship among items, as well as the adequacy of the sample size (Pallant 2007). Bartlett's test of sphericity should be significant ($p < 0.05$) for the factor analysis to be considered appropriate (Pallant 2007; Fields 2005). Tabachnick and Fidell (2007) suggest values of the KMO index of above 0.6. The covariance matrix was considered appropriate to conduct a factor analysis for this study's dataset, as the KMO value was 0.90 and the Bartlett's test of sphericity value was significant at $p < 0.00001$.

The interrelationship among the set of variables was then examined using an exploratory factor analysis (Pallant 2007), thereby identifying groups of variables (Fields 2005). The factor analysis attempts to produce a smaller number of linear combinations of the original variables in a way that captures most of the variability in the pattern of correlations (Pallant 2007), retaining as much of the data variation as possible (Fields 2005). The factor analysis included an Oblimin rotation technique, which allows for correlation between the factors. The factors in Table 2 were labelled according to the life domains, and no items

Table 2 Pattern matrix of exploratory principal axis factor analysis with Oblimin rotation and Kaiser normalisation on items measuring QoL, tourism experience as well as individual and overall life domains

	Factors									
	Tourism experience	Leisure and recreation	Disappoint	Intellectual	QoL	Overall	Culinary	Social	Travel	Irritation
Comparing expectancy and actual experience it was worth money	0.68									
Satisfied with quality service	0.66									
Service at festival was problem-free	0.66									
Experience was memorable and enriching	0.63									
Festival was rewarding to me	0.51									
Feel good about my experience	0.50									
Satisfied with products and services delivered at the festival	0.45									
Tasting different types of wine		0.77								
Engaging in wine tasting/consuming		0.72								
Engaging in wine and other related activities		0.70								
Wine and food did not complemented each other			0.77							
Not having a variety of food to choose			0.64							
Feel bad for getting tired and exhausted			0.48							
Getting outside my comfort zone			0.41							
Learnt more about wine culture							0.86			
Learnt more about history of wine							0.85			
Learnt more about history of wine cellars							0.78			
Learnt more about different wines							0.75			
Trip was very educational and intellectually fulfilling							0.62			
Learning more about wine and wine culture							0.49			
Festival enriched general life satisfaction										0.80
Festival enriched various life domains										0.76

Table 2 continued

Factors									
Tourism experience	Leisure and recreation	Disappoint	Intellectual	QoL	Overall	Culinary	Social	Travel	Irritation
Festival enriched my quality of life				0.66					
Festival made me feel good about myself				0.55					
Festival enriched my lifestyle				0.54					
Enriched my travel life				0.80					
Enriched my culinary life				0.75					
Enriched my intellectual life				0.72					
Enriched my social life				0.61					
Enriched my leisure and recreational life				0.55					
Feel good drinking/consuming wine					0.65				
Feel good tasting variety of wines					0.64				
Enjoying good tasting food and wine					0.56				
Feel good drinking within my limits					0.53				
Different wines complemented food available					0.39				
Meeting people							0.67		
Engaging in social activities							0.65		
Quality time with friends and family							0.62		
Drinking/tasting wine as social activity							0.34		
Visiting new places/cellars during the festival								0.54	
Enjoyed the trip overall								0.51	
Enjoying the festival as part of travel life								0.45	
Able to break away from normal routine								0.45	
On the move travelling from cellar to cellar								0.42	
Tired and exhausted from enjoying the festival									0.69

Table 2 continued

Factors									
Tourism experience	Leisure and recreation	Disappoint	Intellectual	QoL	Overall	Culinary	Social	Travel	Irritation
Not learning as much as would have liked to									0.51
Feel guilty for drinking too much									0.50
Lacking personal time and space									0.49

Factor loadings smaller than 0.34 suppressed to improve interpretability of factor structure

were cross loaded on two or more factors with loadings larger than 0.4. All the items, with a factor loading greater than 0.34, were considered as contributing to a factor. Irritation and disappointment was not measured in the previous study of Sirgy et al. (2010).

The following ten factors were identified in the study: *tourism experience, leisure and recreational life, intellectual life, quality of life, life domains overall, culinary life, social life, travel life, disappointment and irritation*. In addition, as a measure of the scale's internal consistency, the reliability was calculated by computing Cronbach's coefficient alpha. All constructs had an acceptable level of reliability ($\alpha \geq 0.70$, see Table 3), according to Nunnally (1978). The mean inter-item correlation is another measure of internal consistency. As recommended by Briggs and Cheek (1986), the optimal mean inter-item correlation values range from 0.2 to 0.4. Each of the grouped factors in Table 3 had an acceptable mean inter-item correlation value, in this range or above 0.4, and was considered reliable.

