

The influence of a wine festival on tourists' life satisfaction

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'It is important to recognise that our achievements not only speak well for us, they speak well for the persons and forces, seen, unseen, and unnoticed, that have been active in our lives.' – Anne Wilson Schaef

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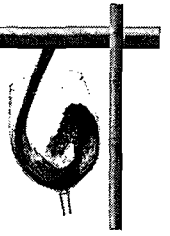
"When it comes to wine, I tell people to throw away vintage charts out of the window and invest in a corkscrew. The best way to learn about wine is in the drinking." Alexis Lichine, American wine dealer and writer (1913 – 1989)

(Botha, 2009:227)



ABSTRACT

THE INFLUENCE OF A WINE FESTIVAL ON TOURISTS' LIFE SATISFACTION



The Wacky Wine Festival is hosted by the Robertson Valley in the Western Cape Province and is seen as one of South Africa's biggest regional wine festivals. The festival provides a number of products and services to the diverse wine tourist market at the various wine cellars participating in the festival.

Wine festivals provide a lifestyle package to the tourist; comprising of wine, food, tourism and arts. A tourist has certain needs and chooses the festival to satisfy those needs in order to gain a satisfactory experience. Satisfaction with the wine festival, comprising products and services, will have an influence on the various life domains of tourists. These life domains include *Social-*, *Leisure* and *recreational-*, *Intellectual-*, *Culinary-*, as well as *Travel life*. Satisfaction with the festival will, in turn, influence the overall Life Satisfaction of the wine tourist, for Life Satisfaction is derived from satisfaction with primary life domains. Satisfaction with these primary life domains stems from satisfaction with the aspects of each life domain.

However, few studies have been conducted in tourism that seek to link tourist satisfaction of a tourism product/service with Life Satisfaction. Forecasting the needs of tourists, and providing tourists with a satisfactory experience will have a number of benefits. These include (1) future loyalty to the festival; (2) increased sales for the festival as well as for the wineries included; and (3) contributing to

the sustainability of the festival. In order to foresee the needs and provide tourists with a satisfactory experience, it is important to understand the wine tourist as there is not a stereotypical wine tourist. This understanding can be gained by determining geo-demographic and psychographic characteristics of the tourists visiting the Wacky Wine Festival. By developing an in-depth knowledge of the wine tourist; greater satisfaction can be ensured thus promoting repeat visits and increased sales for the festival, as well as for the participating wineries.

The main purpose of this study was therefore to determine the influence of a wine festival on tourists' Life Satisfaction. In order to achieve this goal, the study comprises 2 articles. The research underpinning both of the articles was conducted at the Wacky Wine Festival in June 2009. A self-administrated questionnaire was distributed during the festival, according to the convenience sampling method. This method is based on the basic premise that the participants are chosen based on their availability to participate. A total of 329 questionnaires were completed during the survey. From these questionnaires, data was obtained and results were analysed.

The first article was titled '*The relationship of visitors' festival experience and life domains*'. It is evident that the main purpose of this article was to determine the influence of a wine festival on tourists' life domains by means of satisfaction with the festival. This article indicates the importance of service quality in enhancing tourist satisfaction. A satisfactory experience will have an influence on life domains. Tourist satisfaction will therefore influence satisfaction in various life domains. This in turn influences overall Life Satisfaction. In order to achieve the objectives of the article, descriptive statistics were used to determine satisfaction with the festival and more specific an exploratory factor analysis was conducted

on each life domain and life overall; as well as satisfaction with the festival. The latter was used to determine the influence of the festival experience (satisfaction) on various life domains, as well as life overall. Correlations were calculated between various life domains and overall life; as well as life domains satisfaction with the festival to determine the relationship. From the descriptive statistics, it was found that tourists are satisfied with the festival; thus influencing personal well-being. The results; according to the factor analysis; also indicated that the festival influenced various life domains and overall life optimistically. The correlation effects between various life domains and overall life; presented a medium to large effect. While correlation effects between satisfaction with the festival and life domains indicated a small to large effect. These results indicate that there is a relationship between the festival experience and life domains. It also indicates that Life Satisfaction is mediated by more than one life domain. These results provided implications for festival managers and marketers to manage and market the festival according to importance of life domains based on the perspective of the wine tourist. Managing and marketing the festival according to the life domains will provide the tourist with a total experience. This will ensure satisfaction; future loyalty; as well as increased sales for the festival and incorporated wineries.

The second article is titled: '*Geo-demographic and Psychographic characteristics as determinants of wine tourists' Life Satisfaction*'. The main purpose of the article was to determine the geo-demographic and psychographic characteristics of the wine tourists attending the festival. Thereafter, various geo-demographic and psychographic characteristics were compared to tourists' Life Satisfaction as influencing factors. In order to achieve the purpose of the article, an independent t-test and *Post Hoc* analysis was conducted, comparing the effect sizes of various geo-demographic and psychographic characteristics to the life domains

of the wine tourists. The results of the study revealed that no significant differences were found between geo-demographic and psychographic characteristics when compared to life domains and overall life of the tourist as influenced by the festival. From the results, geo-demographic and psychographic characteristics of tourists to the Wacky Wine Weekend was determined. Implications were provided in order to facilitate the management and marketing of the festival according to the characteristics of participants. By managing and marketing according to these geo-demographic and psychographic characteristics future loyalty to the festival will be improved; as well as increased sales for wineries in the Robertson valley.

The research revealed that the wine festival experience influences various life domains of the wine tourist, as well as overall life. Furthermore, geo-demographic and psychographic characteristics of the tourists attending the Wacky Wine Festival were determined. Knowledge of the wine tourists can be used by the managers and marketers of the festival to ensure satisfaction. Therefore, future sustainability of the festival will be ensured.

Key words: *Wacky Wine Festival, Life domains, Life Satisfaction, Geo-demographic characteristics, Psychographic characteristics*

OPSOMMING

DIE INVLOED VAN 'N WYNFEES OP TOERISTE

SE LEWENSTEVREDENHEID

Die Wacky Wynfees word aangebied deur die Robertson Vallei in die Westelike Kaap Provinsie en word gesien as een van Suid-Afrika se grootste streeklike wynfeeste. Die fees bied 'n verskeidenheid produkte en dienste aan die diverse wyn toeris by verskeie wyn kelders betrokke by die fees.

Wynfeeste bied 'n leefstyl pakket aan die toeris; insluitend wyn, voedsel, toerisme en kuns. 'n Toeris het sekere behoeftes en kies die fees om die behoeftes tevrede te stel; daardeur 'n bevredigende ervaring te beleef. Tevredenheid met die fees, insluitend produkte en dienste, sal 'n invloed hê op die verskeie lewensdomeine van die toeris. Die lewensdomeine sluit in *Sosiale-, Vrytyd en rekreasie-, Intellektuele-, Kulinêre-* asook *Reis* lewe in. Tevredenheid met die fees sal 'n invloed hê op die algehele Lewenstevredenheid van die wyn toeris. Dit word toegeskryf aan die feit dat Lewenstevredenheid ontstaan uit tevredenheid met primêre lewensdomeine. Tevredenheid met die primêre lewensdomeine ontstaan van tevredenheid met aspekte in elke lewensdomein.

Minder studies is egter gedoen in toerisme wat die verband aandui tussen tevredenheid met 'n toerisme produk/diens en Lewenstevredenheid. Voorspelling van toeriste se behoeftes en voorsiening met 'n bevredigende ervaring hou verskeie voordele in. Die voordele sluit in: (1) Toekomstige lojaliteit aan die fees; (2) verhoogde verkope vir die fees asook betrokke wynkelders; en (3)

bydrae tot die volhoubaarheid van die fees. Om in die behoeftes van die toeris te voorsien en toeriste met 'n bevredigende ervaring te voorsien, is dit belangrik om die wyn toeris te verstaan aangesien daar nie 'n stereotipiese wyn toeris is nie. Dit kan gedoen word deur geo-demografiese en psigografiese karaktereienskappe te bepaal van die wyn toeriste wat die Wacky Wynfees bywoon. Deur 'n in-diepte kennis van die wyn toeris te ontwikkel, kan groter tevredenheid verseker word. Hierdeur sal herhaalde besoeke aan die fees en verhoogde verkope vir die fees asook vir deelnemende kelders, bevorder word.

Die hoofdoel van die studie was om die invloed van 'n wynfees op toeriste se Lewenstevredenheid te bepaal. Om die doelwit te bereik, bestaan die studie uit 2 artikels. Die navorsing vir beide artikels was uitgevoer by die Wacky Wynfees in Junie 2009. 'n Self-gedadministrateerde vraelys was versprei gedurende die fees volgens die gerieflikheid steekproefneming metode. Die metode is gebaseer op die aanname dat deelnemers gekies word volgens hul beskikbaarheid om deel te neem. 'n Totaal van 329 vraelyste is voltooi tydens die opname. Die vraelyste het dit moontlik gemaak om data te verkry en resultate te analiseer vir die studie.

Die eerste artikel was getiteld '*Die verband van besoekers feestelike ervaring en lewendomeine*'. Die hoofdoel van die studie was om die invloed van 'n wynfees op toeriste se lewendomeine deur middel van tevredenheid met die fees, te bepaal. Die artikel dui die belangrikheid aan van diens kwaliteit om toeriste tevredenheid te bevorder. 'n Bevredigende ervaring sal 'n invloed hê op lewendomeine. Daarom sal toeriste tevredenheid met produkte en dienste, tevredenheid in verskeie lewendomeine beïnvloed. Hierdeur sal die algemene Lewenstevredenheid van die wyn toeris beïnvloed word. Om die doelwitte van die artikel te bereik is beskrywende statistiek gebruik om tevredenheid met die fees te bepaal. Meer spesifiek is 'n ondersoekende faktor analise toegepas op

elke lewensdomein en lewe oor die algemeen; asook tevredenheid met die fees. Die laasgenoemde is gebruik om die invloed van die fees ervaring (tevredenheid) op verskeie lewensdomeine asook algemene lewe te bepaal. Korrelasies is bereken tussen verskeie lewensdomeine en lewe oor die algemeen, asook lewensdomeine en tevredenheid met die fees. Van die beskrywende statistiek is gevind dat toeriste tevrede is met die wynfees; daardeur word hul persoonlike welstand beïnvloed. Die resultate volgens die faktor analise het ook aangedui dat die fees verskeie lewensdomeine en lewe oor die algemeen positief beïnvloed. Die korrelasie effekte tussen verskeie lewensdomeine en lewe oor die algemeen, het 'n aanduiding van medium tot groot effekte deurgegee. Dit dui aan dat Lewenstevredenheid deur meer as een lewensdomein bepaal word. Die korrelasie effekte tussen lewensdomeine en tevredenheid met die fees, het 'n aanduiding van klein tot groot effekte aan gedui. Dit dui aan dat daar wel 'n verband tussen lewensdomeine en tevredenheid met die fees is. Die resultate voorsien implikasies vir fees bestuurders en bemarkers om die fees te bestuur en te bemark volgens belangrikheid van lewensdomeine gebaseer op die toeriste se perspektief. Deur die fees te bestuur en bemark volgens die lewensdomeine, sal toeriste voorsien word met 'n totale ervaring. Dit sal toeriste tevredenheid verseker, toekomstige lojaliteit; asook verhoogde verkope vir die fees en betrokke kelders.

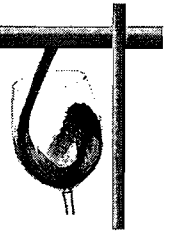
Die tweede artikel is getiteld: *'Geo-demografiese en psigografiese karaktereienskappe as bepalende faktore van wyn toeriste se Lewenstevredenheid'*. Die hoofdoel van die artikel was om geo-demografiese en psigografiese karaktereienskappe te bepaal van wyn toeriste wat die fees besoek. Daarna, is die geo-demografiese en psigografiese karaktereienskappe vergelyk met toeriste Lewenstevredenheid as bepalende faktore. Om die doel van die artikel te bereik is 'n onafhanklike t-toets en Post Hoc analise toegepas om die effek groottes van verskeie geo-demografiese en psigografiese

karaktereienskappe te vergelyk met lewensdomeine van die wyn toeris. Die resultate van die studie het aangedui dat geen aansienlike verskille gevind is tussen geo-demografiese en psigografiese eienskappe in vergelyking met lewensdomeine en algemen lewe van die toeris, soos beïnvloed deur die fees. Van die resultate is die geo-demografiese en psigografiese karaktereienskappe bepaal van die toeriste wat die Wacky Wyn Naweek bygewoon het. Implikasies is voorsien om die bestuur en bemarkers van die fees te fasiliteer volgens die karaktereienskappe van besoekers. Deur die fees te bestuur en bemark volgens die geo-demografiese en psigografiese karaktereienskappe sal toekomstige lojaliteit aan die fees verbeter word; asook verhoogde verkope vir kelders in die Roberston vallei.

Die navorsing het aangedui dat die wynfees ervaring verskeie lewensdomeine beïnvloed van die wyn toeriste, asook lewe oor die algemeen. Verder is die geo-demografiese en psigografiese karaktereienskappe van die teenwoordige toeriste aan die Wacky Wynfees bepaal. Kennis van die wyn toeriste kan gebruik word deur bestuurders en bemarkers van die fees om tevredenheid met produkte en dienste te verseker. Hierdeur sal volhoubaarheid van die fees verseker word.

Sleutelwoorde: *Wacky Wynfees, Lewensdomeine, Lewenstevredenheid, Geo-demografiese karaktereienskappe, Psigografiese karaktereienskappe*

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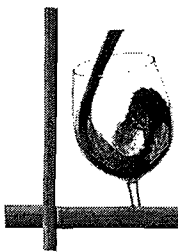
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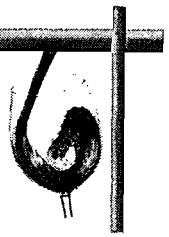
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CHAPTER 1

Introduction, problem statement, objectives and method of research



"Wine is more than just a beverage; it has become a lifestyle product with a high degree of complementarity with food, hospitality, entertainment, the arts and tourism." – Winemakers' Federation of Australia, 1996

(Winebiz.com, 2009)

1.1. INTRODUCTION

Tourism is holistic, referring to the total experience a tourist has with one particular organisation's service and the service provided by the interrelationship of various tourism related industries (Obenour, Patterson, Pederson & Pearson, 2004:35). According to Bruwer (2003:423), the wine industry lends itself to a "marriage" with tourism, thereby indicating the importance of wine tourism. This close alliance between wine and tourism has become ever more important in many wine growing areas, such as South Africa (Yuan, 2004:3).

Although wine tourism has been defined in various ways (Galloway, Mitchell, Getz, Crouch & Ong, 2008:950), reference will be made to the definition provided by The Western Australian Wine Tourism Strategy as previously used by number of academic authors. The Western Australian Wine Tourism Strategy (Charters & Ali-Knight, 2002:312; Galloway *et al.*, 2008:950; Bruwer, 2003:423; Getz & Brown, 2006:148) defines wine tourism as travel for the purpose of experiencing wineries

and wine regions and their links to lifestyle; wine tourism includes both service provision and destination marketing. However, the wine tourism experience can be created in a number of ways including events and festivals, cultural heritage, dining, hospitality, education, wine tasting and cellar door sales, as well as winery tours. The most notable way in which the wine tourism experience can be offered is by hosting events and festivals (Charters & Ali-Knight, 2002:312; Galloway *et al.*, 2008:950).

According to Getz (2008:404), planned events are spatial-temporal phenomena, where each event is exclusive because of relations among the settings, people, management systems, as well as the design elements and the program. Planned events are all created for a purpose, but are never the same. As emphasised by Getz (2008:404), '*you have to be there to enjoy the unique experience fully*'. Figure 1.1 provides a typology of the main categories of events. The focus of this study is a wine festival, specifically, the Wacky Wine Festival. From a literature review, it can be concluded that a wine festival falls into the category of cultural celebrations. Based on tourism literature, cultural celebrations include festivals, carnivals, religious events, arts and entertainment in general (Getz, 2008:412).

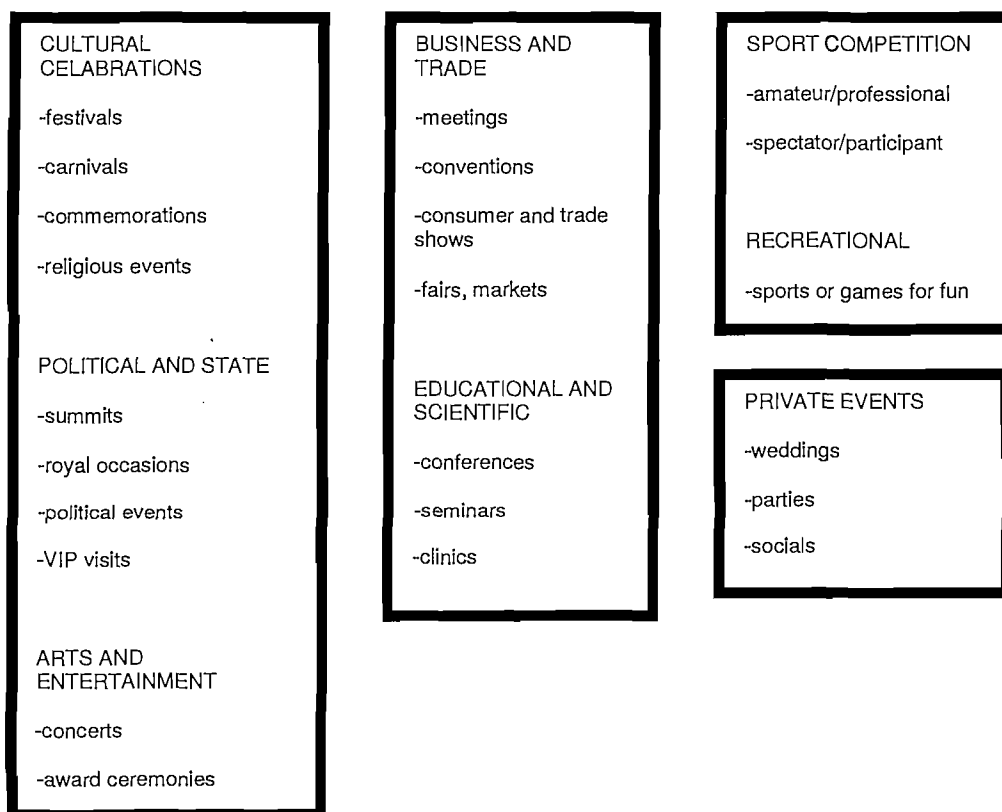


Figure 1.1: Typology of planned events (Source: Getz, 2008:404)

For the purpose of this study, a wine festival will be defined based on the definition of an arts festival as provided by Kruger and Petzer (2008:114). They defined an arts festival as a “community-themed event or celebration designed to showcase different art forms and events – along with related tourism and hospitality experiences – for external communities”. A wine festival can therefore be defined as a regional event or celebration designed to explore different wines as a beverage as well as the complexity and scenic beauty of vineyards – along with other related tourism and hospitality experiences – for internal as well as external communities.

Particularly it is known that the South African wine route system enjoys the reputation of being in a country with one of the best wine route infrastructure systems and winescapes in the world (Bruwer, 2003:425), thus indicating the opportunity of a lifestyle experience for the tourist. Table 1.1 lists the wine routes in South Africa, and their contribution to the wine industry of the country. It is recognised that the Stellenbosch Wine Route is still the largest (36%) and most significant in the South African wine tourism industry (Bruwer, 2003:426).

Table 1.1: Wine routes and wine route estate sample breakdown (Source: Bruwer, 2003:426)

Wine route	<i>n</i>	(%)
Stellenbosch	45	36
Paarl	15	12.0
Franschoek	15	12.0
Worcester	10	8.0
Heiderberg	6	4.8
Robertson	6	4.8
Elgin/Walker Bay	5	4.0
Klein Karoo	5	4.0
Olifants River	4	3.2
Swartland	3	2.4
Wellington	2	1.6
Durbanville	2	1.6
Constantia	2	1.6
Orange River	2	1.6
Kuils River	2	1.6

Bottelary	1	0.8
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The Wacky Wine Festival hosted by the Robertson Wine Valley in the Western Cape Province, and is described as one of South Africa's biggest regional wine festivals attracting over 16 000 visitors in 2008 (Wacky Wine Weekend, 2009). Table 1.1 indicates that although the Robertson Wine Route is much smaller (4.8%), and so perhaps less influential in the South African wine industry when compared to other wine routes, Robertson's impact is still vital to the wine and tourism industry. It is clear that the Wacky Wine Festival has a fundamental impact on the South African wine, as well as tourism, industry due to the number of visitors attracted to the festival.

The research process to be followed will be illustrated by discussing the problem statement; by identifying the goals of the study and finally by describing the research method. The following section will indicate the importance of this study, and the reasons for the study being undertaken to determine the influence of the Wacky Wine Festival experience on tourists' Life Satisfaction.

1.2. PROBLEM STATEMENT

According to Crompton (as cited in Gursoy, Kim & Uysal, 2004:171), the growth of festivals and special events in numbers, diversity and popularity has been enormous in recent years. This view is supported by Crompton, McKay and Getz (as cited in Thrane, 2002:281 and Gursoy *et al.*, 2004:172) who indicate that festivals or special events have recently been considered as one of the fastest growing tourism attractions and are described as a worldwide phenomena (Prentice & Andersen, 2003:8). Because of this unprecedented growth, it is not surprising to see the swiftly growing number of theoretical and empirical studies of festivals and special events (Gursoy *et al.*, 2004:172). However, Gursoy *et al.* (2004:171) and Thrane (2002:281) indicate that regardless of the growth and status of festivals and special events,

researchers have been very reluctant in directing research away from the economic impacts and motivations.

The specific focus of the study is a wine festival. In order to understand the concept of a wine festival, wine tourism will be defined to obtain a holistic approach on the subject. As defined by a number of academic authors (cited in Charters & Ali-Knight, 2002:312; Galloway *et al.*, 2008:950; Bruwer, 2003:423; Getz & Brown, 2006:148), wine tourism includes both service provision and destination marketing. This study will focus on the service provision component of wine tourism. The expectancy disconfirmation paradigm will be adopted to explore the relationship between quality service and satisfaction. This satisfaction, in turn, will have an influence on numerous life domains and on Life Satisfaction, leading either to the enhancement or to a decrease in the overall Life Satisfaction of wine tourists (refer to Fig. 1.1 to understand the basic conceptualisation of the study). This can be ascribed both to the nature of wine as a beverage and to other motivations to visit a wine festival. As recognised by Crompton and McKay (1997:425), a pleasure trip is rarely the result of a single motive, and such motives are likely to be multiple. As noted by Beames (cited in Yuan, 2004:2), the changing trends and motivations in travel have transformed wine tourism, in this case a wine festival, into more of a lifestyle and personal experience than a mere primary recreational pursuit.

