

Investigating the role of festivalscape in culinary tourism: The case of food and wine events

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ABSTRACT

This paper analyses the importance of festivalscapes in determining emotions, satisfaction and future behavior of participants at food and wine events. The study applies a structural equation model (SEM) with latent variables to survey responses of visitors to the “Friuli DOC” Italian festival. The main results are that festivalscape and emotions have significant direct effects on satisfaction, which in turn has a significant effect on behavioral intention. The effects of the festivalscape on visitors’ future behavior are only indirect and mediated by satisfaction. Thus, in order to enhance their visitors’ behavioral intentions, festival organizers should monitor emotions and satisfaction deriving from the subjective perception of exogenous characteristics as food and wine quality, comfort and entertainment.

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1. Introduction

Studies about food, wine and culinary art gained increasing attention during the last few years, creating a new research field in sociology and anthropology (Beardsworth & Keil, 1996; Bell & Valentine, 1997; Fine, 1996; Lupton, 1996; MacClancy, 1992; Mennell, Murcott, & van Otterloo, 1992; Warde, 1996; Warde & Martens, 2000; Watson, 1996). This phenomenon is currently involving also the tourism sector, where food and wine or culinary tourism is progressively establishing itself as a well defined field of interest (Hall, Sharples, Mitchell, Macionis, & Cambourne, 2003; Hjalager & Richards, 2002; Honggen & Smith, 2008; Long, 2004; Wolf, 2002).

The term “culinary tourism” was introduced by Long (2004) in order to express the idea that a deep knowledge of other cultures requests food and wine tasting in the territory. Smith (2001) proposes a definition focusing on basic motivational factors: “culinary tourism occurs when the appreciation of regionally produced foods and beverages is a significant motivator or activity during the trip” (p. 3). Similarly MacDonald and Deneault (2001) claim that food and wine tourists fulfill their expectations when they “immerse themselves in the culture they are visiting through

authentic and engaging experiences with people, cuisine, wine and other cultural activities” (p. 13). Gastronomy is therefore not only identified with food products, but it also involves a composed experience of food, wine heritage and landscape.

With this framework, the convergence between gastronomy and tourism may be ascribed to the important transition phase affecting the leisure and tourism service sector, from a product-driven to a customer-driven strategy, where the main value driver is the experience lived by the tourist. It therefore becomes important to offer a holistic experience which results from the interaction of sensorial (*sense*), affective (*feel*), cognitive (*think*), behavioral (*act*) and social (*relate*) experiences (Schmitt, 1999, 2003). From an experiential point of view (Pine & Gilmore, 1999), native food and wine representing the place of origin, as well as local landscape and culture, become fundamental elements in order to build a food and wine experience. According to this new view, food and wine events become polysensorial experiential units (holistic approach) through the “mise-en-scene” of different elements and the synergy of all operators. The final output of events thus becomes strictly connected to the personal fruition of experience and to tourists’ involvement as well as to the direct contact with the visited venue. When compared to other kinds of services which are more utilitarian or function-oriented, food and wine events share a hedonistic nature, mainly targeted at emotions (Wakefield & Blodgett, 1994).

Food and wine festivals perfectly agree to these definitions of culinary tourism, as these special events enhance culinary tourism opportunities for destinations and play a crucial role in promoting

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regions and creating loyalty to food and wine products (Mason & Paggiaro, 2010; Simeon & Buonincontri, 2011). As festivals share all the characteristics of a service (perishability, heterogeneity, intangibility, inseparability), and the literature highlights intangibility as one of the key characteristics of services (Zeithaml & Bitner, 1996), participants pay a specific attention to the style and aspect of physical elements related to the environment, the so called “festivalscape”. Specifically, from a marketing point of view, the festival atmosphere represents the context where benefits are produced and consumed, thus it has a strategic function as it affects consumers’ satisfaction and reactions (Lee, Lee, Lee, & Babin, 2008). Environmental stimuli become predictive factors of emotional responses, in line with the approach proposed by Mehrabian and Russell (1974) in the field of environmental psychology (M–R model), which is in turn based on the Stimulus–Organism–Response cognitive scheme (Spangenberg, Crowley, & Henderson, 1996). Thus the M–R model may be generalized so as to understand how visitors’ emotions and behaviors change according to their perception of festivalscape attributes (Kim & Moon, 2009).