Correlations between factors indicated that disappointment and irritation have insignificant correlations with life domains overall. However there is a positive correlation of 0.34 between disappointment and irritation. Life domains overall correlates with medium to high correlations (0.26–0.45) with all the other life domains and QoL. Correlations between the life domains were small to medium (0.1–0.3), while QoL correlates with medium to high correlations with tourism experience ($r = 0.44$), intellectual life ($r = 0.25$) and Culinary life ($r = 0.24$).

Lastly, the data was used in Amos (Amos Development Company 2009) to test the relationships between constructs displayed in Fig. 1. The literature reviewed shows that satisfaction with an experience is effectively housed in concrete psychological domains: social life, leisure and recreation life, culinary life, intellectual life and travel life (Diener and Emmons 1984; Diener et al. 1999; Sirgy 2002; Sirgy and Lee 2006; Sirgy et al. 2010; Andrews and Withey 1976; Campbell et al. 1976). This effect travels from the most concrete/physical domains to the most abstract, with the spillover mediated by influence in the various life domains. Associations with consumption experience (for instance, satisfaction with experiences at the wine festival) relate to effects in the overall life domain that will have an influence on QoL.

As some view the Chi-square test to be an overly strict indicator of model fit, given its power to detect even trivial deviations from the proposed model (Hancock and Mueller 2010), Mueller (1996) suggests that the Chi-square test statistic be divided by its degrees of

Table 3 Factor analysis: tourism experience, life domains and QoL

Items	Mean	SD	Reliability coefficient	Mean inter-item correlation
Tourism experience	4.26	0.60	0.89	0.54
Leisure and recreational life	4.42	0.70	0.86	0.68
Intellectual life	4.07	0.83	0.90	0.61
Quality of life	3.93	0.78	0.91	0.67
Overall life domains	3.94	0.83	0.87	0.59
Culinary life	4.34	0.60	0.76	0.41
Social life	4.54	0.56	0.75	0.44
Travel life	4.48	0.59	0.82	0.49
Disappointment	2.34	0.91	0.71	0.33
Irritation	0.23	0.90	0.72	0.41

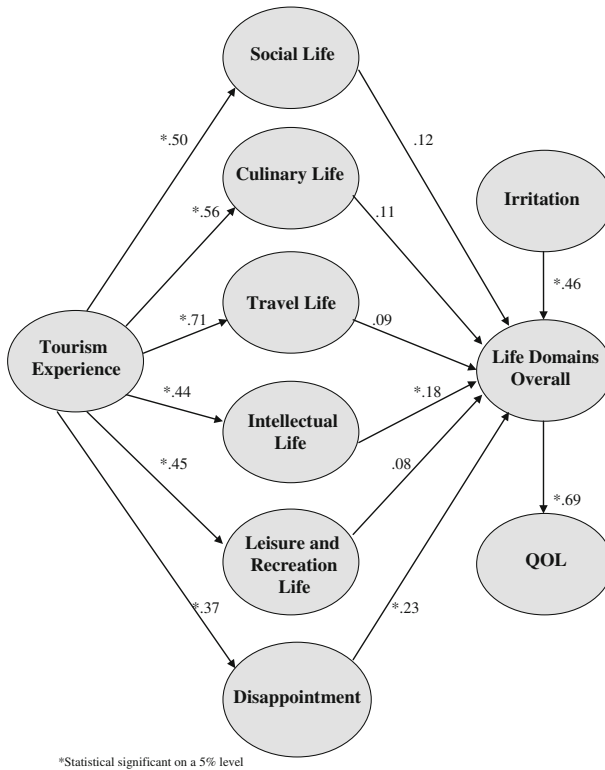


Fig. 1 Representation of structural relationship (standardised coefficients) between the wine festival experience on tourists' QoL, without the measurement model. *Statistical significant on a 5% level

freedom. The model in Fig. 1 yielded a Chi-square divided by degrees of freedom value of 2.50 where values between 2 and 3 are, according to Arbuckle (2006), indicative of an acceptable fit. However, it is good practice to report multiple-fit indices, typically from three broad classes (Hancock and Mueller 2010). Mueller (1996) described values of the comparative fit index (CFI) above 0.9 as indicative of a good overall fit. The ten-factor model produced a relatively acceptable CFI of 0.8 and a root mean square error of approximation (RMSEA) value of 0.64 with a 90% confidence interval of [0.061; 0.067]. Blunch (2008) states that models with RMSEA values of 0.10 and larger should not be accepted.