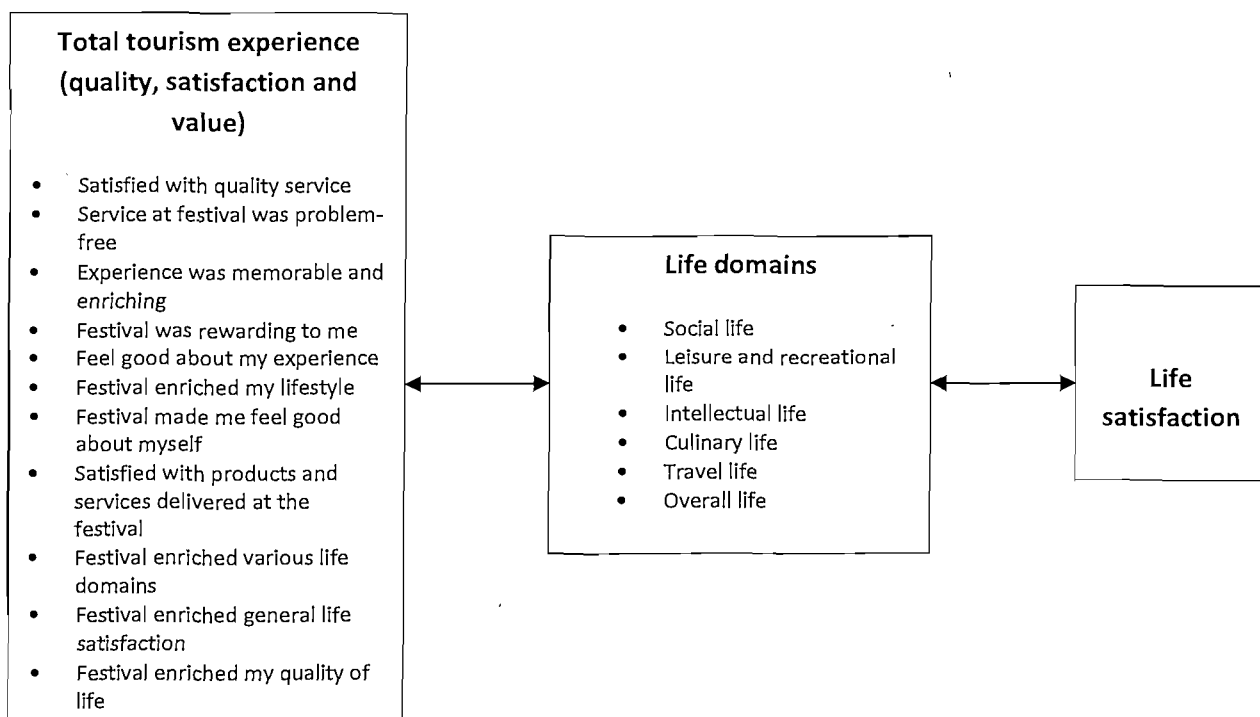


Figure 1.2: Basic conceptualization of study

To further understand service quality in a tourism context, the expectancy disconfirmation paradigm will be described. The paradigm conceptualises service quality as the difference between what a consumer expects to receive, and their perception of actual service delivery. Satisfaction occurs when a product performance exceeds some form of standard or expectations, while dissatisfaction occurs when performance falls below this standard or expectation (O'Neill, Palmer, & Charters, 2002:343; Yu & Goulden, 2006:1333; Bowen, 2001:51; Lin, 2007:112; De Rojas & Camarero, 2008:2). As specified by Crompton and McKay (1997:426) tourists do not purchase mere products or services; they buy the expectation of benefits that satisfy a need. This indicates the importance for festival managers and marketers to identify the expectations; as well as revise the actual experience of the wine tourists attending the festival to guarantee satisfaction.

As previously stated, a wine festival is more than just a primary recreational pursuit; it is described as a lifestyle and personal experience (Beames, cited in Yuan, 2004:2). Therefore, satisfaction with the wine festival will have an influence on various life domains. As indicated by Sirgy, Kruger, Lee and Yu (2009:2) the perceived impact of travel and tourism (services and products) experiences contribute to satisfaction in important life domains. As a result, satisfaction in these life domains plays a vital role in determining Life Satisfaction (Rojas, 2006:467), so contributing to tourists' overall Life Satisfaction. Sirgy *et al.* (2009:8) identified the following life domains in which travel and tourism play a vital role to determine overall Life Satisfaction: *Social life, Leisure and recreation life, Family life, Love life, Arts and culture life, Work life, Health and safety life, Financial life, Spiritual life, Intellectual life, Self, Culinary life and Travel life*. The academic concept of Sirgy *et al.* (2009:5) is supported by the theoretical foundation proposed by Neal, Sirgy and Uysal (1999:154) referring to the hierarchy model of Life Satisfaction (Bottom-up Spill-over theory).

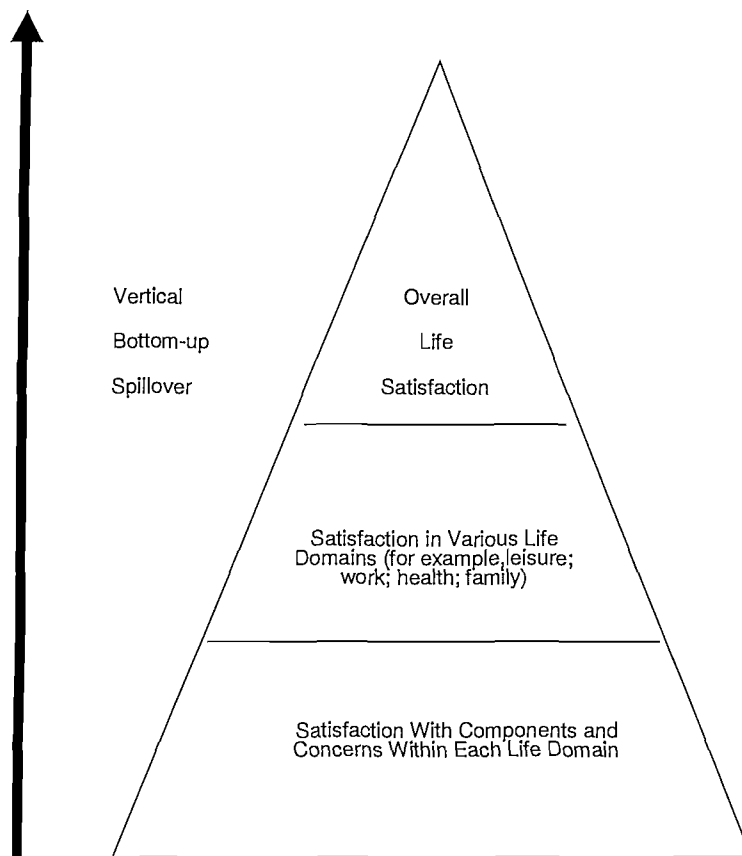


Figure 1.3: The hierarchy model of Life Satisfaction (Bottom-up Spillover theory)

(Source: Neal et al., 1999:155)

As shown in Figure 1.3, the hierarchy model assumes that overall Life Satisfaction is determined by satisfaction with main life domains. The effect within a life domain rises vertically to the most super-ordinate domain (life in general), thus determining Life Satisfaction (Neal *et al.*, 1999:155). Therefore, a wine festival in collaboration with service quality (satisfaction) will have an influence on various life domains, so contributing to the overall Life Satisfaction of the attending wine tourist.

The latter can be ascribed to the fact that a wine festival is more than just the consumption of an alcoholic beverage. As stated by Sparks (2007: 1181), the demand for wine tourism is driven by a desire to purchase wine, an interest in learning more about wine, opportunities for social interaction, and possibly, health reasons. This is also supported by Bruwer (2003:423) who indicates that wine is a beverage that is related to relaxing, communing with others, is complementary to food consumption, to learning about new things, as well as to hospitality. Thus

indicating the nature of wine (festival) with the ability to influence more than one life domain of the wine tourist.

Furthermore, there is no stereotypical wine tourist (Charters & Ali-Knight, 2002:312; Bruwer, 2003:430), with expectations differing from tourist to tourist; as well as satisfaction. This is supported by Beh and Bruyere (2007:1465) indicating that an **individual** perceives that a certain destination (festival) may have the ability to serve their needs and provide them with a satisfactory experience. Little research has been conducted into the nature (characteristics) of wine tourists (Charters & Ali-Knight, 2002:311) moving beyond the functional approach to more psychographic characteristics (Charter & Ali-Knight, 2002:313). With regard to the South African wine tourist specifically, not much research has been done to determine the demographic and psychographic characteristics (Tassiopoulus, Nuntsu & Haydam, 2004:52). Therefore satisfaction with the festival, satisfaction in life domains and overall Life Satisfaction, will differ according to wine tourist characteristics. The study will make use of geo-demographic and psychographic characteristics moving beyond the functional approach.

Table 1.2: Previous studies regarding festivals, wine tourism and wine festivals

Area of research	Author	Title of the article	Short description
Festivals			
Satisfaction and Quality of Life	Kruger & Petzer (2008)	Measuring tourists' satisfaction with Quality of Life issues at an arts festival	The paper examines tourists' satisfaction with tourism services, tourism experiences, leisure life and life in general, while travelling to and attending the Aardklop National Arts Festival.
Wine Tourism			
Behavioural intentions	Sparks (2007)	Planning a wine tourism vacation? Factors that help predict tourist behavioural intentions	The purpose of the paper was to investigate potential wine tourists' intentions to take a wine-based vacation.

	<p>Galloway, Mitchell, Getz, Crouch & Ong (2008)</p> <p>Getz & Brown (2006)</p>	<p>Sensation seeking and the prediction of attitudes and behaviours of wine tourists</p> <p>Critical success factors for wine tourism regions: A demand analysis</p>	<p>The purpose of the study was to examine whether, compared with socio-economic variables, the personality variable sensation seeking adds to the ability to predict differences in various attitudes and behaviours of wine tourists.</p> <p>The purpose of the paper was to examine what the wine tourist wants, in order for the regions to provide these needs.</p>
Service quality	O'Neill, Palmer & Charters (2002)	Wine production as a service experience – the effects of service quality on wine sales	The paper investigated the conceptualisation and measurement of the service quality construct and its relationship to behavioural intentions through an application of the importance-performance technique.
South African Wine routes	Bruwer (2003)	South African wine routes: Some perspective on the wine tourism industry's structural dimensions and the wine tourism product	The purpose was twofold: (1) to investigate the structural dimensions of the South African wine industry as these specially relate to wine route estates; and (2) to determine the nature and extent of the wine tourism product offered on the wine route estates.
Segmentation	Charters & Ali-Knight (2002)	Who is the wine tourist?	The paper segments the wine tourist, with regard to purpose of visit, general tourist motivation and relationship to other tourist activities.

Wine Festivals			
Wine festival and behavioural intentions	Yuan (2004)	A model of wine tourist behaviour: A festival approach.	The purpose of the thesis was to examine wine tourism, wine tourists, satisfaction and future behavioural intentions.

Table 1.2 indicates that a negligible amount of research has been done exclusively on wine festivals, wine tourists and Life Satisfaction. Research on festivals and wine tourism has predominantly focussed on economic impacts, social impacts and behavioural intentions. It is therefore understandable that there is gap in available literature with regard to wine festivals and the influence of festivals on the tourists' Life Satisfaction according to geo-demographic and psychographic characteristics. As argued by Larsen (2007:7) a psychological discipline can be taken as an appropriate starting point in designing studies pertaining to vital issues relevant for a perspective of tourist experiences.

Therefore, the purpose of undertaking this study is to determine the influence of a wine festival experience on tourists' life domains through satisfaction with the festival. The geo-demographic and psychographic characteristics of wine festival tourists will also be correlated to the various life domains and overall life, determining the influence of the wine festival based on different characteristics. By undertaking this study, a contribution to research with regard to wine tourists and festivals will be made; as well as the influence of festival experience on life domains (Quality-of-Life studies) in the South African context. Therefore the research questions remains: **What is the influence of a wine festival experience on wine tourists' Life Satisfaction comparing various geo-demographic and psychographic characteristics?**

1.3. GOAL OF STUDY

This section identifies the goal and objectives of the study.

1.3.1. Goal

To determine the influence of a wine festival on tourists' Life Satisfaction.

1.3.2. Objectives

In order to ensure that the goal of the study is reached, the following objectives are formulated:

Objective 1

To determine the relationship between the wine festival experience and tourists' Life Satisfaction.

Objective 2

To determine the relationship between geo-demographic and psychographic characteristics and Life Satisfaction.

Objective 3

To draw conclusions and make recommendations with regard to the study.

1.4. METHOD OF RESEARCH

The research was a quantitative study. This is due to the fact that numerical data was used from only a selected population, generalising the findings to the universe that was studied (Maree & Pietersen, 2007:145). Secondary data of the topic was collected from existing sources, as well as by means of a self-administrated questionnaire to capture primary data.

1.4.1. Literature study

A number of resources were consulted in order to conduct an in-depth investigation of the topic and to enable a factual literature review. These resources included books, journal articles, scientific databases, Internet as well as other tourism- and psychological-related literature associated with the topic. Scientific databases that were consulted for the purpose of this study included Science Direct, EBSCOhost, SAe Publications, Emerald as well as Pro Quest. Searches were conducted through library catalogue, indexes and Internet.

The keywords that were used to mine the Scientific Databases included *wine festivals, wine tourism, tourism services, quality service, satisfaction, life domains and life satisfaction*. By using the scientific databases and specific keywords, a conceptual framework was identified. Thereafter, a relevant literature study and valuable research was conducted.

1.4.2. Empirical survey

The following section indicates the methods selected to conduct the empirical survey.

1.4.2.1. Research design and method of collecting data

Descriptive research was conducted by means of a self-administrated research questionnaire. The descriptive research design was selected for the study as it assisted in obtaining information from various cases in the sample population and allowed a focus of the exact characteristics under consideration (Bless & Higson-Smith, 1995).

The self-administrated survey was distributed at the Wacky Wine Festival in the Western Cape Province of South Africa. The fieldworkers of the survey included

honours and masters students affiliated to the Institute of Tourism and Leisure Studies. The sample population included all visitors to the festival for the research period from the 4th to 7th of June 2009. Three hundred and twenty nine (329) questionnaires were collected to represent the sample population of the study at the festival (Field, 2005:14).

1.4.2.2. Sampling

The survey followed a non-probability sampling method implying that the method did not involve some form of random selection (Trochim & Donnelly, 2007:48). A convenience sampling technique was used to conduct the survey. This sampling technique implies that participants are chosen based on availability; therefore on the basis of convenience (Tustin, Lighthelm, Martins & Van Wyk, 2005:346; Du Plooy, 2002:114). According to Cooper and Emory (1995:207) for any population of 100 000 (N) the recommended sample size (S) is 384. Therefore, sample adequacy was attained as 329 eligible questionnaires were obtained during the research period.

Prior to the research period, fieldworkers were briefed on the purpose of the study. The selected fieldworkers distributed the questionnaires during the festival at the various cellars included in the Wacky Wine Festival. Typically, a fieldworker approached a respondent based on their availability to participate in the study. According to the respondents' availability, he/she was asked to complete the survey questionnaire. The fieldworker remained available to assist with any questions or queries while the respondent completed the self-administrated questionnaire.

1.4.2.3. Development of questionnaire

A questionnaire was designed by the Institute for Tourism and Leisure Studies, North-West University Potchefstroom. The research questionnaire was designed and formulated based on a well-tested measure instrument as used by Sirgy *et al.*, A Measure of Tourist Well-Being (2009). The development of the questionnaire was further influenced by extent relevant literature available on the research topic.

The self-administrated questionnaire consisted of three sections in order to facilitate the goal of the study (Refer to Appendix 2). The first section (Section A) included questions with regard to various life domains as influenced by the wine festival. This section ended with a question asking participants to indicate which life domain was most affected during the festival according to their perception. Section B, comprised questions in order to determine wine tourists' satisfaction with the festival; influencing the tourists. Section A and B made use of a Likert scale ranging from 1 to 5 presenting the following values: 1 – Strongly disagree; 2 – Disagree, 3 – Neutral; 4 – Agree; and 5 – Strongly agree. This scale can be presented as follows (Table 1.3):

Table 1.3: Likert scale

Strongly agree / Stem ten sterkste saam	5					
Agree / Stem saam	4					
Neutral / Neutraal	3					
Disagree / Stem nie saam nie	2					
Strongly djsagree / Stem glad nie saam nie	1					
a. I am satisfied with the quality of service delivered at the festival / Ek is tevrede met die kwaliteit van die diens by die fees		1	2	3	4	5

The last section of the questionnaire, Section C, consisted of geo-demographic and psychographic questions to determine the characteristics of wine tourist attending the festival in 2009. This section made use of close ended questions limiting participants' choices for the ease of data capturing. Section C ended with two open ended questions. The first question asked the participant to indicate the sponsors of the festival; this question was required to be in the survey by festival management. The second question allowed participants to make recommendations to the management of the Wacky Wine Festival. Each section of the questionnaire was important in order to reach the goal and objectives of the study. The importance of each section can be described as follows (Table 1.4):

Table 1.4: Importance of each section of the questionnaire

Section	Importance to study	Statistical analysis
Section A: Life Domains	<p>(1) To indicate how the festival influences various life domains of the attending wine tourists; as well as overall life.</p>	<ul style="list-style-type: none"> • Descriptive statistics including population (<i>n</i>), Mean and Standard Deviation • Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of Sphericity • Cronbach's alpha coefficient • Exploratory factor analysis • Correlation effects
Section B: Satisfaction with the Wacky Wine Festival	<p>(1) To indicate satisfaction with the wine festival as perceived by participants.</p> <p>(2) To determine the influence of satisfaction with the festival on various life domains and life overall.</p>	<ul style="list-style-type: none"> • Descriptive statistics including population (<i>n</i>), Mean and Standard Deviation • Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of Sphericity • Cronbach's alpha coefficient • Exploratory factor analysis • Correlation effects
Section C: Geo-demographic and Psychographic information	<p>(1) To determine the geo-demographic and psychographic characteristics of the attending wine tourists in 2009.</p> <p>(2) To compare selected characteristics to life domains as influenced by the festival.</p>	<ul style="list-style-type: none"> • Independent sample t-test • Analysis of variance (ANOVA) – effect sizes • Post hoc analysis – effect sizes

1.4.2.4. Data analysis

The data collected was statistically analysed with the SPSS, version 17.0, software program (SPSS Inc., 2009). Descriptive statistics (frequencies, means and Standard Deviation) were used to analyse the data. Construct validity of different life domains and satisfaction with the festival were assessed by means of an exploratory factor analysis (Pallant, 2007:179; Field, 2005:619). An exploratory factor analysis was conducted and not a confirmatory factors analysis. This is due to the fact, that data was explored and no hypotheses were tested (Field, 2005:629). Cronbach's alpha coefficient were calculated to asses the reliability of the different factors obtained (Pallant, 2007:6). Furthermore correlations were calculated to explore the strength of the relationship between the various life domain and overall life; as well as life domains and satisfaction with the festival.

One way analysis of variance (ANOVA) and t-test were used to compare the mean scores of different groups including geo-demographic and psychographic variables. These geo-demographic and psychographic variables include gender, age, personality type and level of wine knowledge. When the effect was significant in ANOVA, Post Hoc analysis was conducted to determine which groups differed significant. Table 1.5 describes the statistical analysis's that were used in the study in order to reach the goal and objectives.

Table 1.5: Description of statistical analysis's

Statistical analysis	Description
Bartlett's test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure	These two measures were used to determine the relationships among the items; as well as the adequacy of the sample size (Pallant, 2007:181).
Exploratory factor analysis	The exploratory factor analysis was used to determine the interrelationship among the set of variables (Pallant, 2007:179), therefore identifying groups of variables (Field, 2005:619). It 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, 2007:179), retaining as much as the data as possible (Field, 2005:619). All the items with a factor loading greater than 0.4 were considered as contributing to a factor.
Correlations	Correlations were used to explore the strength of the relationship between the various life domain, as well as overall life. As indicated by Pallant (2007:101), a positive correlation indicates that, as one variable increases, so does the other. In contrast, a negative correlation indicates that as one variable increases, the other decreases.
Cronbach's coefficient alpha	This statistic provides an indication of the average correlation among all the items that make up a scale, thereby indicating the internal consistency. Values range between 0 to 1 with higher values indicating greater reliability of the scale. However, a minimum level of 0.7 is recommended, despite the nature and purpose of the scale (Pallant, 2007:6).
Independent samples t-test	This was done to compare the mean scores of two different groups (Pallant, 2007:232); gender; therefore including both male and female.
ANOVA	The ANOVA was used to compare the mean scores of more than two groups (Pallant, 2007:242).
Post Hoc analysis	A <i>Post Hoc</i> analysis was conducted from the ANOVA statistic to determine which groups are significantly different from each other. This measurement was applied to age category, personality type as well as to wine knowledge. The effect sizes within the independent t-test and Post Hoc analysis was calculated in order to calculate the practical significance between and within groups.

1.5. DEFINING THE CONCEPTS

The following terms will be used throughout the study and therefore need to be clarified:

1.5.1. Wine Festival

To date, no academic author has defined a wine festival. Therefore, the definition of an arts festival will be used, and it will be adapted to define a wine festival. Kruger and Petzer (2008:114), define an arts festival as a “community-themed event or celebration designed to showcase different art forms and events – along with related tourism and hospitality experiences – for external communities”. A wine festival can therefore be defined as a regional event or celebration to explore different wines as a beverage as well as the complexity and scenic beauty of vineyards – along with other related tourism and hospitality experiences – for internal as well as external communities.