The main goal of this paper is to develop an integrated approach allowing for the identification of the relations among festivalscape, emotions, satisfaction and behavioral intention. An innovative theoretical model establishes a connection between the research field regarding consumer satisfaction (Cronin, Brady, & Hult, 2000; Oliver, 1980, 1996, 1999; Westbrook & Oliver, 1991) and the one relating to the physical service environment (Bitner, 1992; Lee et al., 2008; Ryu & Jang, 2007; Wakefield & Blodgett, 1996, 1999) from an experiential point of view, by acknowledging the centrality of human interactions in determining satisfaction and behavioral intention in food and wine experiences (Stevens, Knutson, & Patton, 1995).

The structure of the paper is as follows. Section 2 outlines the theoretical model and related hypotheses. Section 3 presents data collected on a sample of participants at the “Friuli DOC” event in the North-East of Italy, and specifies a structural equation model (SEM) with latent variables (Bollen, 1989) for an empirical test of theoretical assumptions; Section 4 presents SEM estimates on the sample. Finally, Section 5 presents a discussion of the main results and their implications.

2. Conceptual frame

Many papers confirm the relationship between stimuli from the physical environment and consumers’ emotional status (Donovan & Rossiter, 1982; Turley & Milliman, 2000), mainly in the case of

hedonistic consumption (Lucas, 2003; Newman, 2007; Ryu & Jang, 2007; Wakefield & Blodgett, 1996; Wirtz, Mattila, & Tan, 2000), but they seldom analyze the relevant (and possibly indirect) link between the service context and customers’ behavior, mediated by their satisfaction (Chadee & Mattsson, 1995). The main assumption is that emotions are generated by consumers’ exposition to specific stimuli which may induce behavioral responses according to the M–R approach suggested by Mehrabian and Russell (1974), while they leave out the concept of satisfaction in its cognitive and emotional meanings (Wirtz & Bateson, 1999).

In this paper we propose an extension of the M–R model, accounting for the effects of festivalscape with clear elements of originality. First, we fully integrate festivalscape, customer emotions, satisfaction and behavioral intention in a consistent framework; as far as we know, no studies examine the effect of festivalscape beyond emotions, such as satisfaction and behavioral intention. Second, the analysis of festivalscape is multidimensional and the effect of environment on satisfaction is both direct and indirect, through emotional experience. Third, the model includes festivalscape in the M–R model as a stimulus acting on emotional responses, thus having also an indirect effect on behavioral intention.

2.1. Festivalscape

The culinary tourism experience has been noted as having multiple valuable effects on the territory and its products, such as increased awareness, loyalty, emotional connection, increased involvement and brand differentiation. In this context, the festivalscape makes it possible for culinary tourists to indulge in hedonic experiences, similarly to the wine tourism context, where the winescape (vineyard landscape, cellar doors, facilities and so on) is associated to fulfilling needs of holistic leisure and holiday activities rather than only wine consumption (Alant & Bruwer, 2010; Bruwer & Alant, 2009; Hall et al., 2000). Table 1 presents a summary of previous studies revealing various aspects of the physical environment. However, relatively few progresses have been made in developing a measurement scale for the physical environment. Only few scales (e.g., SERVQUAL and DINESERV) incorporate tangible physical environment as a part of the overall service quality measurement scheme.

“Festivalscape” is the physical environment, putting together tangible factors and the event atmosphere. It thus refers to the way participants perceive the festival, both with functional and affective

Table 1
Main dimensions of environment in literature.