3.6 Effects of the Tourism Experience on Life Domains

The standardized coefficient (β) indicates that total tourism experience of tourists visiting the wine festival had a statistically significant effect on travel life ($\beta = 0.71$), culinary life ($\beta = 0.56$), intellectual life ($\beta = 0.44$), leisure and recreation life ($\beta = 0.45$), social life ($\beta = 0.50$), and disappointment ($\beta = 0.37$), but not on irritation. The results support the findings of Medlik and Middleton (1975), Bennet et al. (2005), Saayman (2007) and Neal et al. (1999) who all suggest that the product a tourist buys covers the complete experience, from the time a tourist leaves home for travel purposes until the tourist returns home. The tourism experience itself is the aspect that differentiates the tourism product from other

products and services. Thus, the tourist's experience when attending the wine festival is a social construct, where the meaning of the experience is associated with multiple interpretations from the social, environmental, economic, and socio-cultural.

3.7 Effect of Life Domains on Life Domains Overall

As expected, and consistent with bottom-up spillover theory (Sirgy et al. 2010), intellectual life ($\beta = 0.18$) had a statistically significant influence on life domains overall, as did disappointment ($\beta = 0.23$) and Irritation ($\beta = 0.46$). However, the following domains had no statistically significant effect on life domains overall: social life ($\beta = 0.12$), leisure and recreation life ($\beta = 0.08$) culinary life ($\beta = 0.11$) and travel life ($\beta = 0.9$). Life domain satisfaction measures are well-accepted in QoL studies, and the literature is replete with these types of measures, although the exact life domains vary from one study to another, one study population to another and one context to another (for example Cummins 1996; Frisch 1993).

3.8 Effect of Life Domains Overall on Quality of Life

Life domains overall ($\beta = 0.69$) had a statistical significant influence on QoL. These items were adapted from the satisfaction with life scale, a measure widely used in QoL studies (for example Diener et al. 1985; Pavot et al. 1991; Pavot and Diener 1993). The goal of the adaptation is to make the measure more time sensitive; in other words, the goal is to capture QoL immediately, while tourists are attending the wine festival. Thus the model identified in the study illustrates in Fig. 1 the influence of the wine festival experience on tourists' QoL.

4 Discussion

The study carried out by Sirgy et al. (2010) supports the extended model of the influence of the wine festival experience on tourists' QoL, as illustrated in Fig. 1, which considers how the wine festival experience spills over to life domains, then to life domains overall and to QoL. The research proposed a model to explain the influence of the wine festival experience on the QoL of attending tourists. Empirical models (SEM) provided evidence that the wine festival's experience can influence a tourist's QoL positively or negatively.

All life domains seem to be influenced by the tourism experience, with the standardized β of travel life being the highest, while irritation is not influenced statistically significantly by tourism experience. Which experiences contribute most to overall life domains: positive experiences related to social life at the wine festival or reduced negative experiences? Positive experiences would be feeling good and spending quality time with family and friends during the wine festival. Negative experiences could be disappointment at not having a variety of food to choose from, or irritation because of feeling bad and lacking sufficient personal time and space during the festival. Amongst the positive experiences, the standardised β 's indicate that intellectual life seems to be a more important predictor of overall life domains than culinary life or leisure and social life. Both irritation and disappointment seem to be important predictors of overall life domains. Furthermore, both the prevalence of positive experiences and the *lack of* incidence of negative experiences in the intellectual life domain could contribute to the QoL of tourists during the wine festival.

Wine festival managers could use information about the effect of positive and negative experiences to develop activities and services at the wine festival that enhance tourists' QoL. For example, as the QoL of tourists is found to be influenced more by the lack of negative experiences than by the existence of positive experiences, wine festival managers should focus on designing activities and services that reduce the incidence of negative experiences. Further, while intellectual life is the most important positive predictor of overall life domains, more emphasis could be placed on opportunities to enhance wine tourists' intellectual life. Research can help wine festival managers to design better activities and services that will increase positive experiences and decrease negative experiences in certain life domains. Furthermore, by reducing negative experiences, wine festival managers will be able to stimulate product awareness of the wines promoted at the wineries during the wine festival.

5 Managerial Implications

Based on the survey's findings, the following recommendations are made to wine festival managers:

5.1 Demographic and Psychographic Characteristics

As a predominant reason for attending the wine festival is social and most of the attending tourists are relatively young, tourism marketers can make use of social electronic networks to market the wine festival, including Facebook and Twitter. A younger generation of tourists is currently showing more interest in consuming wine (Charters and Ali-Knight 2002) and are influenced by learning and socialising opportunities. As identified in the literature, opportunities to learn more about wines are created by personal contact with the winemakers themselves (Roberts and Sparks 2006). Therefore, to attract tourists, winemakers need to make an effort to be present at the wine festival, specifically at the cellar or winery where their product is tasted or sold. This will contribute to brand awareness and the image of the winery, wine festival and wine valley.