1.5.2. Tourist

George (2007:5) defines a tourist as a person who travels outside their usual environment. This brief definition is further defined by adding the description provided by UN-WTO (as cited in George, 2007:5): A tourist is a visitor whose visit lasts for at least 24 hours, and whose reason of visit may be classified under one of the following three groups:

- Leisure and holidays;
- Other tourism purposes, including studying or health reasons; and
- Business and professional (a trip undertaken with the purpose of attending a conference, exhibition, event or as part of an incentive trip).

1.5.3. Life Satisfaction

Synonyms to Life Satisfaction have been identified as subjective well-being, happiness and Quality of Life (Sirgy, 2002:xi). To understand the concept of Life Satisfaction the hierarchy model of Life Satisfaction will be reviewed. This model is also known as the Bottom-up Spillover theory in psychology literature.

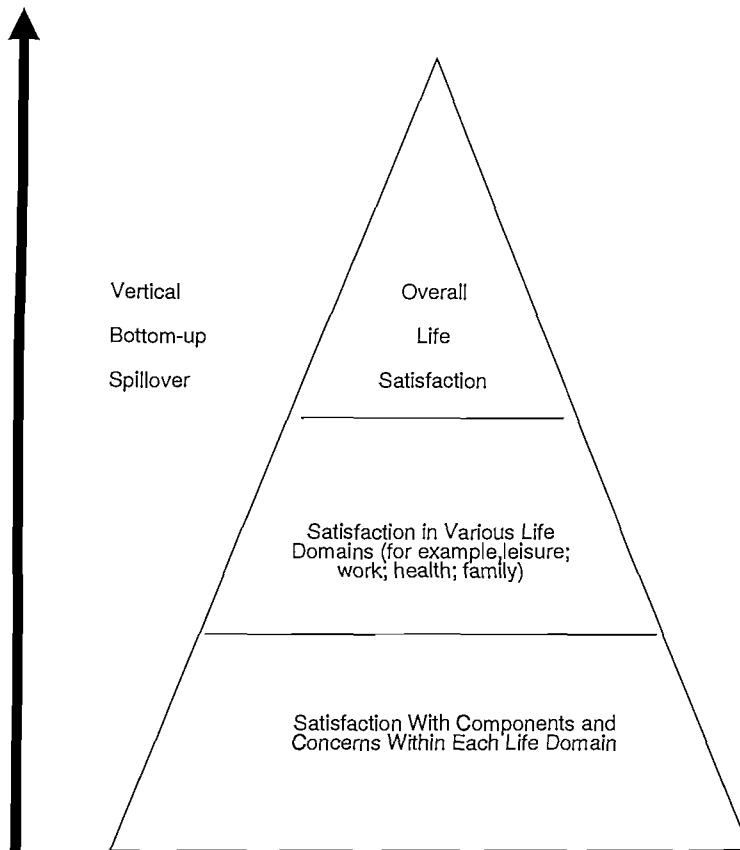


Figure 1.3: The hierarchy model of Life Satisfaction (Bottom-up Spillover theory)

(Source: Neal *et al.*, 1999:155)

According to this model overall Life Satisfaction is influenced by satisfaction with main life domains (Neal *et al.*, 1999:155). Therefore; Life Satisfaction is derived from satisfaction with the primary life domains. These life domains include for example, family, job, and health and safety etc. Satisfaction with the primary life domains stems from satisfaction with the aspects of each life domain (Neal *et al.*, 2004:243). Therefore according to this theory, it is the spill over of affect from subordinate life domains to super ordinate ones. That is, feelings within a given life space within the

overall hierarchy of life experiences spill vertically from bottom to top influencing overall life satisfaction (Sirgy, 2002:53).

1.5.4. Wacky Wine Festival

With over 16 000 visitors in 2008, the Wacky Wine Festival is one of South Africa's biggest regional wine festivals hosted by the Robertson Wine Valley in the Western Cape Province of the country (Wacky Wine Festival, 2009). The Wacky Wine Festival is not a centralised festival, but takes place at participating wineries (over 48 wineries) all across the Robertson Valley. The program enables the wine tourist to travel around the valley visiting various wineries, according to individual preferences of the tourist. The festival extends throughout the valley with activities taking place at cellar doors or at other interesting places; including food & wine, outdoor sport, adventure, family fun and live music, as well as other related activities (Wacky Wine Festival, 2009).

1.5.5. Wine Route

A wine route is defined as a tourist route that connects several wine estates and wineries in a given area (Bruwer, 2003:424).

1.6. CHAPTER CLASSIFICATION

The study consists of four chapters. The following section includes a brief outline of what will be dealt with in each chapter.

Chapter 1 includes the introduction, problem statement, aims and objectives, method of research and definition of key concepts. Furthermore, the chapter aims to give an overview of the wine festival and of the problem faced. It also emphasises the importance of undertaking a study determining the influence on the overall Life Satisfaction of tourists attending the wine festival.

Chapter 2 contains Article 1, which establishes the relationship of visitors' festival experience and life domains. The article indicates the importance of service quality in order to enhance or decrease tourist satisfaction. In turn, tourist satisfaction will influence satisfaction in various life domains. These domains, further, will have an influence on tourists' overall Life Satisfaction.

Chapter 3 contains Article 2. In this article, the various geo-demographic and psychographic characteristics of wine tourists attending the Wacky Wine Festival will be identified. The geo-demographic and psychographic characteristics will be compared to tourists' overall Life Satisfaction as influencing factors.

The final chapter, **Chapter 4**, consists of conclusions drawn from the discussions in the previous chapters. Recommendations are made to assist wine festival organisers in improving service quality to enhance tourists' overall Life Satisfaction and so ensure brand loyalty as well as encouraging repeat visits to the Wacky Wine Festival in the future.

CHAPTER 2

The relationship of visitors' festival experience and life domains



ABSTRACT

The Wacky Wine Festival; hosted by the Robertson valley in the Western Cape Province is seen as one of the biggest regional wine festivals in South Africa. The festival provides a number of products and services for the diverse wine tourist. A wine festival offers a lifestyle package comprising wine, food, tourism and arts. Given the opportunity to provide a lifestyle package and satisfactory experience, a wine festival has the opportunity to influence the life of the tourist. It has been noted that fewer studies have been conducted in tourism that link tourist satisfaction with a tourism product and service, with Life Satisfaction. Therefore, the aim of the article is to determine the relationship between a festival experience and life domains of wine tourists, based on a visitor survey conducted at the festival in 2009. Descriptive statistics were applied to determine satisfaction with the festival. An exploratory factor analysis was applied to determine the influence of the festival on various life domains and life overall; as well as satisfaction with the festival. Correlations were also made between various life domains included in the study and overall life to determine the influence. This is ascribed to the perception that Life Satisfaction is not mediated exclusively by one life domain but by others also. Correlations were also calculated to determine the strength of relationship between satisfaction with the festival and various life domains. The results indicated that wine tourists are satisfied with the festival; life domains and overall life being influenced positively; as well as indicating that correlations exist between various life domains and overall life; as well as satisfaction with the festival. These findings will assist festival managers and marketers greatly in providing the wine tourist with what the tourists expect. This will not only generate wine tourist satisfaction, but will influence future loyalty to the festival; as well as increased sales for the festival and regional wineries. Therefore, sustainability of the wine festival will be positively affected.

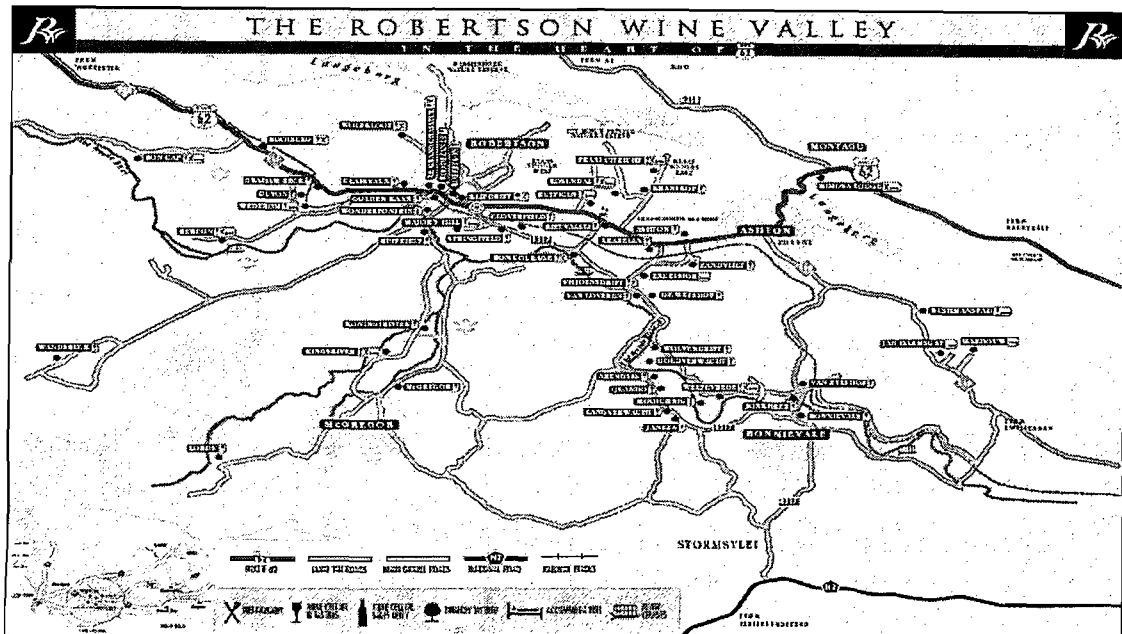
Key words: *Wacky Wine Festival, Expectancy disconfirmation paradigm, Bottom-up Spill-over theory, Life Satisfaction*

THE RELATIONSHIP OF VISITORS' FESTIVAL EXPERIENCE AND LIFE DOMAINS

2.1. INTRODUCTION

Internationally, ever-increasing numbers of cities, towns and villages are enthusiastic about sharing their customs, natural or built environments and local produce with visitors through the staging of festivals (McKercher & Du Cros, as cited by Visser, 2005:155). This premise is also supported by Gursoy, Kim and Uysal (2004: 171); and Thrane (2002:281) who indicate that festivals have recently been considered as one of the fastest growing tourism attractions and are described as a worldwide phenomena (Prentice & Andersen, 2003:8).

Currently, at least 211 annual festivals take place in South Africa, with the Western Cape Province hosting 40 percent (n=84) of all annual festivals held in the country (Visser, 2005:165). The Western Cape Province, compared to other provinces in South Africa, offer the most agriculture-based festivals, with wine festivals as the strongest festival type (Visser, 2005:170). According to Tassiopoulos, Nuntsu and Haydam (2004:52), 95% of South Africa's grape vineyards are concentrated in the Western Cape Province area. In studies conducted by Grant Thornton Kessel Feinstein (2003), Cape Metropolitan Tourism (2000) and WTTC (2002), the visitation of the wine routes by international and domestic tourists was ranked as the fourth most popular attraction in South Africa (as cited by Tassiopoulos, Nuntsu, & Haydam, 2004:52).



Map 2.1: Robertson wine valley

According to the Federated Hospitality Association of South Africa (FEDHASA, 2009), the wine industry is one of the largest contributing sectors to South Africa's income from tourism, attracting growing numbers of South African and foreign visitors to wine estates. This growth indicates the expansion of wine tourism, and visitation to regional wine festivals in the country. The Wacky Wine Festival is one of South Africa's biggest regional wine festivals with over 16 000 visitors in 2008. In 2009, the festival celebrated its sixth year, and the Robertson Wine Valley in the Western Cape Province hosted the regional wine festival again. The festival takes place at various wine cellars taking part in the festival weekend and offers a variety of food, wine, arts, culture and other related wine and/or community activities for the tourist, according to individual choices (CapeTownMagazine.com, 2009). The Wacky Wine Festival offers an extensive variety of wine, as well as tourism products and services to the wine tourists, and allows the opportunity to have a total experience.

As stated by Carlsen (2004:5), wine, food, tourism and the arts are collectively the core elements of the wine tourism product and provide the lifestyle package that wine tourists aspire to and seek to experience. As noted by Beames (cited in Yuan, 2004:2), the changing trends and motivations in travel have transformed wine

tourism, in this case a wine festival, into more of a lifestyle and personal experience than a mere primary recreational pursuit.

The aim of the article is to explore the relationship between wine tourists' festival experience and life domains. In order to determine this relationship, the article will discuss literature related to the research problem. This will be followed by a description of the survey that was conducted, as well as a discussion of the results. Thereafter, the implications and conclusions with regard to the research will be discussed.

2.2. LITERATURE REVIEW

The number of theoretical and empirical studies of festivals has been growing swiftly (Gursoy *et al*, 2004:172). However, in a South African context, despite the dramatic increase in the number of annual festivals, there still appears to be a relatively small and disparate literature on the subject (O'Sullivan & Jackson, as cited by Visser, 2005:156). The festivals that have received the most research attention in South Africa are the Grahamstown National Arts Festival, Klein Karoo National Arts Festival and Aardklop National Arts Festival (Visser, 2005:162). Gursoy *et al*. (2004:171) and Thrane (2002:281) added that researchers have also been very slow in directing research away from economic impacts and motivations in the South African tourism environment. However, knowledge of tourist psychology is extremely important in determining the success of a tourism destination (in this case the Wacky Wine Festival) (Del Bosque & Martin, 2008:551).

The Wacky Wine Festival delivers a variety of products and services in a festive environment, with the ability to provide the tourist with a memorable experience. According to Steyn, Saayman and Nienaber (2004:97), tourists visit a destination to have a unique experience. Therefore, the main aim of the tourism industry and of the various service providers is to create an environment in which to facilitate the optimal positive experience for the tourists, in addition to developing a sense of quality in

visitor experience (Murphy, Pritchard & Smith, 2000:44). As indicated by De Rojas and Camarero (2008:525), visitors seek a total experience, including leisure, culture, education and social interactions. Pine and Gilmore (cited in Morgan, 2006:305) state that it is a memorable experience rather than product- or service-quality that creates a sustainable competitive advantage, indicating tourist satisfaction. This view is also supported by Meng, Tepanon and Uysal (2008:44), who indicate that satisfaction could be seen as a fundamental component to maintain competitiveness in the tourism industry. Baker and Crompton (2000:788) opine that satisfaction is purely experiential indicating the relationship between experience and satisfaction.

According to Pine and Gilmore (cited in Morgan, 2006:306), an experience occurs when the service is performed in a unique, memorable way which involves the customer (tourist) as a participant. The total tourism experience consists of the combination of the interrelationship between quality, satisfaction and value (Chen & Tsai, 2007:1115). A tourist brings vague expectations of emotional outcomes, and satisfaction emerges over the period of the whole festival. This satisfaction is also interpreted within the broader context of the tourists' life (Morgan, 2006:307) with reference to various life domains (influencing general Life Satisfaction). Refer to Figure 2.1 to understand the basic assumption of the study. It is therefore important for tourism managers to aim at delivering a quality service and to develop strategies to improve the service performance from the tourists' point of view (Obenour, Patterson, Pedersen & Pearson, 2004:35); as the tourism experience will influence participants' life.

Performance quality is conceptualised as the attributes of a service that is controlled by a tourism supplier. In other words, it is the output of the tourism provider. In turn, the evaluation of the quality of performance is based on tourists' perception of the provider. In contrast, satisfaction refers to the emotional state of mind after exposure to the opportunity (Baker & Crompton, 2000:787). As stated by Manell and Iso-Ahola (1987), Mayyo and Jarvis (1981), as well as Ross (cited by Murphy *et al.*, 2000:45), tourism is not just a series of outputs but is also an experience in its own right. It is therefore based on service provided by the supplier as well as being dependent on

the perception (or the experience) of the tourist. This explanation of performance quality still, however, leaves a gap in literature determining how satisfaction is gained by the tourist. The expectancy disconfirmation paradigm will be reviewed to understand how tourist satisfaction is obtained.

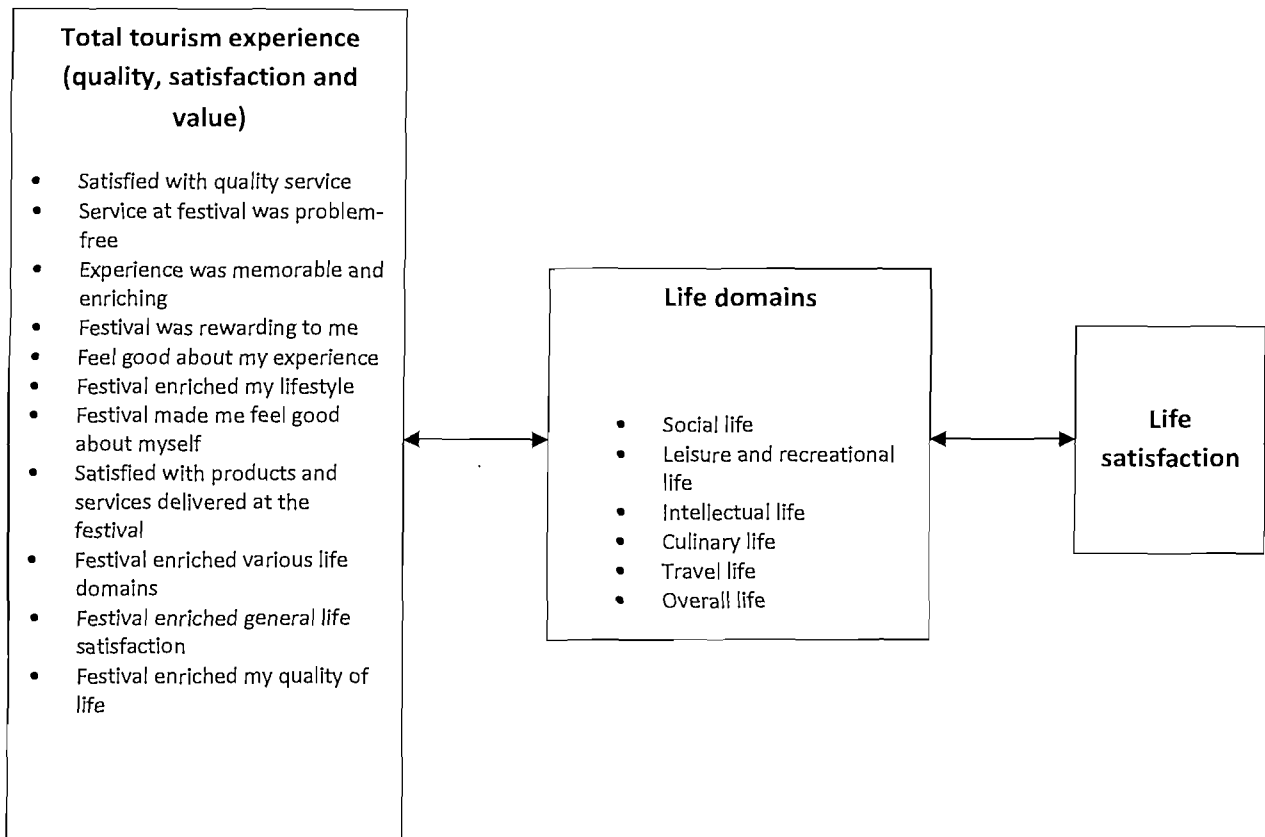


Figure 2.1: Basic conceptualisation of study

The expectancy disconfirmation paradigm conceptualises service quality as the difference between that which a consumer expects to receive and their subsequent perception of the actual service delivery. Satisfaction occurs when a product performance exceeds some form of standard or expectations, while dissatisfaction occurs when performance falls below this standard or expectation (O'Neill, Palmer, & Charters, 2002:343; Yu & Goulden, 2006:1333; Bowen, 2001:51; Lin, 2007:112; De Rojas & Camarero, 2008:2; Baker & Crompton, 2000:787; Morgan, 2006:307; Huh, 2002:ii; Truong & Foster, 2006:843; Akama & Kieti, 2002:75; Del Bosque & Martin, 2008:553; Huang & Chiu, 2006:158). Satisfaction is therefore related to how much a tourist likes or dislikes a product or service after experiencing it (Truong & Foster,

2006:843), and when compared to their expectations. Crompton and McKay (1997:426) specify that tourists do not purchase just products or services; they buy the expectation of benefits that satisfy a need. Satisfaction with the tourism products and services will in turn have an influence on numerous life domains, leading either to the enhancement of, or to the detracting from, the overall Life Satisfaction of the wine tourists. It is therefore important to recognise that people engage in tourist and travel activities to satisfy physical as well as psychological needs (Steyn *et al.*, 2004:98), and indicate the importance to determine the relationship between the festival experience and life domains.

According to Sirgy *et al.* (2009:3) and Singley (2005:4), few studies have been conducted in travel and tourism that link tourist satisfaction with a tourism service on a specific trip with Life Satisfaction. In order to understand Life Satisfaction and related concepts, the theoretical framework will be derived from the hierarchy model of Life Satisfaction, also known as the Bottom-up Spill-over theory (Refer to Fig. 2.1). The basic premise of the hierarchy model is that Life Satisfaction is influenced by evaluation of major life domains. The affect within a life domain spills over vertically to the most super-ordinate domain; life in general; thus determining Life Satisfaction. Overall Life Satisfaction is conceptualised as being determined by satisfaction with each life domain (Neal *et al.*, 1999:156; Sirgy *et al.*, 2009:5; Rojas, 2006:469). Life Satisfaction is therefore described as a predictor of, as well as an outcome of, domain specific Life Satisfaction (Singley, 2005:1; Neal, 2000:1; Sirgy *et al.*, 2009:3; Neal, Sirgy & Uysal, 1999:156; Rojas, 2006:469). As noted by Singley (2005:3) and by Rojas (2006:467), a number of studies have shown a moderate-to-strong relationship between domain specific and overall Life Satisfaction. This is also supported by Neal, Sirgy and Uysal (as cited in Del Bosque & Martin, 2008:552) indicating that tourist experiences contribute significantly to Life Satisfaction.