Author	Factor	Dimensions
Baker (1987)	Atmosphere	Ambient factors, Design factors (aesthetics and functional), Social factors
Baker, Grewal, and Parasuraman (1994)	Atmosphere	Ambient factors, Design factors, Social factors
Berman and Evans (1995)	Atmosphere	External variables, General interior variables, Layout and design variables, Point of purchase and decoration variables
Turley and Milliman (2000)	Atmosphere	External variables, General interior variables, Layout and design variables, Point of purchase and decoration variables, Human variables
Lee et al. (2008)	Atmosphere	Quality of festival event program, Service quality by staff members/volunteers, Quality and availability of auxiliary facility, Food quality, Souvenirs, Convenience and accessibility, Information availability
Stevens et al. (1995)	DINESERV	Reliability, Responsiveness, Empathy, Assurance, Tangibles
Parasuraman, Zeithaml, and Berry (1988)	SERVQUAL	Reliability, Assurance, Tangibility, Empathy, Responsiveness
Brady and Cronin (2001)	Service quality	Outcome quality, Interaction quality, Environmental quality
Bitner (1992)	Servicescape	Ambient conditions, Spatial layout and functionality, Sign, Symbol and Artifacts
Wakefield and Blodgett (1996)	Servicescape	Layout accessibility, Facility aesthetics, Seating comfort, Electronic equipment/displays, Facility cleanliness
Wakefield and Blodgett (1999)	Tangible service factors	Building design and décor, Equipment, Ambience
Lucas (2003)	Tangible service factors	Layout navigation, Cleanliness, Seating comfort, Interior décor, Ambience
Newman (2007)	Tangible service factors	Space, Way-findings
Ryu and Jang (2007)	Tangible service factors	Facility aesthetics, Lighting, Ambience, Layout, Dining equipment
Raajpoot (2002)	TANGSERV	Ambient factors, Design factors, Product/service factors

keys (Darden & Babin, 1994). There are many different dimensions proposed in literature in order to define the environment, starting from the pioneering paper by Baker (1987) which identifies three of them (environmental, design and social), up to Ryu and Jang (2007) who, in a restaurant context, consider five factors (esthetics, lighting, atmosphere, layout and table accessories). Borrowing from the literature on retail and service environment, Lee et al. (2008) proposed “festivalscape”, which represent the general atmosphere experienced by festival visitors. The dimensions of festivalscape like a servicescape are usually defined independently, but they are perceived by customers as a holistic pattern of interdependent stimuli (Bitner, 1992). In Lee et al. (2008) such a holistic pattern is reflected in the perceived festivalscape construct, which is influenced by seven prominent environmental dimensions that may affect festival visitors’ experiences: quality of festival event program, service quality by staff members/volunteers, quality and availability of auxiliary facility, food quality, souvenirs, convenience and accessibility, and information availability.

In this paper festivalscape describes the general atmosphere experienced by festival visitors in food and wine festivals. We are not only interested in linking festivalscape with behavioral aspects, but we also aim at measuring the sources of involvement and their whole profile, in order to understand visitors’ behavior in food and wine events. Consistent with major, recent consumer involvement literature, the argument in this paper favors the multidimensional concept of involvement (Warrington & Shim, 2000), that is conceptualized and measured in its various dimensions in several studies (Michaelidou & Dibb, 2006). Thus, we prefer a multidimensional construct for festivalscape than a one-dimensional one like the PII (Personal Involvement Inventory; Zaichkowsky, 1985) or its subsequent improvements (McQuarrie & Munson, 1992; Zaichkowsky, 1994).