5.2 Influence of the Wine Festival Experience on Life Domains

The wine festival management team's main aim should be to create an environment that optimises the tourists' positive experiences. As far as possible wine festival managers should avoid negative experiences, such as disappointment or irritation that will add to a negative QoL experience when attending the wine festival. The study confirmed that the perceived impact of travel and tourism experiences contributes to satisfaction in important life domains (Steyn et al. 2004; Singley 2005; Rojas 2006). In our study it was found that the wine festival experience had a direct influence on life domains (travel life, culinary life, intellectual life, leisure and recreation life, social life) and disappointment, but interestingly not irritation. To minimise opportunities for disappointment wine festival and winery managers should provide more diversified products and services to ensure satisfaction with the wine festival experience.

For the festival's current activities, winery managers should consider providing education opportunities for smaller groups of wine tourists to learn about different wines, the culture and history of wine, the history of wine cellars and how to use food and wine to complement each other. From a marketing point of view, festival managers can collaborate

with local tour operators to provide tourists with affordable tour packages to the wine festival. These should comprise accommodation, attractions, local transport, entertainment and food and beverages. Furthermore, wine festival managers need to incorporate atmosphere and product offering to create attractive consumption experiences that can satisfy tourists' desires to taste different flavoured and regional foods, to match foods with different types of wine, and to improve their relationship with friends and family by eating together at the wine festival. Very importantly the culinary experience at the wine festival could be positioned as a way to explore new flavours and strengthen social bonds with friends and family. New experiences can also be created through themes (for example carnival, Mardi Gras theme) not normally associated with wine festivals, by introducing new products and rarer types of wine, and by persuading tourists' to try wines that they don't normally consume. These opportunities will not only enhance the life domains of the attending tourists, but also generate additional income for participating wineries during the wine festival.

5.3 Influence of Life Domains on Life Domains Overall

Intellectual life, disappointment and irritation had a direct influence on life domains overall. Creating more opportunities to enhance the intellectual life domain will attract a more sophisticated wine tourist to the wine festival. This wine tourist is known as the *Connoisseur* wine tourist and has expert wine knowledge and selective wine product preferences, and is interested in collection items and product quality. The benefit for wineries is that *Connoisseur* wine tourists will buy their most expensive and new brands. Hosting of connoisseur wine tastings during the wine festival will further improve the status of the wine festival.

As previously stated, there has to be a balance between various life domains to influence life domains overall according to the hierarchy of subjective well-being and QoL (Diener et al. 2000). The findings of the current study proved that the wine festival had a positive influence on various life domains. However, the domains *leisure and recreation*, *culinary*, *travel* and *social life* did not have a statistically significant influence on life domains overall. In order to have a more positive influence on the leisure and recreational life domain, wine festival managers should provide more facilities and activities during the wine festival, such as cycling, mountain biking and paintball. Although some participating wine farms provided entertainment to tourists, wine festival managers should include more entertainment for tourists, such as more musical bands, popular artists and interactive activities (for example African drumming). To improve QoL, wine festival managers, organisers and wine farm managers should apply various facilities, activities and entertainment to enrich more than one life domain. By implementing these strategies, negative experiences such as disappointment and irritation will be reduced and the QoL of tourists attending the wine festival will be improved.

5.4 Influence of Life Domains Overall on QoL

Life domains overall had a direct influence on QoL. As the effect within a life domain spills over vertically to the most super-ordinate domain, life in general thus determines QoL (Andereck and Jurowski 2006; Gilbert and Abdullah 2004; Carmichael 2006). Wine festival managers and marketers should market the festival as a QoL tourism event package, which will create more interest from tourists thinking of attending the wine festival in the future.

6 Conclusion

The goal of wine tourism is to maximise the QoL of tourists attending the wine festival. In so doing, wine festival managers will be rewarded with repeat business and positive, word-of-mouth recommendations by tourists who attend the wine festival, which in turn should enhance the wine festival's profitability. Wine festival managers can use this study's findings to design specific activities and services, paying particular attention to the wine festival experience, life domains, life domains overall and QoL. This research provides a theoretical basis and contributes to the tourism research literature, specifically QoL research. Suggestions for future research include extending this research to other events in the broader tourism industry and including all the life domains. Furthermore it would be interesting to explore QoL over different time periods (past, present and the future), as different time frames could convey different QoL results. Life domains such as *leisure and recreation*, *culinary* and *travel* should be investigated further at general events to find out more about their statistical significance and applicability to events such as a wine festival.

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