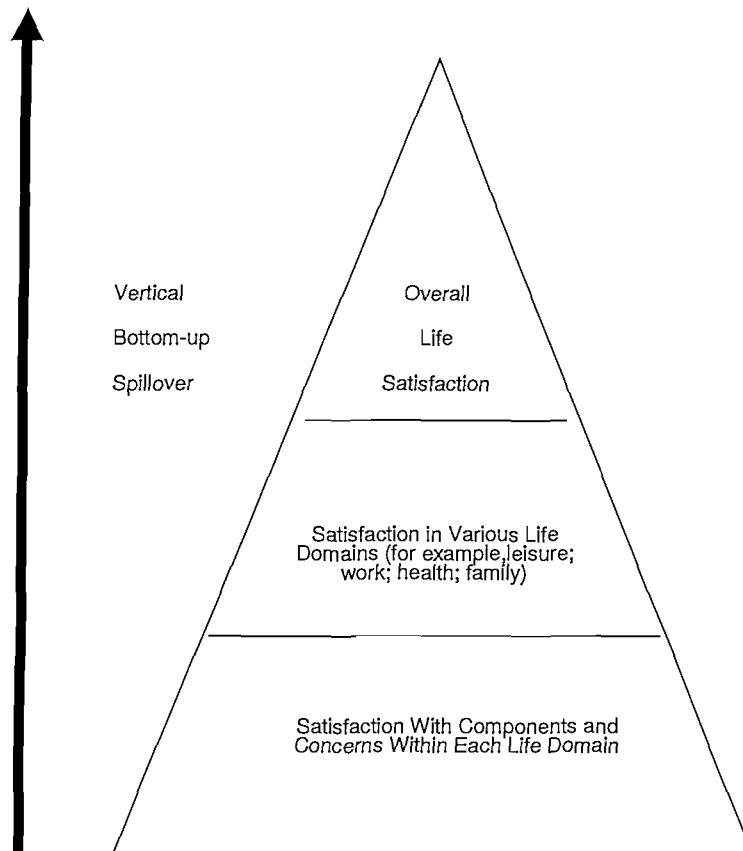


Figure 2.2: The hierarchy model of Life Satisfaction (Bottom-up Spillover theory)

(Source: Neal *et al.*, 1999:155)

Due to the nature of the tourism product/service, a travel trip can have an influence on more than one life domain; and in collaboration with various life domains, determines overall Life Satisfaction. As stated by Sirgy *et al.* (2009:4), satisfaction with tourism services plays an important role in Life Satisfaction. It is assumed by Neal, Sirgy and Uysal (Sirgy *et al.*, 2009:3) that tourism services affect Life Satisfaction through the leisure life domain. Leisure satisfaction is described as the positive perceptions or feelings that an individual forms as a result of engaging in leisure activities and choices (Ateca-Amestoy, Del Rosal & Vera-Toscano, 2008:65). As found by Heady and Wearing (as cited by Hills & Argyle, 1998:524), there are strong positive correlations between leisure satisfaction and Life Satisfaction. However, the effect is mediated not only by satisfaction within leisure life, but also by satisfaction in other life domains. This is further supported by Sirgy *et al.* (2009:2) indicating that the perceived impact of travel and tourism experiences contributes to satisfaction in important life domains. It particularly refers to the events occurring on

a tourist trip that contribute to either a positive or a negative affect in various life domains which in turn spill over to life overall (Sirgy *et al.*, 2009:5).

For the purpose of this document, focus will be maintained on various life domains as predictors of overall Life Satisfaction by attending a wine festival as part of a travel experience, and not solely through the leisure life domain. Sirgy *et al.* (2009:9) identified the following life domains in which travel and tourism play a vital role to determine overall Life Satisfaction: *Social life, Leisure and recreation life, Family life, Love life, Arts and culture, Work life, Health and safety, Financial life, Spiritual life, Intellectual life, Self, Culinary life and Travel life.*

The demand for wine tourism is driven by a desire to purchase wine, an interest in learning more about wine, opportunities for social interaction, and possibly, for health reasons (Sparks, 2007:1181). This is also supported by Dodd stating (cited in Bruwer, 2003:423) that wine is a beverage related to relaxation, communing with others, is complementary to food consumption, learning about new things, as well as hospitality. Given the above, it can be seen that a wine festival, in collaboration with service quality, can have an influence on more than one life domain, contributing to the overall Life Satisfaction of the wine tourist. A wine festival, as a leisure activity, provides the opportunity for relaxation, entertainment and personal development (Gilbert & Abdullah, 2004:104; Andereck & Jurowski, 2006:138). As reported by Donovan *et al.* (Ateca-Amestoy *et al.*, 2008:65), there is some evidence of the impact of leisure activities on leisure satisfaction and general satisfaction. Tourism (in this case, a wine festival) is therefore a mentally and physically healthy pursuit to follow in leisure time, and hence is a factor to increase Life Satisfaction (Gilbert & Abdullah, 2004:104; Carmichael, 2006:116; Andereck & Jurowski, 2006:138).

Studies with regard to festivals in the South African context are limited to those concerning economic impacts and travel motivation. The literature study also indicates that fewer studies have been conducted signifying the relationship between satisfaction with a travel trip and overall Life Satisfaction, thus capturing a

psychological perspective to the tourism experience. This current study will thus assist wine festival organisers to identify and foresee the needs of the tourist in order to enhance their overall Life Satisfaction, as well as ensuring tourist satisfaction and future loyalty to the festival. Therefore, the primary focus of the article is to determine the relationship between wine tourists' festival experience and various life domains. The next section will discuss the method that was applied to conduct the research, as well as presenting the results of the study.

2.3. METHOD OF RESEARCH

Firstly, the participants of the survey will be described; followed by an explanation of the procedures; then the measures that were used for the questionnaire; and finally, the statistical analysis.

2.3.1. PARTICIPANTS

Cooper and Emory (1995:207), state that using an availability sampling method with a population (N) of 100 000, the recommended sample size (S) is 384. However, these authors also indicate that the law of diminishing returns will apply when the sample size is greater than 300. The original sample size consisted of 350 participants. However, the eligible sample size consisted of 329 wine tourists attending the Wacky Wine Festival during 2009. Therefore, an obvious decline was found from the original sample size. The wine festival was hosted by the Robertson Wine Valley in the Western Cape Province of South Africa and took place between the 4th and 7th of June, 2009. Including Robertson; a number of other towns were incorporated in the festival including Ashton, Bonnievale, McGregor as well as Montagu with over 48 wineries as part of the festival.

From the sample population, 58% were females and 42% males, ranging between the age of 25 and 49 (63%). Most of the participants resided in the Western Cape Province (83%) and visited the festival for social reasons (51%). Most of the visitors were married (43%) with a university degree as their highest level of education

(37%). The personality type that featured the strongest of the participants was extravert, enthusiastic (31%). The majority of the participants indicates that they lead a *good living* lifestyle (46%). The *good living* lifestyle indicates that the participants work hard and play hard.

Thirty-three percent (33%) of the participants describe themselves as wine lovers, indicating that they enjoy different types of wine. The majority of participants perceive their wine knowledge as basic to intermediate (86%).

2.3.2. PROCEDURE

Prior to the research period fieldworkers were selected to conduct the survey at the festival. These fieldworkers consisted of students from the North West University affiliated to the Tourism Management program at Potchefstroom campus.

The fieldworkers were briefed on the objective of the study to be conducted, as well as the sampling method to be used. This enabled the fieldworkers to conduct the survey effectively and so facilitate the goals of the study. The survey followed a non-probability sampling method. A convenience or availability sample technique was used to conduct the survey during the festival. A self-administrated questionnaire was subsequently distributed at the various wineries included in the Wacky Wine Festival. The wineries that were used to conduct the Life Satisfaction study at included: Klipdrift, Robertson, Van Loveren and Cloverfield (Refer to Appendix 1). Klipdrift distillery was also included to conduct the survey at, as it is part of the Wacky Wine Festival. These wineries and Klipdrift distillery were used in the study as Robertson Tourism gave permission to conduct the survey at the selected festival sites.

The fieldworkers approached the wine tourists as they were entering or leaving one of the selected wineries. The wine tourists, the potential survey participants, were chosen according to their availability to participate. After approaching the wine tourist

and determining their readiness to participate, the fieldworkers explained the objective of the survey to the participating tourist. Once the objective had been explained to the participant, he/she was left to complete the questionnaire. After a ten to twenty minute period, the completed questionnaire was collected by the fieldworker.

After the completion of the survey, the data was captured and analysed using SPSS 17.0 (SPSS Inc., 2009). While there were missing values in some questions, as many questionnaires as possible were included in the analysis.

2.3.3. MEASURES

The questionnaire consisted of three sections – Section A: Life Domains; Section B: *Satisfaction with the festival*; and Section C: Geo-demographic and Psychographic information. For the purpose of this article, Section A and B will be discussed and analyzed.

In literature, there is an available Life Satisfaction scale as proposed by Diener (2009:114). This scale ranges from one to seven and is designed to determine Life Satisfaction of the participant. The following values are presented by the scale: 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neither agree nor disagree; 5 – Slightly agree; 6 – Agree; 7 – Strongly agree. However, section A and B of the questionnaire made use of a 5-point Likert scale to determine the impact of the festival participants' life domains; as well as their satisfaction with the festival. This can be ascribed to the *social reason for attending the festival*, as well as to the time consumption of the survey questionnaire. The 5-point Likert scale ranged from one to five with each number representing the following values: 1 – Strongly disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly agree.

Section A included questions to determine the impact of the wine festival on participants' various life domains. These sections gave an introduction to inform the

participant on what was meant by “life domains”, and how these influenced life satisfaction overall. Life domains included in the survey consisted of the following: *Social* -, *Leisure and recreational* -, *Intellectual* -, *Culinary* -, *Travel life* as well as *Overall* life domains. They included five questions determining whether the festival enriched each of the five life domains mentioned. This section ended with a close-ended question giving an indication of which life domain was mostly influenced by the festival according to the participants’ perception.

This part of the questionnaire was followed by Section B that sought to determine the wine tourists’ satisfaction with the festival. This section included six questions relating to the services and products delivered at the festival; as well as six questions relating to participants’ perspective on whether or not the festival enriched their personal well-being. The questionnaire was pre-coded, where possible, for the ease of data capturing.

2.3.4. STATISTICAL ANALYSIS

SPSS 17.0 (SPSS Inc, 2009) was used to analyse the data for this study and comprised a number of stages. The statistical measures included descriptive statistics, Bartlett’s test of Sphericity and the Kaiser-Meyer-Olkin (KMO), exploratory factor analysis and correlations coefficients.

Firstly, descriptive statistics were used to indicate the influence of the wine festival on participants’ life domains and life overall according to the mean. Thereafter, descriptive statistics were conducted to establish the participants’ perceptions of satisfaction with the festival; as well as perceptions with regard to personal well-being as influenced by the wine festival. The descriptive statistics included the sample size (n), mean as calculated from the original 5-point Likert scale; as well as Standard Deviation.

Secondly, the data set was tested to determine whether it was suitable for exploratory factor analysis. An exploratory factor analysis was conducted as data

was explored and no hypotheses were tested. Two statistical measures generated by SPSS were used to assess the factorability of the data and these included Bartlett's test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (Pallant, 2007:181). These two measures determine the relationships among items; as well as the adequacy of the sample size (Pallant, 2007:180). Bartlett's test of Sphericity should be significant ($p < 0.05$) for the factor analysis to be considered appropriate (Pallant, 2007:181; Field, 2005:599). As indicated by Tabachnick and Fidell (cited in Pallant, 2007:181) the KMO index ranges from 0 to 1, with 0.6 suggested as the minimum value for sample adequacy. As recommended by Kaiser (cited in Field, 2005:640) values between 0.5 and 0.7 are average while values between 0.7 and 0.8 are good. However, values between 0.8 and 0.9 are great and values above 0.9 are superb.

After determining the suitability of the data set, an exploratory factor analysis was done on each life domain and satisfaction with the festival. This was conducted to determine the interrelationships among the sets of variables (Pallant, 2007:179), thereby identifying groups of variables (Field, 2005:619). This 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, 2007:179), while retaining as much as the data as possible (Field, 2005:619). Regarding the factor analysis conducted on each life domain, no items were cross-loaded on two or more factors. However, regarding the factor analysis done on satisfaction with the festival, items were cross-loaded producing two factors. These two factors were labelled *service* (factor 1) and *experience* (factor 2). All the items with a factor loading greater than 0.4 were considered as contributing to a factor. Therefore, items with a factor loading lower than 0.4 were not considered as contributing to the factor and were withdrawn from the data as they did not correlate significantly with the factor (Field, 2005:640).

The internal consistency was computed for each life domain used in the study; as well as satisfaction with the festival. This was done by the most commonly used statistic, the Cronbach's coefficient alpha. According to Nunnally (1978, cited by

Pallant, 2007:6), a minimum level of 0.7 is recommended for the Cronbach's alpha. However, a scale with fewer than 10 items requires calculating and reporting the mean inter-item correlation for each factor. As recommended by Briggs and Cheek (1986, cited in Pallant, 2007:7), the optimal mean inter-item correlation values range from 0.2 to 0.4. The mean (average) inter-item correlation is conducted to prove the reliability of the scale used in the survey questionnaire.

Finally, correlation coefficients were used to explore the strength of the relationship between the various life domains, as well as overall life. This was done to determine the influence of the festival on life domains; influencing overall life. Correlations coefficients were also calculated between life domains and *service* (factor 1); as well as life domains and *life* (factor 2). This was done to indicate the influence of the service provided and experience of the festival; on tourists' life domains and overall life. As indicated by Pallant (2007:101), a positive correlation indicates that as one variable increases, so does the other. In contrast, a negative correlation indicates that as one variable increases, the other decreases. The following guidelines are given by Cohen (cited in Ellis & Steyn, 2003:54) for the interpretation of the correlations: (a) small effect = 0.1, (b) medium effect = 0.3, (c) large effect = 0.5. Therefore, a relationship ≥ 0.5 is considered as practically significant.

2.3.5. THE RESULTS

The results will be discussed in three sections. The first section will discuss the descriptive statistics determining the influence of the festival on tourists' life domains; as well as satisfaction with the festival. The Kaiser-Meyer-Olkin (KMO) measure and the Bartlett's test of Sphericity will be presented followed by the results of the exploratory factor analysis regarding the life domains and satisfaction with the festival. Finally, the results of the correlation analysis of the life domains and satisfaction with the festival will be discussed. Before the discussion of the results, it is important to emphasize that an exploratory factor analysis was conducted on each life domain.

2.3.5.1. Descriptive statistics

The descriptive statistics will be discussed in two sections. The first section will focus on the statistics regarding the life domains and life overall. This will be followed by descriptive statistics regarding satisfaction with the festival as perceived by the participants.

2.3.5.1.1. Descriptive statistics of life domains and life overall

The mean of each life domain ranged between 3.94 and 4.54 as calculated from the original 5-point Likert scale of measurement. This mean indicates the average of each life domain and life overall as rated by the participants using the original scale of measurement. *Social life* had the highest mean (4.54), followed by *Travel life* (4.48), *Leisure life* (4.40), *Culinary life* (4.34) and *Intellectual life* (4.02); while *Overall life* had the lowest mean (3.94). Therefore, *Social life* was influenced the most during the festival, whereas the impact on *Overall life* was the lowest according to the perception of the sample population.

Table 2.1: Descriptive statistics of life domains and life overall

Descriptive statistics of life domains and life overall			
Life domain	<i>n</i>	Mean	Std. Deviation
Social	329	4.54	0.56
Leisure	329	4.40	0.66
Intellectual	329	4.02	0.89
Culinary	329	4.34	0.60
Travel	329	4.48	0.59
Overall	329	3.94	0.83

2.3.5.1.2. Descriptive statistics of satisfaction with the festival

It is important to illustrate the satisfaction with the wine festival, as it has been assumed that satisfaction with tourism services will influence Life Satisfaction. The descriptive statistics provide the satisfaction level with the festival, as well as the

influence of the festival on personal well-being. The mean ranged between 3.80 and 4.36 as calculated from the original 5-point Likert scale as used in the survey. This indicates that the participants felt *neutral* to *strongly agree* with statements regarding satisfaction with the festival and to personal well-being being influenced by the festival. The highest mean, as indicated in the statistics is *Satisfied with quality services* (4.36), while *Festival enriched my quality of life* was the lowest mean (3.80). *Comparing expectancy and actual experience it was worth money*, presented a mean of 4.24. This shows that the festival fulfilled the expectation of the participants; resulting in satisfaction with the festival. Comparing the mean presented in the table and the scale of measurement used it can be concluded that the descriptive statistics were medium to high, indicating satisfaction with the festival and a positive influence on personal well-being.

Table 2.2: Descriptive statistics of satisfaction with the festival

Satisfaction with the festival			
Satisfaction item	<i>n</i>	Mean	Std. Deviation
Satisfied with quality service	329	4.36	.693
Feel good about my experience	329	4.34	.715
Experience was memorable and enriching	329	4.30	.799
Comparing expectancy and actual experience it was worth money	329	4.24	.801
Satisfied with products and services delivered at the festival	329	4.24	.769
Festival was rewarding to me	328	4.18	.832
Service at festival was problem free	329	4.16	.821
Festival made me feel good about myself	329	4.07	.838
Festival enriched my lifestyle	329	3.97	.898
Festival enriched various life domains	329	3.92	.922
Festival enriched general life satisfaction	329	3.89	.919
Festival enriched my quality of life	329	3.80	.977

2.3.5.2. Exploratory factor analysis

This section will be discussed in two parts comprising the factor analysis conducted on each life domain and satisfaction with the festival. Before the results of each factor analysis is discussed, the KMO and Bartlett's test of Sphericity will be provided to indicate that the data reduction by means of an exploratory factor analysis is valid.

2.3.5.2.1. Exploratory factor analysis of each life domain

2.3.5.2.1.1. KMO and Bartlett's test of Sphericity – life domains

According to Table 2.3, the overall KMO's for each of the five life domains, as well as overall life ranged from .757 to .835. These values are all above the minimum value of 0.6 as suggested by Tabachnick and Fidell (cited in Pallant, 2007:181). The Bartlett's test of Sphericity was found to be significant (p -values<.00001) in all five life domains, as well as overall life in comparison to the suggested $p < 0.05$. Therefore, the KMO as well as the Bartlett's test of Sphericity provides evidence that the data reduction by means of exploratory factory analysis is valid.

Table 2.3: The KMO and Bartlett's test of Sphericity of life domains and life overall

Life domain	Kaiser-Meyer-Olkin (KMO) measure	Bartlett's test of Sphericity (P-value)
Social life	.757	P<.00001
Leisure and recreational life	.788	P<.00001
Intellectual life	.835	P<.00001
Culinary life	.769	P<.00001
Travel life	.793	P<.00001
Overall life	.809	P<.00001

2.3.5.2.1.2. Results from the factor analysis – life domains

An exploratory factor analysis was conducted on each life domain. These life domains included *Social-*, *Leisure and recreational-*, *Intellectual-*, *Culinary-*, *Travel-*;

as well as *Overall life*. According to the required minimum 0.7 for a reliable factor analysis, all the life domains had a relatively high reliability coefficient ranging from 0.75 to 0.90. Internal consistency for all life domains were also implied with average inter-item correlation values between 0.41 and 0.66. All the items with a factor loading greater than 0.4 were considered as contributing to a factor. Items with a factor loading of less than 0.4 were not considered as contributing to a factor. Therefore, those items with a factor loading slighter than 0.4 were withdrawn from the data as it does not correlate significantly with the factor. Factor scores were calculated according to the average of all items contributing to each life domain.

(a) Social life domain

One factor was loaded, comprising four items. The life domain accounted for 58.2% of the total variance. *Social life* had the highest mean of 4.45 in comparison to the other contributing domains. It included items such as *Engaging in social activities*, *Meeting people*, *Quality time with friends and family* and *Drinking and tasting wine as a social activity*. The life domain indicated a reliability coefficient of 0.75 and an average inter-item correlation of 0.44.

Table 2.4. Factor analysis - Social life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Social life		4.54	0.75	0.44
Engaging in social activities	.832			
Meeting people	.809			
Quality time with friends and family	.760			
<i>Drinking/tasting wine as social activity</i>	.635			
Total variance explained	58.2%			

(b) Leisure and recreational life domain

Four items were loaded in *Leisure and recreational life* accounting for 67.8% of the total variance with one factor loaded. This life domain included items such as *Tasting different types of wine*, *Engaging in wine tasting/consuming*, *Engaging in wine and other related activities*, *Learning more about wine and wine culture*. The mean of the domain is 4.40 (third highest), with a reliability coefficient of 0.84 and an average inter-item correlation of 0.56.

Table 2.5: Factor analysis - Leisure and recreational life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Leisure and recreational life		4.40	0.84	0.56
Tasting different types of wine	.887			
Engaging in wine tasting/consuming	.857			
Engaging in wine and other related activities	.850			
Learning more about wine and wine culture	.683			
Total variance explained	67.8%			

(c) Intellectual life domain

One factor was loaded with five items accounting for 72.6% of the total variance. The *Intellectual life*, showed a mean of 4.02. It included items such as *Learned more about wine culture*, *Learned more about the history of wine*, *Learned more about the history of wine cellars*, *Learned more about different wines*, *Trip was very educational and intellectually fulfilling*. The *Intellectual life* had a reliability coefficient of 0.90 and an average inter-item correlation of 0.66.

Table 2.6: Factor analysis - Intellectual life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Intellectual life		4.02	0.90	0.66
Learnt more about wine culture	.910			
Learnt more about the history of wine	.886			
Learnt more about the history of wine cellars	.839			
Learnt more about different wines	.834			
Trip was very educational and intellectually fulfilling	.786			
Total variance explained	72.6%			

(d) Culinary life domain

One factor was loaded. Five items were loaded accounting for 53.2% of the total variance. It included items such as *Feel good tasting a variety of wines, Feel good drinking/consuming wine, Enjoying good tasting food and wine, feel good drinking within my limits, Different wines complemented food available*. The mean of the life domain is 4.34, with a reliability coefficient of 0.76 and an average inter-item correlation of 0.41.

Table 2.7: Factor analysis - Culinary life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Culinary life		4.34	0.76	0.41
Feel good tasting a variety of wines	.803			
Feel good drinking/consuming wine	.798			
Enjoying good tasting food and wine	.767			
Feel good drinking within my limits	.643			

Different wines complemented food available	.612			
Total variance explained	53.2%			

(e) Travel life domain

One factor was loaded with five items accounting for 58.7% of the total variance. *Travel life* had the second highest mean of 4.48, with a reliability coefficient of 0.82 and an average inter-item correlation of 0.48. It included items such as *Enjoying the festival as part of travel life*, *Visiting new places/cellars during the festival*, *On the move travelling from cellar to cellar*, *Enjoyed the trip overall*, *Able to break away from normal routine*.