Starting from this theoretical framework this paper develops a multidimensional representation of festivalscape through three dimensions referring to both atmosphere and tangible factors (i.e., fun, comfort and food). As suggested by the M–R model, the physical environment of the event has an influence on the emotional status of participants, as emotions are caused by the exposition of customers to specific stimuli. According to Herrington and Capella (1996), customers in the service environment may be exposed to many stimuli potentially influencing their emotions and consequently reflecting on satisfaction. Starting from the theoretical framework developed in environmental psychology our model includes emotions in a key explanatory role. Emotional experiences are considered consequences of environmental perceptions and antecedents of customer satisfaction and intention. Thus, our first hypotheses about the effects of festivalscape are the following:

H₁. *Festivalscape is positively related to a positive emotional experience.*

H₂. *Festivalscape is positively related to satisfaction.*

2.2. Emotional experience

Havlena and Holbrook (1986) suggest that in experiential consumption the main factors have an emotional nature, referring to the perception of emotions (Russell & Snodgrass, 1987). Thus the environment may affect perceptions and affective responses. Environmental factors perceived by an individual refer to both visible and invisible stimuli, as an example to taste (Ulrich, 1983). Every physical context, festivalscape included, produces an emotional status which may be defined in terms of the three dimensions suggested by the M–R model (Mehrabian & Russell, 1974): pleasure, stimulus and dominance. More precisely pleasure

refers to the emotional status related to feeling happiness or joy, stimulus concerns the state of involvement, excitement, stimulation which one feels, while dominance is related to the control one has about the situation where he is involved in. The last component may be omitted as many studies show that it has an irrelevant effect on behavioral intention (Donovan & Rossiter, 1982; Donovan, Rossiter, Marcolyn, & Nesdale, 1994; Russell & Pratt, 1980).

Starting from the assumption that “emotional experiences” are fundamental from the experiential point of view, this paper assumes that they cannot be excluded from the experiential process, emphasizing the pleasure and stimulus one feels in the whole event experience. Moreover, in case of food and wine events celebrating traditional products, it is important to distinguish emotional experiences respectively relating to products and events, in order to identify potentially the effect of each of the two components (Rigatti Luchini & Mason, 2010). Our third hypothesis is that emotional experiences, defined as positive sensations that a festival participant feels related to an external stimulus, positively influence satisfaction (Donovan & Rossiter, 1982):

H₃. *Positive emotional experience is positively related to satisfaction.*

2.3. Satisfaction

During the last decades satisfaction has been considered one of the main research fields in marketing and consumer behavior literature (Jamal, 2004). Reaching a high level of customer satisfaction has become one of the main goals for most firms. Homburg and Giering (2001) find it even truer in tourism, where the satisfaction dimension is linked to both service evaluation and tourist experience. Nevertheless, a universally accepted definition of satisfaction still does not exist, even if all proposed definitions of this concept agree about the requested presence of a goal the consumer wishes to reach.

The debate about whether satisfaction is an emotional or cognitive construct is far from the end (Babin & Griffin, 1998; Bagozzi, 1991). More precisely, Homburg, Koschate, and Hoyer (2006) point out that different papers analyze both the cognitive (Bearden & Teel, 1983; LaBarbera & Mazursky, 1983; Oliver, 1980; Oliver & DeSarbo, 1988) and the affective (emotional) dimension (Mano & Oliver, 1993; Westbrook, 1987; Westbrook & Oliver, 1991). Satisfaction is a partly affective and partly cognitive evaluation of the consumption experience. Therefore, it is necessary to separate the two components in order to model the consumption behavior (Wirtz & Bateson, 1999). Moreover, Oliver (1996) suggests that emotion “coexists alongside various cognitive judgments in producing satisfaction” (p. 319). Satisfaction is defined as “an evaluation of emotion” (Hunt, 1977, p. 459), reflecting how much the consumer believes that using a specific service may evoke positive feelings (Rust & Oliver, 1994).

Following this approach, in the case of events satisfaction is both an emotional and evaluative answer. This paper uses two different constructs in order to define it: the first is an emotional one (Westbrook & Oliver, 1991), while the second is evaluative (Oliver, 1996). The emotional component is conceptualized in different categories related to the emotional status and its expressions as joy, happiness, pleasure, and so on (Izard, 1977; Plutchik, 1980). The evaluative component is treated as cognitive dissonance (Oliver, 1980) and satisfaction is characterized as an aggregated impression of a number of occurrences based on multiple expectancy disconfirmations (Oliver, 1996).