Table 2.8: Factor analysis - Travel life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Travel life		4.48	0.82	0.48
Enjoying the festival as part of travel life	.799			
Visiting new places/cellars during the festival	.790			
On the move travelling from cellar to cellar	.759			
Enjoyed the trip overall	.746			
Able to break away from normal routine	.734			
Total variance explained	58.7%			

(f) Overall life

One factor was loaded with five items in *Overall life*. The loaded items accounted for 66.4% of the total variance. The life domain had the lowest mean of 3.94 in comparison with other contributing domains. It included items such as *Enriched my*

travel life, Enriched my social life, Enriched my intellectual life, Enriched my leisure and recreational life and Enriched my culinary life. Overall life had a reliability coefficient of 0.87 and an average inter-item correlation of 0.58.

Table 2.9: Factor analysis - Overall life

Life domain and items	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Overall life		3.94	0.87	0.58
Enriched my travel life	.844			
Enriched my social life	.823			
Enriched my intellectual life	.819			
Enriched my leisure and recreational life	.797			
Enriched my culinary life	.791			
Total variance explained	66.4%			

2.3.5.2.2. Exploratory factor analysis of satisfaction with the festival

2.3.5.2.2.1. KMO and Bartlett’s test of Sphericity – satisfaction with the festival

Two factors were loaded with regard to the factor analysis conducted on satisfaction with the festival. These factors were labelled as *service* and *life*. The first factor (*service*) loaded seven items, while *life* (factor 2) loaded five items. The first factor was labelled as *service*, as it relates to items measuring the experience of service delivered by the festival as perceived by the participants. The second factor, *life*, measured items related to the influence of the festival on tourists’ life. According to Table 2.10, the KMO for *service* and *life* was .927. This is above the minimum suggested value of 0.6 (Tabachnick and Fidell, cited in Pallant, 2007:181). The Bartlett’s test of Sphericity was found to be significant ($p\text{-values} < .00001$). It is therefore evident that data reduction by means of exploratory factor analysis is valid.

Table 2.10: The KMO and Bartlett's test of Sphericity concerning satisfaction with the festival – service and life

Factor	Kaiser-Meyer-Olkin (KMO) measure	Bartlett's test of Sphericity (P-value)
Factor 1 (<i>service</i>) & Factor 2 (<i>life</i>)	.927	P<.00001

2.3.5.2.2.2. Results from the factor analysis – satisfaction with the festival

As previously mentioned two factors were loaded on the exploratory factor analysis; labelled as *service* and *life*. The extraction method conducted was Principle Component analysis; making use of the Oblimin rotation method. Both factors had a relatively high reliability coefficient therefore indicating a reliable factor analysis. The mean is calculated from the original 5-point Likert scale of measurement.

(a) Factor 1 – Service

Factor 1 (*service*), loading seven items accounted for 55.7% of the total variance. High means were found with an average of 4.26. Participants therefore Agree to Strongly agree that the festival was satisfying according to *service* (factor 1) delivered. *Service* had a reliability of .889 and an average inter-item correlation of 0.54. Therefore, reliability of the scale was proven.

Table 2.11: Exploratory factor analysis of service

Factor 1	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
Service		4.26	.889	0.54
Satisfied with quality service	.878			
Service at festival was problem-free	.825			
Comparing expectancy and actual experience it was worth money	.781			
Experience was memorable and	.727			

enriching				
Feel good about my experience	.669			
Festival was rewarding to me	.585			
Satisfied with products and services delivered at the festival	.564			
Total variance explained	55.7			

(b) Factor 2 – Life

Factor 2 (*life*) loaded five items. The five items accounted for 66.8% of the total variance. As calculated from the original 5-point Likert scale of measurement high means were also found in this factor, with an average of 3.80. From the above, it is evident that tourists feel Neutral to Strongly agree that the festival influenced *life* (factor 2) optimistically. Reliability of the scale was proven as the reliability coefficient was .907, while the average inter-item correlation was 0.66.

Table 2.12: Exploratory factor analysis on life

Factor 2	Factor loading	Mean	Reliability coefficient	Average inter-item correlation
<i>Life</i>		3.93	.907	0.66
Festival enriched general life satisfaction	.951			
Festival enriched various life domains	.903			
Festival enriched my quality of life	.869			
Festival made me feel good about myself	.686			
Festival enriched my lifestyle	.633			
Total variance explained	66.8			

2.3.5.3. Correlation coefficients

2.3.5.3.1. Correlation between life domains and life overall

The correlations in Table 2.13 were calculated to determine the strength of the relationship between the various life domains, as well as life overall. According to the guidelines to interpret the correlations, the effects ranged between 0.35 and 0.55 indicating a medium to large relationship between the life domains.

Table 2.13: Correlation between life domains and life overall

Correlation between life domains and life overall						
Life domain	Social	Leisure	Intellectual	Culinary	Travel	Overall
Social	1	0.53	0.37	0.41	0.48	0.41
Leisure	0.53	1	0.50	0.48	0.41	0.42
Intellectual	0.37	0.50	1	0.35	0.35	0.44
Culinary	0.41	0.48	0.35	1	0.55	0.41
Travel	0.48	0.41	0.35	0.55	1	0.48
Overall	0.41	0.42	0.44	0.41	0.48	1

A large correlation effect was found between *Social* and *Leisure*; *Leisure* and *Intellectual*; as well as *Culinary* and *Travel*. The large correlation effect ranged between 0.50 and 0.55. The largest correlation was between the *Culinary* and *Travel* life domains (0.55). A strong relationship was found between the *Social* and *Leisure*; *Leisure* and *Intellectual*; as well as the *Culinary* and *Travel* life domains as influenced by the festival. The relationship between the other life domains; as well as *Overall life*, was a medium correlation effect ranging between 0.35 and 0.48. The life domains with least medium correlation effect were *Intellectual* and *Culinary*, together with the *Intellectual* and *Travel* life domains.

2.3.5.3.2. Correlation between satisfaction with the festival and life domains

Correlations were calculated to determine the strength of relationship between satisfaction with the festival and life domains of attending wine tourists. According to the interpretation of correlations a large correlation was found between factor 1

(*service*) and the Travel life domain (0.55); *service* and *Overall life* (0.51); as well as *life* (factor 2) and *Overall life* (0.61). Therefore, these correlations are considered as practically significant. The relationship found between other life domains and satisfaction with the festival (factor 1: *service* and factor 2: *life*) were medium ranging between 0.31 and 0.48, indicating no practical significance. One small correlation effect was found between *Social life* and factor 2 (*life*), indicating no practical significance.

Table 2.14: Correlation between satisfaction with the festival and life domains

Correlation between satisfaction with the festival and life domains								
	Social	Leisure	Intellectual	Culinary	Travel	Overall	Factor 1 <i>Service</i>	Factor 2 <i>Life</i>
Social	1	0.53	0.37	0.41	0.48	0.41	0.32	0.29
Leisure	0.53	1	0.50	0.48	0.41	0.42	0.33	0.31
Intellectual	0.37	0.50	1	0.35	0.35	0.44	0.35	0.40
Culinary	0.41	0.48	0.35	1	0.55	0.41	0.39	0.41
Travel	0.48	0.41	0.35	0.55	1	0.48	0.55	0.41
Overall	0.41	0.42	0.44	0.41	0.48	1	0.51	0.61
Factor 1 <i>Service</i>	0.32	0.33	0.35	0.39	0.55	0.51	1	0.69
Factor 2 <i>Life</i>	0.29	0.31	0.40	0.41	0.41	0.61	0.69	1

From the results, it can be concluded that the attending wine tourists are satisfied with the *service* delivered during the festival, therefore fulfilling their expectations. This satisfaction with service had a positive influence on the *life* of the tourists. Furthermore, the festival (satisfaction) influenced various life domains positively indicating that Life Satisfaction is mediated by more than one life domain.

2.4. DISCUSSION AND IMPLICATIONS

This research can be seen as a benchmark, where the influence of a wine festival on tourists' Life Satisfaction in the South African context was examined for the first time. The finding of this study with regard to *Satisfaction with the festival* revealed that the participants are satisfied with the products and services delivered by the festival. The mean score of *Satisfaction with the festival* was high as measured and calculated from the original 5-point Likert scale. Specifically, the participants indicated that, comparing the expectancy and the actual experience at the festival, it was worth the money. It can be seen, therefore, that the tourists' expectations prior to the festival were confirmed during the festival. This corresponds with the notion of the expectancy disconfirmation paradigm indicating that satisfaction occurs when a product performance (festival) exceeds some form of standard or expectation (O'Neill, Palmer, & Charters, 2002:343; Yu & Goulden, 2006:1333; Bowen, 2001:51; Lin, 2007:112; De Rojas & Camarero, 2007:2; Baker & Crompton, 2000:787; Morgan, 2006:307; Huh, 2002:ii; Truong & Foster, 2005:843; Akama & Kieti, 2002:75; Del Bosque & Martin, 2008:553; and Huang & Chiu, 2006:158).

From the factor analysis conducted on each life domain, it is clear that the various life domains and overall life had high factor loadings; as well as mean scores. This indicates that the festival influenced the various life domains, as well as overall life, positively. The life domain that was influenced positively the most during the festival was the *Social* life domain. This was followed by the *Travel* life domain, *Leisure and recreational* life domain, *Culinary* life domain; and thereafter the *Intellectual* life domain. Influence on *Overall life* was rated as the least influenced by the festival. Even so, it still indicates a high mean.

According to Sirgy *et al.* (2009:4), Life Satisfaction is mediated not only by the *Leisure and recreational* life, but also by satisfaction in other life domains. Therefore, correlations were made between the various life domains, as well as overall life. It was found that the correlations made were medium to high, indicating that the life domains in collaboration with each other influence life overall. This concept is

supported by the finding of Singley (2005:1), Neal (2000:1), Sirgy *et al.* (2009:3); Neal, *et al.*, (1999:156); Rojas (2006:467) indicating that Life Satisfaction is a predictor of, as well as an outcome of, domain specific satisfaction. From the correlations calculated, it can be seen that satisfaction with the wine festival (products and services), influences satisfaction with various life domains positively and therefore satisfaction with life overall. A high mean also indicated that the participants do feel that the festival enriched their general Life Satisfaction (Quality of Life). As indicated by Morgan (2006:307), satisfaction with the tourism product (festival) is also interpreted within the broader context of the tourists' life. The results of the study support the notion that the festival does indeed make a significant contribution to tourists' Life Satisfaction. Therefore there is a relationship between the festival experience and life domains. Based on the above-mentioned findings, the following implications have been identified for the Wacky Wine Festival managers and marketers:

Firstly, it is proposed that wine festival visitors' intention to revisit a festival is affected by their satisfaction. The Wacky Wine Festival managers should therefore provide quality tourism opportunities to ensure satisfaction with the festival. Quality tourism opportunities can be provided for by determining the needs of the wine tourist. The findings with regard to the life domains can be used by managers to determine those needs. From the findings of this project, the managers can determine what is important to the wine tourist and so cater to those needs. As indicated by the study, the *Social* life domain was most influenced by the festival followed by *Travel life*, *Leisure and recreational life*, *Culinary life* and thereafter, the *Intellectual* life domain. Therefore, wine tourists attending the Wacky Wine Festival have a need for socialisation. Festival managers can provide in this need by hosting more arts and performances at various cellars included in the festival where wine tourists have the opportunity to socialise. These arts and performances should cater for all age groups attending the festival. The arts and performances should therefore relate to a certain age group; as well as in relation to a certain cellar. Van Loveren and Bon Courage wine cellars attract a young age group. Performing artists at these wine farms should include various individual(s)/groups such as "Straatligkinders", Kurt Darren, Casper de Vries, "Melktert kommissie", Ray Dalyn, Jackie Louw etc. While other wine cellars

such as Graham Beck and Cloverfield attract an older group. Therefore, performing artists should include individual(s)/groups such as Nianell, Romanz, Elsebie Zietsman, David de Kock, Nataniël etc.

Secondly, the results indicated that the *Intellectual* life domain was the least influenced by the festival when compared to the other life domains. Managers can create particular opportunities for the wine tourist to enhance this life domain. By the creation of opportunities to enhance the *Intellectual* life domain, a more sophisticated wine tourist will be attracted to the Wacky Wine Festival. The more sophisticated can be described as the *Connoisseur* wine tourist. This wine tourist has expert knowledge in the field of wine and has selective wine product preferences, comprising collection items and quality products. The attraction of the *Connoisseur* wine tourists will generate more income for the regional wineries as they are high spenders. The creation of these opportunities will enhance the *Intellectual* life domain as well as other life domains of the more sophisticated wine tourist, providing them with a total wine tourism experience.

Lastly, managers must develop more diversified products and services to deliver a total wine tourism experience and so enhance the various life domains. Together with the current activities delivered by the festival, winery managers can consider providing opportunities to smaller groups of wine tourists to educate them about different wines, culture of wine, history of wine, history of wine cellars; as well as the use of food and wines to complement each other. This can be delivered as an hour or two-hour presentation by specifically trained wine cellar personnel at a predetermined price. As one group finishes, the next group can arrive to participate. Not only will this recreation opportunity enhance the *Social, Leisure and recreational, Intellectual, and Culinary* life domains of the attending tourist; additional revenue will be generated for participating wineries. By providing products and services to enhance the life domains of the wine tourist, the overall satisfaction with life will be enhanced. Satisfied wine tourists will encourage revisits to the festival; as well as revisits to local wineries after the festival and purchase of regional wine products. Therefore, by providing quality tourism opportunities; comprising products and

services; a wine festival such as the Wacky Wine Festival will promote the associated destination and products. As supported by Hoffman, Beverland and Rasmussen (2001:54) and Bruwer (2003:434), wine festivals help to build awareness and loyalty to a region and to its individual wineries. However, managers should conduct a marketing study annually, as tourists' needs change.

2.5. CONCLUSION

The purpose of the study was to determine the relationship between visitors' experience and life domains. From this study, the following overall findings can be reported: Firstly, wine tourists are satisfied with the festival (products and services). Secondly, it was found that the festival enriched various life domains; as well as life overall. *Social life* was the life domain enriched most during the festival. This can be ascribed to the fairly young age group attending the festival, as well as the social reasons for attending the festival. Lastly, it was found that there is positive correlations between the various life and life overall; as well as satisfaction with the festival and life domains. Therefore, satisfaction with the festival influences satisfaction within various life domains. Overall Life Satisfaction is, in turn, influenced by satisfaction with the festival and the collaboration between the various life domains.

The findings indicate the most important life domains and concerns of the wine tourists influenced by the festival. While managers can develop diversified products and services, marketers can market according to the current most important life domains as indicated by the study. By marketing the festival according to the current most important life domains, wine tourists will gain clarification of products and services provided by the festival. It is therefore important for managers and marketers to collaborate to ensure that tourists receive what they expect from the festival. This will ensure satisfaction with the festival. In turn, this will enhance overall Life Satisfaction.

This study was the first of its kind to be conducted on national level. Therefore, the contribution of this article is significant to national literature with regard to wine festivals and Life Satisfaction research. This study will be useful to develop a more comprehensive database for further research in this field of study. It would be useful to explore Life Satisfaction in terms of different periods; the past, present and the future, as different periods may convey different results regarding Life Satisfaction. Based on the findings of this research, it is therefore recommended to support the quantitative study with a qualitative survey as further research. This will also lead to indications of the duration of satisfaction from the festival with regard to wine tourists' life domains, as they relate to Life Satisfaction. Further validation of the life domain scales is also recommended to ensure their relevancy to the wine festival environment. Similar research can also be conducted on other life domains also, ensuring a comprehensive study with regard to Life Satisfaction. The study can further be conducted nationally, as well as internationally, on wine festivals and other related festivals.

CHAPTER 3

Geo-demographic and Psychographic characteristics as



determinants of wine tourists' Life Satisfaction

ABSTRACT

The Wacky Wine Festival is hosted by the Robertson Valley in the Western Cape Province of South Africa, and is described as one of the biggest regional wine festivals of the country. In order to understand what the wine tourist seeks to experience and ensure satisfaction, it is important to conduct a market segmentation study, as there is no stereotypical wine tourist. Few studies have been conducted in tourism that link tourist satisfaction with a tourism product and service, as they relate to Life Satisfaction. Therefore, the aim of the study is to determine the geo-demographic and psychographic characteristics of the wine tourists attending the festival. Various geo-demographic and psychographic characteristics will be compared to tourists' Life Satisfaction as influencing factors. In order to achieve the purpose of the study, an independent t-test and *Post Hoc* analysis was conducted; comparing the effect sizes of various geo-demographic and psychographic characteristics to Life Satisfaction of the wine tourists. The results of the study mostly reveal that no significant differences found between geo-demographic and psychographic variables when compared to Life Satisfaction of the tourist as influenced by the festival. From these results, geo-demographic and psychographic characteristics of tourists to the Wacky Wine Weekend will be compiled. Implications will be examined in order to manage and market the festival effectively to ensure satisfaction and future loyalty as well as increased sales for the festival and for the wineries in the valley.

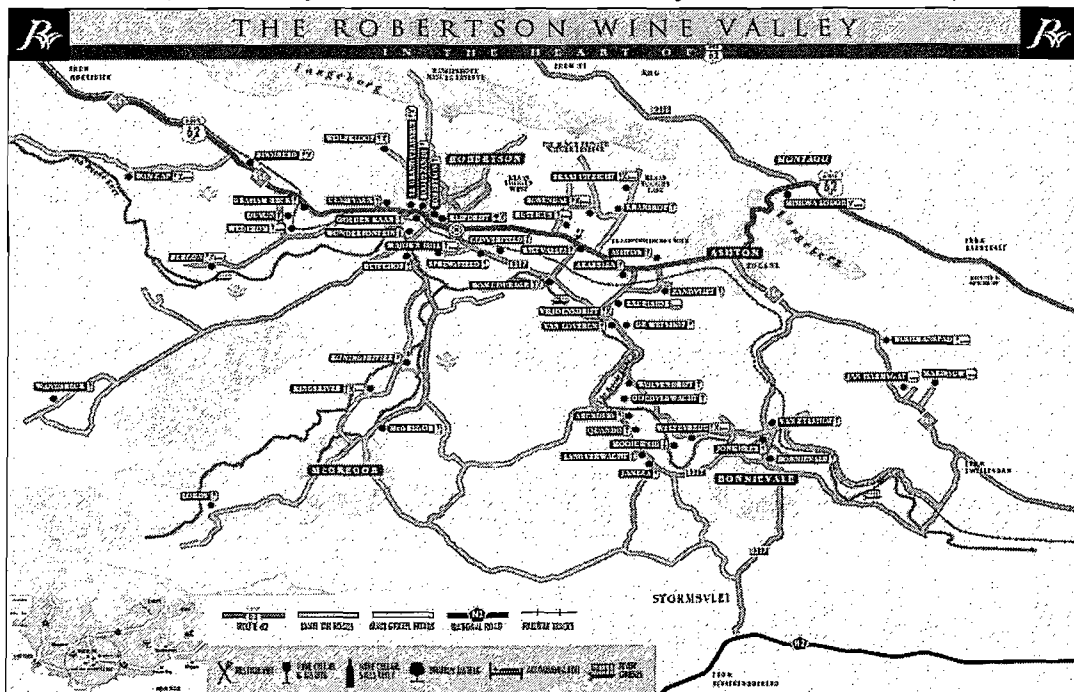
Key words: *Wacky Wine Festival, Market segmentation, Geo-demographic variables, Psychographic variables, Bottom-up Spill-over theory, Life Satisfaction*

GEO-DEMOGRAPHIC AND PSYCHOGRAPHIC CHARACTERISTICS AS DETERMINANTS OF WINE TOURISTS' LIFE SATISFACTION

3.1. INTRODUCTION

The wine tourism experience can be provided for in a number of ways. These ways include events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, as well as vineyard and winery tours. However, according to Charters and Ali-Knight (2002:312); Galloway, Mitchell, Getz, Crouch and Ong, (2008:950), the most notable way in which the wine tourism experience can be provided is by hosting events and festivals

Approximately 211 annual festivals take place in South Africa, with the Western Cape Province hosting 40 percent (n=84) of all annual festivals. Most of the festivals hosted by this province are agriculture based, with wine festivals as the most dominant type of festival (Visser, 2005:170). The Wacky Wine Festival is one of these festivals, hosted by the Robertson wine valley in the Western Cape Province,



Map 3.1: Robertson wine valley

and described as one of South Africa's largest, regional, wine festivals. The festival provides a number of products and services for the diverse wine tourists at the various winecellars taking part in the festival. These products and services include food and wine, outdoor activities, sport, adventure and arts (CapeTownMagazine.com, 2009). The latter supports the notion by Chang (2006:1224) that festivals are a travel attraction with unique features and provide interesting activities.

Wine, food, tourism and the arts form the core element of the wine tourism product and provide a lifestyle package that the wine tourist seeks to experience (Carlsen, 2004:5). This contention is also supported by Beames (cited in Yuan, 2004:?), who indicated that the changing trends and motivations in travel have transformed wine tourism, in this case a wine festival, into more of a lifestyle and personal experience than a mere primary recreational pursuit. With the latter in mind, an individual's motivation to travel begins when an individual becomes aware of certain needs. The individual perceives that destinations (festivals) may have the ability to serve those needs and provide them with a satisfactory experience (Beh & Bruyere, 2007:1465).

In order to understand what the individual wine tourist seeks to experience and to ensure satisfaction, it is important to segment the Wacky Wine Festival tourists by making use of segmentation criteria. According to Galloway *et al.* (2008:951), Charters and Ali-Knight (2002:312) and Bruwer (2003:430) there is arguably not a stereotypical wine tourist, indicating the importance of conducting market segmentation research. Charters and Ali-Knight (2002:311) add that there has been little research into the nature of the wine tourist. This is further stressed by Tassiopoulos, Nuntsu and Haydam (2004:52) who indicated that there has not been much research conducted specifically to determine the demographic and psychographic characteristics of the South African wine tourist.

By determining the geo-demographic and psychographic characteristics of the wine tourists visiting the festival, marketers and managers of the Wacky Wine Festival can

determine the needs of the individual market segments; and provide in these needs. This will ensure that the correct market is targeted for the festival and will thus ensure tourist satisfaction, as well as to ensure future loyalty to the festival. The purpose of this article is to apply market segmentation to tourists at the wine festival by means of geo-demographic and psychographic criteria. Thereafter, the various geo-demographic and psychographic characteristics will be compared to satisfaction with the festival, relating to satisfaction with various life domains, and general Life Satisfaction. To achieve this, the article will proceed as follows: the introduction will be followed by the literature review, thereafter the method of research will be discussed, followed by the presentation of the results. Lastly implications and conclusions will be drawn from the study.

3.2. LITERATURE REVIEW

According to Bowen and Sparks (as cited in Chung, Oh, Kim & Han, 2004:429), Park and Yoon (2009:101); as well as Bieger *et al.* (as cited in Tkaczynski, Rundle-Thiele & Beaumont, 2009:169) the importance of segmentation studies in the tourism and hospitality industry have been widely acknowledged and have been proven important. Market segmentation in tourism is important due to the reality that it is not possible to serve all tourists in a market, as they are too numerous, widely scattered, and especially too heterogeneous in their needs and wants (Vyncke, 2002:446).

Market segmentation is the process of dividing the total (heterogeneous) market into identifiable, measurable and discrete (homogeneous) groups, who share common characteristics, needs, wants, behaviour or product/service interests; and whose attitudes or reactions towards communication messages about products or services might be similar (McCabbe, 2009:147; George, 2001:111; 2004:125; 2008:141; Tkaczynski *et al.*, 2009:169; Huang, Tzeng & Ong, 2007:313; Park & Yoon, 2009:100; Vyncke, 2002:446). In the tourism context, market segmentation has been defined as a process of dividing a market into distinct groups of tourists (visitors) who might have the need for separate experiences or marketing services mixes (Bloom, 2004:723; 2005:94).

In order to effectively segment a market, a number of alternative segmentation criteria have been suggested in the tourism literature (Jang, Morrison & O'Leary, 2002:367). These segmentation profiles include geographic, demographic, geo-demographic, psychographic and behavioural variables (George, 2001:109; 2004:123; 2008:139; McCabbe, 2009:148; Kotler, Bowen & Makens, 1998:240; Kotler, 1997:256; Hu & Ju, 2007:1083; Tkaczynski *et al.*, 2009:170; McKercher, 2008:1216). Other segmentation criteria that have been identified by tourism researchers include those of expenditure, benefits, activities, communication channels (Hu & Yu, 2007:1083; Jang *et al.*, 2002:367); as well as lifestyle and personality (Park & Yoon, 2009:100). Tourism researchers may use one of the segmentation bases or a combination to segment a tourist (festival) market (Saayman, 2006:91; Tkaczynski *et al.*, 2009:170). Therefore, choosing from a number of segmentation bases used by a number of tourism researchers, this study will make use of geo-demographic and psychographic variables to characterize the visitors to the Wacky Wine Festival.

The demographic and geographic segmentation are popular methods to segment a market. Marketers also often combine demographic and geographic variables; known as geo-demographic segmentation (George, 2001:114; 2004:129; 2008:147). The demographic criterion includes age, gender, marital status, family size, income, occupation, education, religion, race and nationality (Saayman, 2006:98; George, 2001:113; 2004:127; 2008:145; Kotler *et al.*, 1998:242). The geographic criterion includes country, region, state, city, neighbourhood/block, climate, transportation, government and mobility (Saayman, 2006:92; George, 2001:112; 2004:126; 2008:143; Kotler *et al.*, 1998:242).

However, the more traditional approaches to market segmentation, most notably those based on demographics (to explain or predict tourist behaviour), has been questioned mainly because they lack richness (Bruwer & Li, 2007:21; Vyncke, 2002:447). Gladwell (Galloway, 2002:582) states that a number of tourism

researchers indicated that the segmentation of markets, in terms of both psychological as well as demographic variables, enables a better discrimination between market members than does analysis in terms of only the latter. It has also been suggested that segmentation based on psychographic variables will be useful for identifying functional differences between wine tourists (Galloway *et al.*, 2008:951). Tassiopoulos *et al.* (2004:52) also state that the wine tourist is an important, but neglected, part of the wine and tourism market in South Africa. Hence, the importance of conducting geo-demographic, as well as psychographically segmented, research to obtain in-depth knowledge of wine tourists.

Research is beginning to move beyond segmentation based merely on a functional approach, to determine the more psychographic data (Charters & Ali-Knight, 2002:313). Specifically, Galloway *et al.* (2008:951) indicated that only recently have psychographic variables been investigated for wine consumption in general, and wine tourism in particular. Psychographic variables include personality type, lifestyle, social class, identity, attitudes, opinions and interest (George, 2001:112; 2004:126; 2008:147; Kotler *et al.*, 1998:242; McCabbe, 2009:148; Saayman, 2006:101; Tassiopoulos *et al.*, 2004:56). According to Tkaczynski *et al.* (2009:170), the selection of variables relies solely on the researcher's judgment. Therefore, this study will only be make use of certain variables respective to geo-demographic, as well as psychographic, segmentation criteria.

As stated by George (2001:110; 2004:124; 2008:140), segmentation involves dividing the market into groups or segments of consumers (tourists) who share similar needs. This enables the marketer to develop offerings to meet and satisfy the diverse needs of the tourists (George; 2001:111; 2004:125; 2008:140). Therefore, tourists will experience service quality different (according to their needs); and different levels of satisfaction with the tourism product (festival) will occur.

In order to understand how tourist satisfaction is obtained by means of service quality, the expectancy disconfirmation paradigm will be reviewed. The expectancy

disconfirmation paradigm conceptualises service quality as the difference between what a consumer expects to receive, and the consumer's perception of the actual service delivery. Satisfaction occurs when a product performance exceeds some form of standard or expectations. Dissatisfaction occurs when performance falls below this standard or expectation (O'Neill, Palmer, & Charters & Ali-Knight, 2002:343; Yu & Goulden, 2006:1333; Bowen, 2001:51; Lin, 2007:112; De Rojas & Camarero, 2008:2; Baker & Crompton, 2000:787; Morgan, 2006:307; Huh, 2002:ii; Truong & Foster, 2006:843; Akama & Kietj, 2002:75; Del Bosque & Martin, 2008:553; Huang & Chiu, 2006:158; and Füller & Matzler, 2008:117). Previous research indicated that service provided by the winery was found to be the most enjoyable aspect of a visit to a winery (Hall & Mitchell, 2002; Getz & Brown, 2006:148). Therefore, the service provided at the various cellars included in the festival plays a significant role in tourist satisfaction with regard to expectations and real experience.

In literature it has been indicated that fewer studies few have been conducted in travel and tourism that link tourist satisfaction with tourism service on a specific trip, and with Life Satisfaction (Sirgy, Kruger, Lee and Yu, 2009:3; Singley, 2005:4). Life Satisfaction is described as a predictor of, as well as an outcome of, domain specific Life Satisfaction (Singley, 2005:1; Neal, 2000:1; Sirgy *et al.*, 2009:3; Neal, Sirgy & Uysal, 1999:156; Rojas, 2006:469). This notion correlates with the hierarchy model of Life Satisfaction (Refer to Fig. 3.1), also known as the Bottom-up Spill-over theory. Basically the model indicates that Life Satisfaction is influenced by the evaluation of major life domains. These major life domains include *Social life, Leisure and recreational life, Family life, Love life, Arts and culture, Work life, Health and safety, Financial life, Spiritual life, Intellectual life, Self, Culinary life and travel life* (Sirgy *et al.*, 2009:9). The affect within a life domain spills over vertically to the most super-ordinate domain; life in general; thus determining Life Satisfaction. (Neal *et al.*, 1999: 156; Sirgy *et al.*, 2009:5; Hsieh, 2005:505). It has been emphasized that the perceived impacts of tourism experiences will contribute to satisfaction in important life domains significantly (Sirgy, 2009:2).

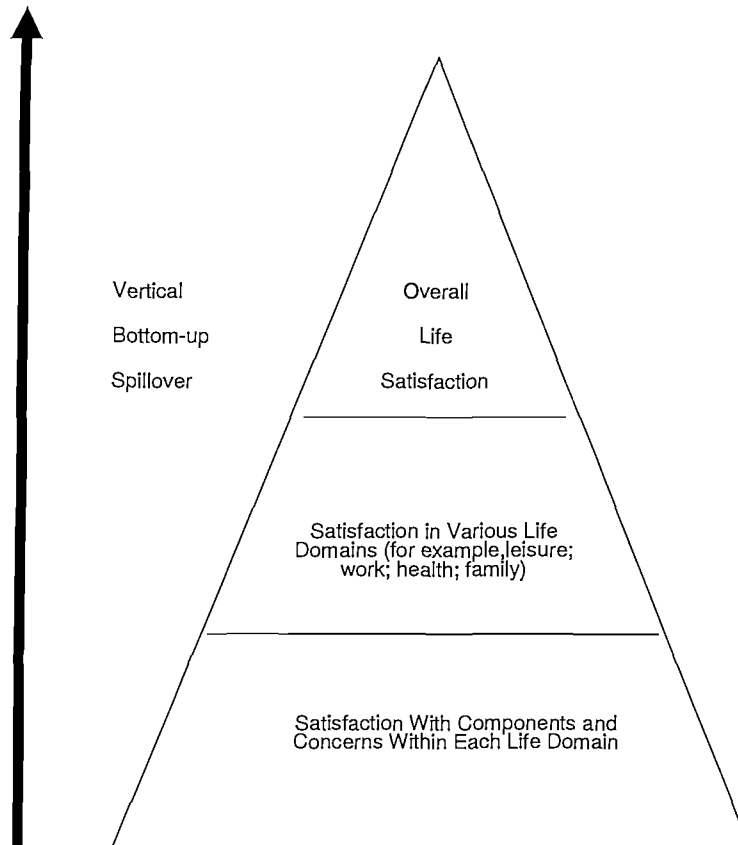


Figure 3.1: The hierarchy model of Life Satisfaction (Bottom-up Spillover theory)

(Source: Neal *et al.*, 1999:155)

However, as stated by Sirgy *et al.* (2009:4), satisfaction with tourism services plays an important role in Life Satisfaction, but the effect is mediated not only by satisfaction within leisure life but also by satisfaction in other life domains. It can be concluded that a wine festival, particularly having regard to service quality, may have an influence on more than one life domain, thus contributing to the overall Life Satisfaction of the wine tourist. As reported by Steyn, Saayman and Nienaber (2004:98), people engage in tourist and travel activities to satisfy physical as well as psychological needs. Tourism is therefore a mentally and physically healthy pursuit to follow in our leisure time and hence, a factor to increase Life Satisfaction (Gilbert & Abdullah, 2004:104; Carmichael, 2006:116; Andereck & Jurowski, 2006:138).

According to Beh and Bruyere (2007:1465), an individual perceives that certain destinations (festivals) may have the ability to serve their needs and to provide them with a satisfactory experience, referring to tourists' expectations. However, as described by Füller and Matzler (2008:117), expectations differ from tourist to tourist and therefore satisfaction with tourism products and/or services will differ individually; as well as their influence on overall Life Satisfaction.

This study will therefore determine geo-demographic and psychographic characteristics of the varying segments of wine tourists attending the festival. However, the primary purpose of the article is to determine the relationship between various geo-demographic and psychographic variables, life domains; as well as overall Life Satisfaction, as determined by the wine festival. This will be achieved by discussing the research method that was followed and by the presentation of the empirical results obtained during the wine festival. This study will contribute significantly to research in the South African context, as previous studies have indicated that the wine tourist is a neglected part of the wine and tourism market. Festival marketers and managers will also benefit significantly by understanding and foreseeing the needs of the wine tourist, thus ensuring satisfaction and repeat visits to the festival.

3.3. METHOD OF RESEARCH

The Institute of Tourism and Leisure Studies of the North-West University conducted quantitative research at the Wacky Wine Festival. The festival took place between the 4th and the 7th June 2009. The regional wine festival was hosted by the Robertson Wine Valley in the Western Cape Province of South Africa including Ashton, Bonnievale, McGregor, Montagu, as well as Robertson. For the purpose of the study, the following section will discuss the method of research that was used to conduct the Life Satisfaction survey at the festival. The methodology used will be discussed under the following headings: (i) participants, (ii) procedure, (iii) measures and (iv) statistical analysis. Thereafter the results will be presented.

3.3.1. PARTICIPANTS

According to Cooper and Emory (1995:207) for any population of 100 000(N) the recommended sample size (S) is 384. The original sample size for the festival consisted of 350 participants. However, 329 eligible questionnaires were used to capture the data and represent the results of the study. A decline in the desired sample size was noted. However, 329 questionnaires is adequate according to the statement by Cooper and Emory (1995:207).

Forty-two (42) percent of the participants were male while 58% were female. These participants ranged between the age of 25 and 49 years (63%), indicating that they are mostly married (43%). A university degree was given as the highest level of education of the participants (37%). Most of the participants resided in the Western Cape Province (83%) and visited the festival for social reasons (51%). *Extravert, enthusiastic* was the highest chosen personality type (31%), while leading a *good living* life (46%). The *good living* life choice indicates that the participants believe they work hard and play hard.

The participants refer to themselves as wine lovers (33%), indicating that they enjoy different types of wine. Most of the participants to the festival describe their wine knowledge as basic to intermediate (86%).

3.3.2. PROCEDURE

Students from the North-West University, affiliated to the Program of Tourism Management were selected as fieldworkers to conduct the survey. These fieldworkers comprised of honours as well as masters students to the program.

Prior to the research period, the fieldworkers were briefed on the purpose of the study in order to conduct the survey effectively and to facilitate the goal of the study. The fieldworkers were also given an understanding of the survey questionnaire to be able to assist participants in completing the questionnaire, if required. Over 48

wineries were included in the festival extending throughout the Robertson valley. However, four wineries were chosen at which to conduct the survey. These wineries included Klipdrift, Robertson, Van Loveren as well as Cloverfield in the Robertson area. Klipdrift distillery was included in the survey as it is part of the Wacky Wine Festival. These wineries and distillery were included in the study as Robertson Tourism gave permission to conduct the survey at these specific festival areas. The participants were approached by the fieldworkers according to the convenience sampling method as they were entering or leaving the selected winery. This sampling method is based on the premise that participants are chosen to partake in the survey based on their availability.

Once the availability of the wine tourist was determined, the purpose of the study was explained to the participant. Thereafter, the participant was left to complete the self-administrated questionnaire. The fieldworkers stood by in case of clarity been required with regard to either the questionnaire or the research topic. After completing the questionnaire, the participant was thanked for his/her participation in the survey. The data was captured and statistical analyses were made in SPSS 17.0 (2009) software by means of the survey questionnaire. While there are missing values in some questions, as many questionnaires as possible were included in the analysis.

3.3.3. MEASURES

The self-administrated questionnaire that was distributed at the Wacky Wine Festival consisted of three sections. The first section comprised the various life domains with regard to the study; followed by the tourists' perception of satisfaction with the wine festival. The last section included various questions to determine the geo-demographic and psychographic characteristics of the participants, generalising the findings to the general visitors' population at the Wacky Wine Festival for the year 2009.

The first section of the survey questionnaire included questions to determine whether the participants agreed that the festival influenced various life domains in order to enhance or decrease their overall Life Satisfaction. A brief introduction was provided beforehand to enable participants to understand the concept *Life Satisfaction*. These life domains included *Social life*, *Leisure and recreational life*, *Culinary life*, *Travel life*; as well as *Overall life*.

The second section of the questionnaire comprised of various questions determining participants' satisfaction with services and products delivered during the festival. This can be seen as a core element of the study. The previous statement can be ascribed to the view that tourists' have to be satisfied with the tourism product (festival) in order to have an influence on various life domains. In turn, the satisfaction with the tourism product (festival) will have an effect on overall Life Satisfaction. This section of the questionnaire also included questions to determine participants' perception regarding *whether or not the festival enriched their personal well-being*. In Quality of Life studies, there is an available *Life Satisfaction Scale* ranging from one to seven (Diener, 2009:114). The following values are presented by the scale: 1 – Strongly disagree; 2 – Disagree; 3 – Slightly disagree; 4 – Neither agree nor disagree; 5 – Slightly agree; 6 – Agree; 7 – Strongly agree. However, the "*Life Satisfaction Scale*" was adapted to the context of the wine festival, largely due to the social nature of the event. Therefore, the first, as well as the second, section of the questionnaire made use of a 5-point Likert scale to determine the influence of the wine festival on tourists' various life domains; as well as satisfaction with the festival. The 5-point Likert scale offered the following values: 1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree.

The final section of the questionnaire included questions to determine the geo-demographic and psychographic characteristics of the participants. Questions that were used to determine the geo-demographic and psychographic characteristics of the wine tourists included gender, population group, age, province, marital status, level of education, personality type, lifestyle, type of wine tourist, wine knowledge; as well as the reason for attending the wine festival. The findings of this section can be

generalised to the total visitor population of the Wacky Wine Festival 2009 for marketing and managerial purposes. The questionnaire was pre coded where possible for ease of data capturing.

3.3.4. STATISTICAL ANALYSIS

The data was captured in SPSS 17.0 (SPSS Inc., 2009) software in order to make statistical analyses and to present the empirical results of the study. The process comprised three phases including reliability statistics, independent t-test and One-way analysis of variance, commonly known as an ANOVA.

The first phase; referred to as the reliability statistics, was conducted to determine the internal consistency of the scales used in the study. This was done by making use of the Cronbach's coefficient alpha. This statistic provides an indication of the average correlation among all the items that make up a scale. Values range from 0 to 1 with higher values indicating greater reliability of the scale. A minimum level of 0.7 is recommended despite the nature and purpose of the scale (Pallant, 2007:6). The Cronbach's coefficient alpha was determined for each of the factors used in the study. The factors refer to the following life domains: *Social life, Leisure and recreational life, Intellectual life, Culinary life, Travel life; as well as Overall life.*

Secondly, the independent samples t-test was conducted. This was done to compare the mean scores of two different groups (Pallant, 2007:232); gender; that is, male and female. The independent t-test assumes (Field, 2005:287): (1) Variances in these populations are roughly equal (homogeneity of variance) and (2) Scores are independent. Lastly, the analysis of variance (ANOVA) was conducted. The ANOVA is used to compare the mean scores of more than two groups (Pallant, 2007:242). However, *Post Hoc* analysis was conducted to find out which groups are significantly different from one another (Pallant, 2007:103). This analysis was applied to age categories, personality type as well as wine knowledge.

The effect sizes within the independent t-test and *Post hoc* analysis was calculated in order to calculate the practical significance between and within groups. These effect sizes are independent of the sample size. The following guidelines are given to interpret the effect sizes in the study (Ellis & Steyn, 2003:54): (a) small effect: $d=0.2$, (b) medium effect: $d=0.5$, (c) large effect: $d=0.8$. It is considered that data with $d \geq 0.8$ is practically significant, since it is the result of a difference having a large effect (Ellis & Steyn, 2003:54).

3.3.5. THE RESULTS

3.3.5.1. Cronbach's alpha coefficient

Table 3.1 indicates the internal consistency of the scales used for the study. The Cronbach's alpha coefficient ranged between 0.75 and 0.90. With a required minimum of 0.70, the factors in this study had a relatively high coefficient implying the internal consistency of the scales.

Table 3.1: Cronbach's alpha coefficient

Life domain	Cronbach's alpha coefficient
Social <ul style="list-style-type: none"> - Meeting people - Quality time with friends and family - Engaging in social activities - Drinking/tasting wine as a social activity 	0.75
Leisure <ul style="list-style-type: none"> - Engaging in wine tasting/consuming - Tasting different types of wine - Engaging in wine and other related activities - Learning more about wine and wine culture 	0.84
Intellectual <ul style="list-style-type: none"> - Learnt more about wine culture - Learnt more about the history of wine - Learnt more about the history of wine cellars - Learnt more about wines - Trip was very educational and intellectually fulfilling 	0.90
Culinary <ul style="list-style-type: none"> - Enjoying good tasting food and wine - Feel good drinking/tasting wine - Feel good drinking within my limits - Feel good tasting a variety of wines - Different wines complemented food available 	0.76
Travel <ul style="list-style-type: none"> - Able to break away from normal routine - Visiting new places/cellars during the festival 	0.82

- On the move travelling from cellar to cellar - Enjoying the festival as part of travel life - Enjoyed the trip overall	
Overall	0.87
- Enriched my social life - Enriched my leisure and recreational life - Enriched my intellectual life - Enriched my culinary life - Enriched my travel life	

3.3.5.2. Independent-samples t-test: Male versus Female

In Table 3.2, the mean scores of two different groups, male and female, were compared. From these mean scores, the effect sizes were calculated to determine the practical significance between the groups.

Table 3.2: T-test – Male vs. Female

T-test: Male versus Female						
Life domains	Male			Female		
	n	Means	Std. Deviation	n	Means	Std. Deviation
Social	147	4.53	.607	182	4.54	.519
Leisure	147	4.43	.679	182	4.37	.477
Intellectual	147	4.09	.854	182	3.96	.068
Culinary	147	4.31	.622	182	4.36	.574
Travel	147	4.41	.643	182	4.54	.544
Overall	147	3.91	.856	182	3.97	.813

3.3.5.3. Effect sizes: Male versus Female

According to Table 3.3, the effect sizes ranged between 0.02 and 0.21. The largest difference between male and female participants to the festival (0.21) according to the statistics was found in the *Travel* life domain. However according to the guidelines interpreting the effect sizes, this is described as a small effect ($d=0.2$). It is also accepted that data with $d \geq 0.8$ is practically significant. Therefore, no practical significance was found between males and females regarding the life domains and overall life as influenced by the festival.

Table 3.3: Effect sizes – Male vs. Female

Effect size		
Life domain	Gender	Effect size
Social	Male vs. Female	0.02
Leisure	Male vs. Female	0.08
Intellectual	Male vs. Female	0.15
Culinary	Male vs. Female	0.08
Travel	Male vs. Female	0.21
Overall	Male vs. Female	0.07

3.3.5.4. Descriptive statistics: Age categories

An ANOVA was conducted to compare the mean scores of five different age categories as indicated by the participants attending the festival with regard to the various life domains; as well as life overall. Table 3.4 shows sample size (n), the mean; as well as the Standard Deviation of the different age categories referring to each life domain included. *Post hoc* analysis was conducted, and effect sizes were calculated to indicate the differences between the age categories within each life domain included, as well as overall life (Table 3.5).

Table 3.4: Descriptive statistics for age categories with regard to life domains

Descriptive statistics: Age categories															
Life domain	15 – 25 years			26 – 35 years			36 – 45 years			46 – 55 years			56 – 65 years		
	n	Mean	Std. Deviation	n	Mean	Std. Deviation	n	Mean	St. Deviation	n	Mean	Std. deviation	n	Mean	Std. deviation
Social	98	4.57	.568	97	4.64	.419	61	4.50	.521	31	4.44	.898	29	4.33	.150
Leisure	98	4.50	.740	97	4.46	.594	61	4.30	.608	31	4.21	.655	29	4.29	.616
Intellectual	98	4.02	.978	97	4.16	.794	61	3.95	.886	31	3.79	.858	29	3.99	.749
Culinary	98	4.41	.642	97	4.36	.588	61	4.29	.529	31	4.22	.688	29	4.23	.544
Travel	98	4.46	.655	97	4.51	.539	61	4.45	.546	31	4.51	.669	29	4.45	.632
Overall	98	4.18	.753	97	4.02	.813	61	3.78	.845	31	3.86	.819	29	3.44	.916

3.3.5.5. Effect sizes: Age

Table 3.5 indicates the calculated effect sizes for each age category within the various life domains included in the study. This was done by the *Post hoc* analysis. The effect sizes for this section will be interpreted according to each life domain. In the *Social* life domain, the effect sizes ranged between 0.12 and 0.58. Most of the effect sizes calculated between the age categories within the life domain were small ($d=0.2$) ranging from 0.12 to 0.45. A medium effect was found between the age categories of 26-35 and 56-65 (0.58) in the *Social* life domain. However, data with $d \geq 0.8$ is considered as practically significant. Therefore, no significant differences were found between/within the age categories of the *Social* life domain.

With regard to the *Leisure and recreational* life domain, the effect sizes ranged between 0.00 and 0.44. Therefore the effect sizes within this life domain; between the age categories; are all considered as small ($d=0.2$). It can be seen that no practical differences were found within the *Leisure and recreational* life domain. Within the *Intellectual* life domain the effect sizes ranged between 0.03 and 0.42, indicating a small effect size ($d=0.2$). Therefore, it can be concluded that no significant differences were found between the age categories within the *Intellectual* life domain; regarding $d \geq 0.8$ as practically significant. Within the *Culinary* life domain, the calculated effect sizes ranged between 0.01 and 0.32 indicating a small effect size ($d=0.2$). It can be seen that no significant difference were found between the related age categories within this life domain. With regard to the *Travel* life domain the effect sizes ranged between 0.01 and 0.10; also indicating small effect sizes ($d=0.2$). Referring to the practical significance ($d \geq 0.8$), no practical differences were found within the *Travel* life domain of the participants.

Regarding the *Overall life* of the participants, the effect sizes of the age categories ranged between 0.19 and 0.91. The majority indicated small effect sizes ($d=0.2$), with two medium effect sizes ($d=0.5$). The two medium effect sizes were found between the age categories of 46 – 55 and 56 – 65 (0.52), as well as 26 – 35 and 56 – 65

(0.71) with regard to *Overall life*. A large effect size was found between the age categories of 15 -25 and 56 – 65 (0.91). Therefore, there is a practical significance ($d \geq 0.8$) between the age categories of 15 – 25 and 56 – 65 (0.91) within the *Overall life* of the participants. This was the only practical significance found in the *Post hoc* analysis with regard to the age categories in the various life domains and overall life.

Table 3.5: Effect sizes for different age categories in different life domains

Effect sizes: Age categories		
Life domain	Age category	Effect size
Social	15 – 25 vs. 26 – 35	0.12
	15 – 25 vs. 36 – 45	0.13
	15 – 25 vs. 46 – 55	0.26
	15 – 25 vs. 56 – 65	0.46
	26 – 35 vs. 36 – 45	0.25
	26 – 35 vs. 46 – 55	0.38
	26 – 35 vs. 56 – 65	0.58
	36 – 45 vs. 46 – 55	0.13
	36 – 45 vs. 56 – 65	0.33
	46 – 55 vs. 56 – 65	0.20
Leisure	15 – 25 vs. 26 – 35	0.06
	15 – 25 vs. 36 – 45	0.31
	15 – 25 vs. 46 – 55	0.44
	15 – 25 vs. 56 – 65	0.31
	26 – 35 vs. 36 – 45	0.25
	26 – 35 vs. 46 – 55	0.38
	26 – 35 vs. 56 – 65	0.25
	36 – 45 vs. 46 – 55	0.13
	36 – 45 vs. 56 – 65	0.00
	46 – 55 vs. 56 – 65	0.13
Intellectual	15 – 25 vs. 26 – 35	0.16
	15 – 25 vs. 36 – 45	0.08
	15 – 25 vs. 46 – 55	0.27

	15 – 25 vs. 56 – 65	0.03
	26 – 35 vs. 36 – 45	0.24
	26 – 35 vs. 46 – 55	0.42
	26 – 35 vs. 56 – 65	0.19
	36 – 45 vs. 46 – 55	0.19
	36 – 45 vs. 56 – 65	0.05
	46 – 55 vs. 56 – 65	0.24
Culinary	15 – 25 vs. 26 – 35	0.09
	15 – 25 vs. 36 – 45	0.20
	15 – 25 vs. 46 – 55	0.32
	15 – 25 vs. 56 – 65	0.30
	26 – 35 vs. 36 – 45	0.11
	26 – 35 vs. 46 – 55	0.23
	26 – 35 vs. 56 – 65	0.21
	36 – 45 vs. 46 – 55	0.12
	36 – 45 vs. 56 – 65	0.10
	46 – 55 vs. 56 – 65	0.01
Travel	15 – 25 vs. 26 – 35	0.07
	15 – 25 vs. 36 – 45	0.01
	15 – 25 vs. 46 – 55	0.08
	15 – 25 vs. 56 – 65	0.02
	26 – 35 vs. 36 – 45	0.09
	26 – 35 vs. 46 – 55	0.01
	26 – 35 vs. 56 – 65	0.09
	36 – 45 vs. 46 – 55	0.10
	36 – 45 vs. 56 – 65	0.01
	46 – 55 vs. 56 – 65	0.10
Overall	15 – 25 vs. 26 – 35	0.20
	15 – 25 vs. 36 – 45	0.49
	15 – 25 vs. 46 – 55	0.39
	15 – 25 vs. 56 – 65	0.91*
	26 – 35 vs. 36 – 45	0.29
	26 – 35 vs. 46 – 55	0.19

	26 – 35 vs. 56 – 65	0.71
	36 – 45 vs. 46 – 55	0.10
	36 – 45 vs. 56 – 65	0.42
	46 – 55 vs. 56 – 65	0.52

*Significant difference

3.3.5.6. Descriptive statistics: Personality type

Table 3.6 presents the descriptive statistics with regard to different personality types concerning the various life domains included in the study; as well as life overall. The survey questionnaire comprised of six personality types, however, three personality types were used to conduct the *Post hoc* test and to calculate effect sizes. This is ascribed to the fact that the personality types *Extravert, enthusiastic, Dependable, self-disciplined* and *Open to new experiences, complex* indicated the highest frequencies by the sample population. The effect sizes were calculated to determine the practical significance of the personality types within various life domains included, as well as life overall (Table 3.7).

Table 3.6: Descriptive statistics for different personality types with regard to life domains

Descriptive statistics: Personality types									
Life domain	Extravert, enthusiastic			Dependable, self-disciplined			Open to new experiences, complex		
	<i>n</i>	Mean	Std. Deviation	<i>n</i>	Mean	Std. Deviation	<i>n</i>	Mean	Std. Deviation
Social	106	4.75	.432	58	4.56	.563	68	4.46	.625
Leisure	106	4.47	.687	58	4.38	.629	68	4.37	.667
Intellectual	106	4.03	.908	58	4.12	.848	68	3.98	.920
Culinary	106	4.45	.529	58	4.33	.644	68	4.29	.587
Travel	106	4.58	.541	58	4.55	.616	68	4.49	.617
Overall	106	4.07	.723	58	4.03	.850	68	3.85	.820

3.3.5.7. Effect sizes: Personality

According to Table 3.7, all of the life domains included in the study (*Social, Leisure, Intellectual, Culinary, Travel*), as well as life overall recorded a small effect size

($d=0.2$) ranging between 0.01 and 0.35. A medium effect size ($d=0.5$) was found between *Extravert, enthusiastic* and *Open to new experiences, complex*. However, data with $d \geq 0.8$ is considered as practically significant, therefore no significant differences were found between the personality types within the various life domains and life overall.

Table 3.7: Effect sizes for different personality types in different life domains

Effect sizes: Personality types		
Life domain	Personality type	Effect size
Social	Extravert, enthusiastic vs. dependable, self-disciplined	0.35
	Extravert, enthusiastic vs. open to new experiences, complex	0.55
	Dependable vs. open to new experiences, complex	0.19
Leisure	Extravert, enthusiastic vs. dependable, self-disciplined	0.13
	Extravert, enthusiastic vs. open to new experiences, complex	0.14
	Dependable vs. open to new experiences, complex	0.01
Intellectual	Extravert, enthusiastic vs. dependable, self-disciplined	0.10
	Extravert, enthusiastic vs. open to new experiences, complex	0.05
	Dependable vs. open to new experiences, complex	0.15
Culinary	Extravert, enthusiastic vs. dependable, self-disciplined	0.20

	Extravert, enthusiastic vs. open to new experiences, complex	0.27
	Dependable vs. open to new experiences, complex	0.07
Travel	Extravert, enthusiastic vs. dependable, self-disciplined	0.06
	Extravert, enthusiastic vs. open to new experiences, complex	0.15
	Dependable vs. open to new experiences, complex	0.09
Overall	Extravert, enthusiastic vs. dependable, self-disciplined	0.05
	Extravert, enthusiastic vs. open to new experiences, complex	0.28
	Dependable vs. open to new experiences, complex	0.23

3.3.5.8. Descriptive statistics: Wine knowledge

Table 3.8 indicates the descriptive statistics in order to determine the difference between the various levels of wine knowledge and life domains included in the study, as well as overall life. The different levels of wine knowledge that were included in the survey questionnaire comprised *Basic*, *Intermediate* and *Advanced*. Table 3.9 indicates the effect sizes that were calculated between the three levels of wine knowledge, to determine the significant difference with regard to life domains and overall life.

Table 3.8: Descriptive statistics of different levels of wine knowledge with regard to life domains

Descriptive statistics: Wine knowledge									
Life domain	Basic			Intermediate			Advanced		
	<i>n</i>	Mean	Std. Deviation	<i>n</i>	Mean	Std. Deviation	<i>n</i>	Mean	Std. Deviation
Social	140	4.53	.554	143	4.56	.539	46	4.51	.643
Leisure	140	4.31	.671	143	4.47	.619	46	4.44	.721
Intellectual	140	3.90	.911	143	4.07	.855	46	4.19	.887
Culinary	140	4.3	.611	143	4.35	.593	46	4.43	.555
Travel	140	4.50	.544	143	4.45	.646	46	4.53	.568
Overall	140	3.93	.838	143	3.91	.829	46	4.06	.830

3.3.5.9. Effect sizes: Wine knowledge

According to Table 3.9, the effect sizes ranged between 0.03 and 0.33. This indicates that no significant differences ($d \geq 0.8$) were found between the various levels of wine knowledge within the various life domains, as well as life overall. Small effect sizes were found within the following life domains between different levels of wine knowledge: *Leisure* life domain between *Basic* and *Intermediate* (0.25), as well as *Basic* and *Advanced* (0.21). *Intellectual* life domain between *Basic* and *Intermediate* (0.20); as well as *Basic* and *Advanced* (0.33). *Culinary* life domain between *Basic* and *Advanced* (0.22). *Overall* life domain between *Basic* and *Advanced* (0.21); as well as *Intermediate* and *Advanced* (0.25). However, this does not account for significant differences.

Table 3.9: Effect size for different levels of wine knowledge in different life domains

Effect sizes: Wine knowledge		
Life domain	Wine knowledge	Effect size
Social	Basic vs. intermediate	0.06
	Basic vs. advanced	0.03
	Intermediate vs. advanced	0.09
Leisure	Basic vs. intermediate	0.25

	Basic vs. advanced	0.21
	Intermediate vs. advanced	0.05
Intellectual	Basic vs. intermediate	0.20
	Basic vs. advanced	0.33
	Intermediate vs. advanced	0.13
Culinary	Basic vs. intermediate	0.08
	Basic vs. advanced	0.22
	Intermediate vs. advanced	0.14
Travel	Basic vs. intermediate	0.08
	Basic vs. advanced	0.05
	Intermediate vs. advanced	0.13
Overall	Basic vs. intermediate	0.04
	Basic vs. advanced	0.21
	Intermediate vs. advanced	0.25

3.4. DISCUSSIONS AND IMPLICATIONS

The following geo-demographic and psychographic characteristics of attending tourists to the Wacky Wine Festival was extrapolated from the data gathered: Forty-two (42) percent of the participants were male while 58% were female. Sixty-three (63) percent) of the participants were found between the age of 25 and 49 years, which correlates well with the results indicating that most of this group were married (43%). A university degree was given as the highest level of education of the participants (37%). Most of the participants resided in the Western Cape Province (83%) and visited the festival for social reasons (51%). *Extravert, enthusiastic* was the strongest personality type (31%), with the majority of participants leading a *good living* life (46%). The *good living* life indicates that the participants believed that they worked hard and played hard. The participants referred to themselves as wine lovers (33%), indicating that they enjoy different types of wine. Most of the participants to the festival describe their wine knowledge as *basic to intermediate* (86%). These

results cannot, however, be generalised to other wine festivals as the survey was based on the Wacky Wine Festival.

From the independent sample t-test and *Post hoc* analysis that was conducted, it was found that there was no practical significance between the geo-demographic and psychographics variables and the life domains, as well as life overall. However, a practical significance was found between the age categories of 15 – 25 and 56 – 65 within the *Overall life* of the wine tourists. The festival influenced the *Overall life* satisfaction of the age category 15 - 25 more positively than the age category of 56 - 65. This can perhaps be ascribed to the social nature of the Wacky Wine Festival. It can be seen that, when comparing the various geo-demographic and psychographic variables to life satisfaction, for the most part, no differences were found. Therefore, the market segment at the festival can be described as homogeneous in nature.

Based on these findings, managers can use them to accurately identify their market segment and forecast their needs as festival visitors. These needs are identified in the various life domains included in the study. By identifying the market segment, managers can better prepare to enhance the experience of the wine tourists. This can be done by developing products and services to suit the needs of the market segments according to the life domains. Managers may also use the determined characteristics to develop diverse products and services to attract a different market according to their particular preferences and purposes of visiting the festival. Marketers may use the information to target an appropriate market for the festival and to improve marketing plan effectiveness. As the market is fairly young with an extravert, enthusiastic personality type, marketers can make use of electronic social networks to market the festival to potential wine tourists. Most of the tourists reside in the Western Cape Province of South Africa. By marketing the festival through electronic social networks, a broader market will be attracted to the Wacky Wine Festival.

By comparing the geo-demographic and psychographic variables to the life domains and overall life satisfaction, managers can identify the gap in product delivery and service provision, in comparison to markets of the festival. In this study no differences were found between geo-demographic and psychographic variables compared to life domains and life overall. However, products and services can be expanded in the future to suit the needs of various market segments according to gender, age, personality and wine knowledge, as the needs of tourists change with time; if any differences are found. In other festival cases different markets have different needs, so by expanding the products and services delivered by a festival, different needs of the different markets can be satisfied. Satisfaction with a festival will increase satisfaction in various life domains; enhancing the life satisfaction of the tourist. A satisfied wine tourist will be beneficial to the festival, as the satisfaction will ensure a revisit to the event. Local wineries will also benefit from the satisfaction of tourists, as the wineries will be revisited after the festival and regional wine products will be purchased. Marketers can further use the findings to market the products and services delivered by the festival to the correct market. By marketing the appropriate products and services delivered by the festival, the true market will be targeted according to characteristics, ensuring a total wine tourism experience and effective marketing.

A satisfied wine tourist will also be beneficial to festival marketers and managers; as positive word-of-mouth will be distributed thereby attracting more tourists to the festival in the future. This study needs to be conducted annually, as the needs of wine tourists change. Therefore, managerial plans and marketing strategies can be adapted accordingly.

3.5. CONCLUSION

As there is no stereotypical wine tourist, the purpose of this study was to determine the geo-demographic and psychographic characteristics of attendees at the Wacky Wine Festival. The geo-demographic and psychographic variables were compared to the Life Satisfaction of the attending wine tourists. From the study, it was found that

there are no significant differences between various geo-demographic and psychographic variables; and Life Satisfaction. Just one significant difference was found between the respondents' age groups of 15 – 25 and 56 – 65 years and *Overall life*.

It has already been noted that there has been little research into the nature of wine tourists (Charters and Ali-Knight, 2002:311). Specifically, little research has been done to determine the demographic and psychographic characteristics of the South African wine tourist (Tassiopoulos, *et al.*, 2004:52). Therefore, it is apparent that this study makes a significant contribution to literature based on the nature of wine tourists attending festivals in the South African context, as well as internationally.

Knowledge of wine tourists will enable managers and marketers to identify and forecast the needs of the tourists, to ensure a satisfactory experience. Unfortunately, these results cannot be generalised to all tourists in the wine festival industry of South Africa, as each festival is unique. Further validation of the life domain scales is also required to ensure their relevancy to the Wacky Wine Festival, as well as to other wine festivals. This type of study can also be conducted making use of other geo-demographic and psychographic variables, as there has been modest research in the demographic and psychographic characteristics of South African wine tourists. The research can also be conducted including other life domains, to ensure a comprehensive study in Life Satisfaction literature. It is recommended that the festival managers and marketers conduct a study of this nature annually because the characteristics of the visitors change over time, as well as their needs.

CHAPTER 4

Conclusions and Recommendations



4.1. INTRODUCTION

The aim of this study was to determine the influence of a wine festival on tourists' Life Satisfaction. To achieve the aim of the study the following objectives were formulated in Chapter 1 and achieved in separate chapters (Chapter 2 and 3):

- The first objective was to determine the relationship between the festival experience and life domains of the wine tourists. This objective was achieved and captured in Chapter 2 (Article 1) of the study.
- The second objective was to determine the geo-demographic and psychographic characteristics as factors influencing wine tourists' Life Satisfaction. This objective was achieved in Chapter 3 (Article 2) of the study.
- The third objective of the study was to draw conclusions and make recommendations with regard to the study conducted at the Wacky Wine Festival. Accordingly, this chapter will make use of the research results obtained from Chapter 2 (Article 1) and 3 (Article 2) respectively, to draw conclusions and to make recommendations regarding future Wacky Wine Festivals and further research opportunities.

4.2. CONCLUSIONS

The conclusions will be discussed according to the literature review; and the survey conducted at the wine festival as presented in articles Chapters 2 and 3:

4.2.1. Conclusions with regard to the literature study

- A strong relationship exists between the wine industry and tourism, indicating the importance of wine tourism. Wine tourism has become important in South Africa. (c.f. 1.1).
- The wine industry is one of the largest contributing sectors to South Africa's income from tourism, attracting growing numbers of both South African and foreign visitors to wine estates (c.f. 2.1).
- The wine tourism experience can be provided for in a number of ways, the most notable way being events and festivals (c.f. 1.1 & 3.1).
- Festivals are considered as one of the fastest growing tourism attractions, and are described as a worldwide phenomenon (c.f. 1.2 & 2.1).
- Despite the growth and status of festivals, researchers have been very slow in directing research into fields other than economic impacts and motivation (c.f. 1.2 & 2.2).
- Festivals and events are exclusive because of the relationships among the settings, people, management systems as well as the design elements and the program. Therefore, no festival or event is the same as any other (c.f. 1.1).
- Festivals are unique features and provide interesting activities (c.f. 3.1).
- The Wacky Wine Festival is hosted in the Robertson wine valley in the Western Cape Province of South Africa; and is described as one of the country's largest regional wine festivals. The festival provides a number of products and services for the diverse wine tourist at the various wine cellars

included in the festival. The products and services include food and wine, outdoor activities, sport, adventure and arts (c.f. 1.1; 2.1 & 3.1).

- Wine festivals provide opportunities for learning more about wine, for social interaction, health, relaxing, as complementary to food consumption, personal development and hospitality (c.f. 1.2 & 2.2).
- Wine tourism has changed into a more lifestyle and personal experience, than a mere recreational pursuit (c.f. 1.2; 2.1 & 3.1).
- People engage in tourist and travel activities (wine festival) to satisfy physical as well as psychological needs (c.f. 3.1).
- Knowledge of tourist psychology is extremely important in determining the success of a tourism destination (c.f. 2.2).
- Tourism is a mentally and physically healthy pursuit to follow in our leisure time, and hence a factor to increase life satisfaction (c.f. 2.2 & 3.2).
- Few studies have been conducted in travel and tourism that link tourist satisfaction with a tourism service on a specific trip with Life Satisfaction (c.f. 2.2 & 3.2).
- Tourists do not purchase merely products or services, they buy the expectation of benefits that satisfy a need (c.f. 1.2 & 2.2).
- Satisfaction occurs when a product performance (wine festival) exceeds some form of standard or expectation. Dissatisfaction occurs when performance falls below this standard or expectation (c.f. 1.2; 2.2 & 3.2).
- Satisfaction can be seen as a fundamental component to maintain competitive business in the tourism industry (c.f. 2.2).
- The perceived impact of travel and tourism experiences contributes to satisfaction in important life domains (c.f. 1.2; 2.2 & 3.2).
- Satisfaction with tourism services plays an important role in Life Satisfaction. However, the effect is mediated not only by satisfaction within the leisure life but also by satisfaction in other life domains (c.f. 2.2 & 3.2).

- Tourist experiences contribute significantly to Life Satisfaction (c.f. 2.2).
- Life Satisfaction is influenced by evaluation of major life domains. The affect within a life domain spills over vertically to the most super-ordinate domain; life in general; thus determining Life Satisfaction (c.f. 1.2; 2.2 & 3.2).
- The following life domains in which travel and tourism play a vital role to determine overall Life Satisfaction were identified: *Social-, Leisure and recreation-, Family-, Love-, Arts and culture, Work-, Health and safety, Financial-, Spiritual-, Intellectual-, Self, Culinary- and Travel life* (c.f. 1.2).
- There is, arguably, no stereotypical wine tourist (c.f. 3.1).
- Wine tourists are an important, but neglected, part of the wine and tourism market in South Africa (c.f. 3.2).
- There has been little research into the nature of the wine tourist; specifically only modest research has been done to determine the demographic and psychographic characteristics of the South African wine tourist (c.f. 3.1).
- An individual's motivation to travel begins when an individual becomes aware of certain needs. The individual perceives that a destination (wine festival) may have the ability to serve those needs and provide them with a satisfactory experience (c.f. 3.1).
- Expectations differ from tourist to tourist. Therefore, satisfaction with tourism products and/or services will differ individually as well as their influence on overall Life Satisfaction (c.f. 3.2).
- Market segmentation in tourism is important due to the reality that it is not possible to serve all tourists in a market, as they are too numerous, widely scattered, and especially too heterogeneous in their needs in wants (c.f. 3.2).
- Market segmentation involves dividing the market into groups or segments of consumers (tourists) who share similar needs. This enables the marketer to develop offerings to satisfy the diverse needs of the tourists (c.f. 3.2).

- The more traditional approaches to market segmentation, most notably based on demographics, have been questioned mainly because they lack richness (c.f. 3.2).
- Segmentation of markets, in terms of both psychological as well as demographic variables, enables better discrimination between market members than does analysis in terms of only the one set of variables (c.f. 3.2).

4.2.2. Conclusions with regard to the survey

In Article 1, descriptive statistics were presented with regard satisfaction with the festival. A factor analysis was conducted on each life domain to determine the influence of the festival on various life domains and overall life; as well as satisfaction with the festival. Correlations were also calculated between the various life domains and overall life; as well as satisfaction with the festival and life domains. From the descriptive statistics with regard to satisfaction with the wine festival, the following results were revealed:

- The participants are satisfied with the products and services delivered by the wine festival (c.f. 2.3.5.1.2).
- The mean score of *Satisfaction with the festival* was rated high by the participants as calculated from the original 5-point Likert scale (c.f. 2.3.5.1.2).
- Participants specifically indicated, with regard to the festival, that when comparing expectation and the actual experience; it was worth the expense. This indicates that tourists' expectations prior to the wine festival were confirmed during the festival; indicating satisfaction with the festival (c.f. 2.3.5.1.2).

The following conclusions can be drawn for the factor analysis conducted on each life domain:

- Each factor analysis; comprising various life domains and overall life; presented a high factor loading as well as mean (c.f. 2.3.5.2.1).
- The high mean indicates that the wine festival experience influenced the various life domains; as well as overall life; positively of the tourists during the festive experience (c.f. 2.3.5.2.1).
- The *Social* life domain was influenced the most during the wine festival. This was followed by *Travel-, Leisure and recreation-, Culinary-*; and thereafter the *Intellectual life* (c.f. 2.3.5.2.1).
- The *Overall life* was influenced least by the wine festival according to the participants. However, it still indicated a high mean (c.f. 2.3.5.2.1).

An exploratory factor analysis was conducted on satisfaction with the festival. Two (2) factors were loaded and labelled as *service* (factor 1) and *life* (factor 2). The following conclusions can be made with regard to these factors:

- Both factors presented a high factor loading as well as mean(c.f. 2.3.5.2.2.2).
- This high mean indicates that tourists are satisfied with the festival, influencing the life of the attending tourist optimistically (c.f.2.3.5.2.2.2).

It is important to calculate correlations between life domains and overall life; as life satisfaction is mediated by satisfaction in various life domains. The following conclusions can be made with regard to the correlations that were calculated between various life domains and overall life:

- The correlations made were medium to high. This indicates that the collaboration between various life domains influenced the overall Life Satisfaction of the participants to the wine festival (c.f. 2.3.5.3.1).

Correlations were also calculated between satisfaction with the festival and life domains to determine the strength of relationship in order to reach the aim of the study. The following conclusions can be made:

- The correlations calculated were small to large. This indicates that satisfaction with the festival influences various life domains of the attending wine tourists (c.f. 2.3.5.3.2).

From the above conclusions made for Article 1, the following overall conclusions can be made regarding the relationship between the festival experience and life domains of wine tourists:

- Firstly, wine tourists attending the Wacky Wine Festival are satisfied with the festival;
- Secondly, the festival enriched various life domains; as well as life overall;
- Thirdly, positive correlations were made between various life domains and life overall;
- Fourthly, positive correlations were calculated between life domains and satisfaction with the festival; and
- Lastly, it can be concluded that satisfaction with the festival influences satisfaction within various life domains. The overall Life Satisfaction is influenced by the collaboration between the various life domains included in the study.

In Article 2 an independent sample t-test and analysis of variance (ANOVA) was conducted. From the independent sample t-test and *Post hoc* analysis, practical significances were calculated between geo-demographic and psychographic variables and life domains; in addition to life overall. In summary, a short overview of the wine tourists attending the festival in 2009 will be given:

- Gender: Forty-two percent (42) male, while 58% were female (c.f. 3.3.1).

- Age: 25 – 49 years of age (63%) (c.f. 3.3.1).
- Marital status: Married (43%) (c.f. 3.3.1).
- Level of education: University degree (37%) (c.f. 3.3.1).
- Province of residence: Western Cape Province (83%) (c.f. 3.3.1)
- Reason for attending the festival: Social (51%) (c.f. 3.3.1).
- Personality type: Extravert, enthusiastic (31%) (c.f. 3.3.1).
- Lifestyle: Good living - work hard and play hard (46%) (c.f. 3.3.1).
- Type of wine tourist: Wine lover – enjoy different types of wine (33%) (c.f. 3.3.1).
- Wine knowledge: Basic to intermediate (86%) (c.f. 3.3.1).

From the independent sample t-test and *Post Hoc* analysis, the following can be concluded:

- Few practical significances were found between the geo-demographic and psychographic variables compared to the life domains included; as well as life overall.
- Just one practical significance was found between the age category of 15 – 25 and 56 – 65 within the *Overall life* of the participating wine tourists. This can perhaps be ascribed to the social nature of the Wacky Wine Festival.
- When comparing the various geo-demographic and psychographic variables to Life satisfaction, for the most part, no differences were found. The market segment attending the wine festival can therefore be described as homogenous in nature.

4.3. RECOMMENDATIONS

In the following section, recommendations can be made with regard to future festivals, as well as for opportunities of further research undertakings.

4.3.1. Recommendations with regard to future festivals

From the conclusions above, it is possible to make recommendations to festival managers and marketers of the Wacky Wine Festival for future festivals:

- Wine festival visitors' intention to revisit a festival is affected by their satisfaction. The Wacky Wine Festival and winery managers should provide more diversified products and services to ensure satisfaction with the festival. The findings with regard to the life domains can be used by managers to determine the needs of the wine tourists. As indicated in the study, *Social life* was the most influenced, while the *Intellectual life* was the least influenced by the festival. With the current activities delivered by the festival, winery managers should consider providing opportunities to smaller groups of wine tourists to educate them about different wines, culture of wine, history of wine, history of wine cellars; as well as the use of food and wine to complement each other. This could be presented as a one- or two-hour presentation by trained wine cellar personnel at a predetermined price. As one group finishes, a following group could arrive to participate. Not only will this recreation opportunity enhance the *Social, Leisure and recreational, Intellectual, and Culinary* life domains of the attending tourist; additional income will be generated for participating wineries. By providing products and services to enhance the life domains of the wine tourist, the overall satisfaction with life will be enhanced.
- By the creation of more opportunities to enhance the *Intellectual* life domain, a more sophisticated wine tourist will be attracted to the Wacky Wine Festival. The more sophisticated can be described as the *Connoisseur* wine tourist. This wine tourist has expert knowledge in the field of wine and has selective wine product preferences, comprising collection items and product quality. The attraction of the *Connoisseur* wine tourists will generate more income for

the regional wineries as these tourists are high spenders. The creation of these opportunities will enhance the *Intellectual* life domain as well as other life domains of the more sophisticated wine tourist, providing them with a total wine tourism experience.

- From a marketing point of view, festival marketers should focus their efforts on the Western Cape Province as most of the visitors reside in this province. However, marketers should work in collaboration with festival managers to incorporate an additional incentive for visitors from other provinces.
- As the predominant reason for attending the festival is social and most of the visitors are young, marketers can make use of social electronic networks to market the Wacky Wine Festival. These social electronic networks include Facebook and Twitter. As it is a social festival, the Wacky Wine festival can be marketed aggressively at Universities in South Africa. This could be done by marketing the wine festival on the 'Logon screen' of the local intranets of participating universities. Attractive promotional items can also be distributed at universities around the country prior to the festival.
- The managers of the festival can work in collaboration with local tour operators to provide university students with affordable tour packages to the Wacky Wine Festival. These should comprise accommodation, attractions, local transport, entertainment, as well as food and beverages. Transportation service providers from the Robertson area; as well as providers near/at universities around South Africa could be involved to transport students to and from the Wacky Wine Festival.
- Festival managers should encourage participating wineries to sponsor university activities around the country; as well as participating and exhibiting at other festivals around the country. In this way, potential wine tourists will become more aware of the festival and local wineries included in the festival.
- As *Social life* is the most influenced by the wine festival; marketers should emphasise this life domain in their marketing strategy. This can be done by compiling a presentation on the Wacky Wine Festival website focussing on

the social nature of the festival. Students are also more attracted to creative visual marketing.

By incorporating the recommendations into future events, satisfaction will be ensured of future loyalty as well as increased sales for the Wacky Wine Festival and wineries in the valley.

4.3.2. Recommendations with regard to further research

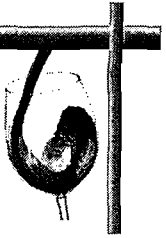
The following recommendations can be made with regard to further research opportunities:

- It would be interesting to explore Life Satisfaction in terms of different periods; the past, present and the future, as different time frames will possibly convey different results regarding Life Satisfaction. Based on the findings of this research, it is therefore recommended to support the quantitative study with a qualitative survey for further research. This will also indicate the duration of satisfaction from the festival with regard to wine tourists' life domains; relating to Life Satisfaction.
- Further validation of the life domain scales is also recommended to ensure their relevancy to the wine festival environment.
- This type of research can also be conducted on other life domains as well, leading to a comprehensive study with regard to Life Satisfaction.
- This type of study can also be conducted making use of other geo-demographic and psychographic variables, as there has been only modest research in the demographic and psychographic characteristics of South African wine tourists.
- The study must be conducted annually at the Wacky Wine Festival, as it is important to recognise that needs, motivations and the characteristics of wine tourists change constantly. Therefore, the results of the study will perhaps change over time. Knowledge of wine tourists will enable managers and

marketers to identify and foresee their needs and so ensure a satisfactory experience.

- It would be interesting to conduct the research at other wine festivals hosted by Robertson Tourism, as the markets for each differ. Further, it would be interesting to compare the findings of these festivals to this survey, as the other festivals have different purposes therefore influencing Life Satisfaction differently.
- The study can also be conducted nationally as well as internationally, on wine festivals; as well as other related festivals. This will make a significant contribution to the available literature available on wine festivals and Life Satisfaction respectively.

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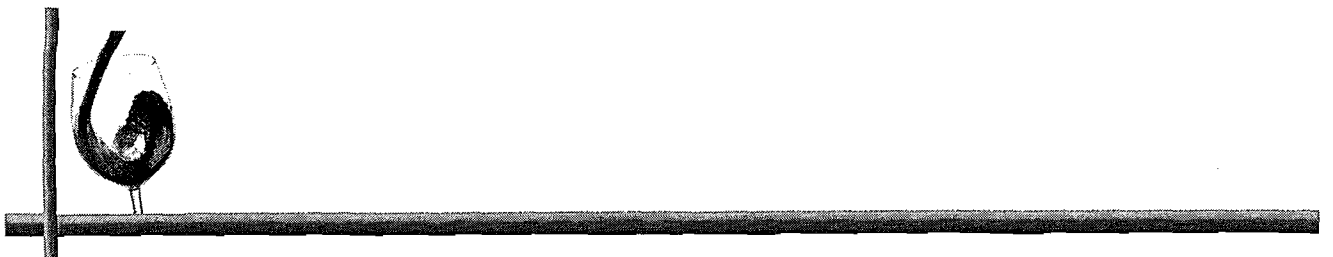
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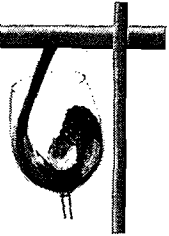
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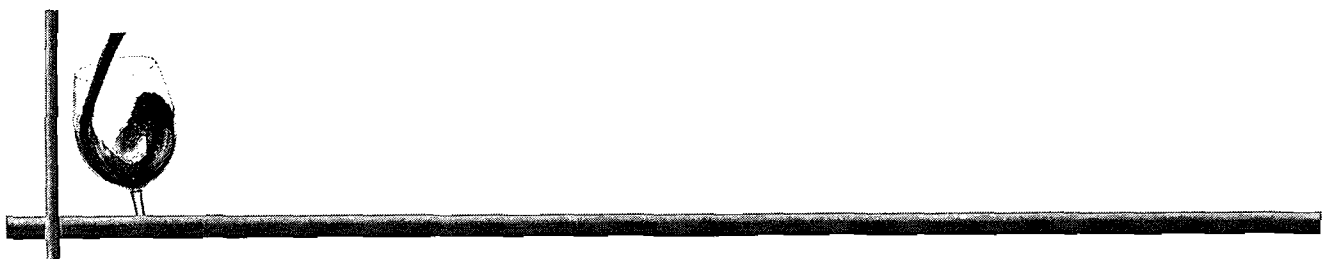
'Success means having the courage, the determination, and the will to become the person you believe you were meant to be.'

– George Sheehan





APPENDIX 1:
Map of the Robertson wine valley





APPENDIX 2:

Questionnaire



THE IMPACT OF A WINE FESTIVAL ON TOURISTS' LIFE SATISFACTION

SECTION A: LIFE DOMAINS

Please rate the following statements with regard to your experience at the Wacky Wine Festival regarding various life domains. Life domains refer to the different areas of your life e.g. social, intellectual etc.

Strongly Agree	5				
Agree	4				
Neutral	3				
Disagree	2				
Strongly Disagree	1				
Social life					
I feel good meeting people	1	2	3	4	5
I feel good spending quality time with friends and family	1	2	3	4	5
I feel good engaging in social activities	1	2	3	4	5
I feel good drinking/tasting wine as a social activity	1	2	3	4	5
I feel bad lacking enough personal time and space during the festival	1	2	3	4	5
I feel bad and guilty for drinking too much	1	2	3	4	5
Leisure and Recreational life					
I feel good engaging in wine tasting/consuming	1	2	3	4	5
I feel good tasting different types of wine	1	2	3	4	5
I feel good engaging in wine and other related activities	1	2	3	4	5
I feel good learning more about wine and wine culture	1	2	3	4	5
I feel bad because I was tired and exhausted from enjoying the festival	1	2	3	4	5
Intellectual Life					
I feel good because I learnt more about different wines	1	2	3	4	5
I feel good because I learnt more about wine culture	1	2	3	4	5
I feel good because I learnt more about the history of wine	1	2	3	4	5
I feel good because I learnt about the history of the different cellars included in the Wacky Wine Festival	1	2	3	4	5
Overall I feel good because the trip was very educational and intellectually fulfilling	1	2	3	4	5
I feel bad for not learning as much as I would have liked	1	2	3	4	5
Culinary Life					
I feel good for enjoying good tasting food and wine	1	2	3	4	5
I feel good drinking/consuming wine	1	2	3	4	5
I feel good drinking within my limits	1	2	3	4	5
I feel good tasting a variety of wines	1	2	3	4	5
I feel good because the different wines complemented the food available	1	2	3	4	5
I feel disappointed for not having a variety of food to	1	2	3	4	5

I feel disappointed because the wine and food did not complement each other	1	2	3	4	5
Travel Life					
I feel good for being able to break away from my normal routine	1	2	3	4	5
I feel good visiting new places/cellars during the festival	1	2	3	4	5
I feel good for being on the move travelling from cellar to cellar	1	2	3	4	5
I feel good for enjoying the festival as part of my travel	1	2	3	4	5
I feel good because I enjoyed the trip overall	1	2	3	4	5
I feel bad for getting outside my comfort zone while travelling	1	2	3	4	5
I feel bad for getting tired and feeling exhausted travelling from one cellar to the next	1	2	3	4	5
Overall Life Domains					
The festival enriched my social life	1	2	3	4	5
The festival enriched my leisure and recreational life	1	2	3	4	5
The festival enriched my intellectual life	1	2	3	4	5
The festival enriched my culinary life	1	2	3	4	5
The festival enriched my travel life	1	2	3	4	5

Regarding the various life domains, which one would you regard as the most effected during the Wacky Wine Festival?

Social Life	1	Life	g. Family Life	7
Leisure and Recreational Life	2		h. Art and Culture	8
Intellectual Life	3		i. Health and Safety	9
The Self	4		j. Financial Life	10
Culinary life	5			
Travel Life	6			

SECTION B: SATISFACTION WITH THE WACKY WINE FESTIVAL

Please rate the following statements with regard to your satisfaction with the Wacky Wine Festival overall.

Strongly Agree	5				
Agree	4				
Neutral	3				
Disagree	2				
Strongly Disagree	1				
I am satisfied with the quality	1	2	3	4	5

of service delivered at the festival					
b. Service delivered at the festival was problem-free	1	2	3	4	5
c. Comparing my expectancy of service and the actual experience, the festival was its money worth	1	2	3	4	5
d. This experience has been memorable and enriching	1	2	3	4	5
e. The festival was very rewarding to me	1	2	3	4	5
f. Overall, I feel good about my experience at the festival	1	2	3	4	5
g. Overall, the festival enriched my lifestyle	1	2	3	4	5
h. Overall, the festival made me feel good about myself	1	2	3	4	5
i. Overall, I am satisfied with the products and services delivered at the festival	1	2	3	4	5
j. Overall, the festival enriched various personal life domains	1	2	3	4	5
k. Overall the festival enhanced my general life satisfaction	1	2	3	4	5
l. Overall the festival enriched my quality of life	1	2	3	4	5

SECTION C: GEODEMOGRAPHIC AND PSYCHOGRAPHIC INFORMATION

1. What is your gender?

a. Male

b. Female

2. What year were you born? _____ (please specify, e.g. 1975)

3. In which province do you live?

- a. Western Cape
- b. Gauteng
- c. Eastern Cape
- d. Free State
- e. North West

- f. Mpumalanga
- g. Northern Cape
- h. KwaZulu Natal
- i. Limpopo
- j. Other

Specify _____

4. What is your current marital status?

- a. Single
- b. In a relationship
- c. In a relationship, living together

- d. Married
- e. Divorced

5. What is your highest level of education?

- a. Grade 12
- b. Diploma
- c. University Degree

- d. Higher Degree
- e. Other

Specify: _____

Which of the following describe your personality best? Please choose **one** of the options below.

Extravert, enthusiastic	1	f. Reserved, quiet	6
Critical, quarrelsome	2	g. Sympathetic, warm	7
Dependable, self-disciplined	3	h. Disorganized, careless	8
Anxious, easily upset	4	i. Calm, emotionally stable	9
Open to new experiences, complex	5	j. Conventional, uncreative	10

What type of lifestyle do you lead? Please choose **one** of the options below.

Bars & Bitters: Enjoy social activities and gambling.	1
Good living: Play hard and work hard.	2
Gamers: Enjoy playing different games on boards and making use of different technology mediums.	3
Traditionalists: Lead a very traditional life attending only important events e.g. Wedding, funerals etc.	4
Homebodies: Prefer to stay at home and interact in activities at home	5
Outdoors: Enjoy a variety of outdoor activities such as bird watching, braai etc.	6
Gardeners: Interested in backyard gardening.	7
Showgoers: Enjoy visiting different types of performances and shows.	8
Sport Lover: Involved in a wide range of sporting and other activities, including adventure.	9

What type of wine tourist would you classify yourself as? Please choose **one** of the options below.

Wine lover: Tourist who enjoys various wines.	1
Wine interested: Tourist who wants to learn more about wine.	2
Curious wine tourist: Tourist who is curious about wine and/or the festival.	3
Connoisseurs: Wine tourist who has expert knowledge in the field of wine.	4
Wine novices: Wine tourist who participates in a variety of related activities at the festival.	5
Hangers-on: Tourist who visits the festival for social reasons.	6

How would you describe your wine knowledge? Please choose **one** of the options below.

Basic	1	Intermediate	2	Advanced	3
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How many times have you visited the Wacky Wine Festival?

1	2	3	4	5	6
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What is your reason for attending the Wacky Wine Festival? Please choose **one** of the options below.

To break away from my normal routine	1	f. To learn more about different wines	6
To enjoy leisure time	2	g. To learn about wine culture	7
To spend time with family and friends	3	h. To experience the taste of new wines	8
To meet new people	4	i. To explore the scenic beauty	9
To socialize	5	j. Other	10

Specify: _____

What other wine festivals have you attended in 2008/9?

Robertson Slow	1	g. Stellenbosch Wine Festival	7
Wine on the River	2	h. Waterfront/Argus Wine festival	8

. Bonnievale	3	i. Robertson Spring Festival	9
. Bonanza	4	j. Stellenbosch Food/Wine Festival	10
. Hands-on Harvest	5	k. Other	11
. Wade Bales Wine Festival	6	Specify: _____	

3. Where did you obtain information about the Wacky Wine Festival?

. Internet	1	f. Radio	6
. Magazines	2	g. Television	7
. Newspapers	3	h. Word-of-Mouth	8
. Posters	4	i. Other	9
. Brochure	5	Specify: _____	

4. Would you like to make recommendations for the Wacky Wine Festival?

Thank you for your participation. Enjoy the festival!