Previous research has shown that positive emotion triggered by the provision of a high level of service quality can be linked to favorable customer behaviors, and vice versa. To reinforce this view, an exploratory study by Oliver, Rust, and Varki (1997) found that positive emotions led to higher levels of customer satisfaction and

increased repurchase intention. Thus, our last hypothesis is the following:

H₄. Satisfaction is positively related to behavioral intention.

Fig. 1 shows the conceptual model, by putting together the four latent factors, the four direct links among them representing the theoretical hypotheses, and the observable indicators allowing for an empirical test of the model. Sections 3 and 4 respectively present methodology and data and results of the empirical study used to test the theoretical model.

3. Data and methodology

The model is empirically tested on a sample of 380 visitors attending in 2007 the food and wine event “Friuli Doc”, in the Friuli Venezia-Giulia region, North-East of Italy. It is one of the most important Italian food and wine events, both in terms of the presence of many visitors from outside the region and for enhancing gastronomy, culture, history and art of the whole region in a unique, eclectic and original context. The subtitle of the festival, “Vini, Vivande, Vicende e Vedute” (Wine, Food, Events and Views), synthesizes the will to set up the event as a showcase of flavors, colors, wines, handicrafts, popular and folk traditions.

Starting in October 1995, this food and wine kermesse proposes an endless number of typical dishes, specialties which are usually tasted in different festivals and fairs around the region throughout the year, but into Friuli DOC they are all combined in the completely transformed historic center of the city of Udine. Artistic handicrafts, thematic exhibitions, performances by musical folk groups, stage shows, street artists, open museums, conferences and meetings, entertainment for children make tasting and relaxing even more enjoyable. Throughout the years, the kermesse has becoming more and more involved in its cultural side, as each year is characterized by a different historical–cultural topic.

The growing interest in this specific kind of culinary tourism is also confirmed by a constantly higher number of exhibitors and visitors, which have been more than one million during the last years. More than half visitors are estimated to come from abroad

(mainly Austria and Slovenia, respectively 110 and 40 Km from Udine), while only about 5% are local visitors. Thus, the festival is well characterized as an example of culinary tourism in food and wine festivals.

3.1. Data

The survey is carried on by on-site personal interviews collected among the festival attendees during the whole event and randomly sampled over several different stands. The questionnaire is made up of items measured on a 7-point Likert scale; see Appendix A for the definition of single items used in the analysis and Table 2 for some descriptive statistics of interest. As regards basic socio-demographic characteristics, among the 380 respondents 193 (50.8%) were men, 187 (49.2%) women; as regards age, 140 (36.8%) were less than 30 years old, 123 (32.4%) between 30 and 39, the remaining 117 (30.8%) over 40 years old; finally, 68 (18.4%) had a middle or lower education level, 227 (59.7%) a high school degree, 83 (21.8%) were graduated.

The sample size was chosen in order to match typical sizes used in SEM analysis in similar contexts. Still, it has to be underlined that sample sizes around 300–500 interviews preclude the direct use of 40–50 items in the structural model, as the number of estimated covariances exceeds the number of statistical units. Thus, a careful exploratory analysis took to the selection of 8 indicators obtained as the average of selected blocks of original items. Together with the choice of a 7-point Likert scale, this also has the advantage of justifying the use of structural models for continuous variables. Specifically, the specification process jointly used exploratory and confirmatory factor analysis for the blocks of items defined in Appendix A (further analyses empirically reject factors jointly involving different blocks). Three indicators clearly emerge from the first block (“Food”, “Comfort” and “Fun”), two respectively from the second (“Product” and “Event”) and the third (“Emotional Satisfaction” and “Evaluative Satisfaction”). The fourth block emerged as a unique factor “Behavioral intention”, mixing together word of mouth and future intentions to revisit; thus, it mainly reflects the characteristics of the loyalty construct in literature (Oliver, 1993).

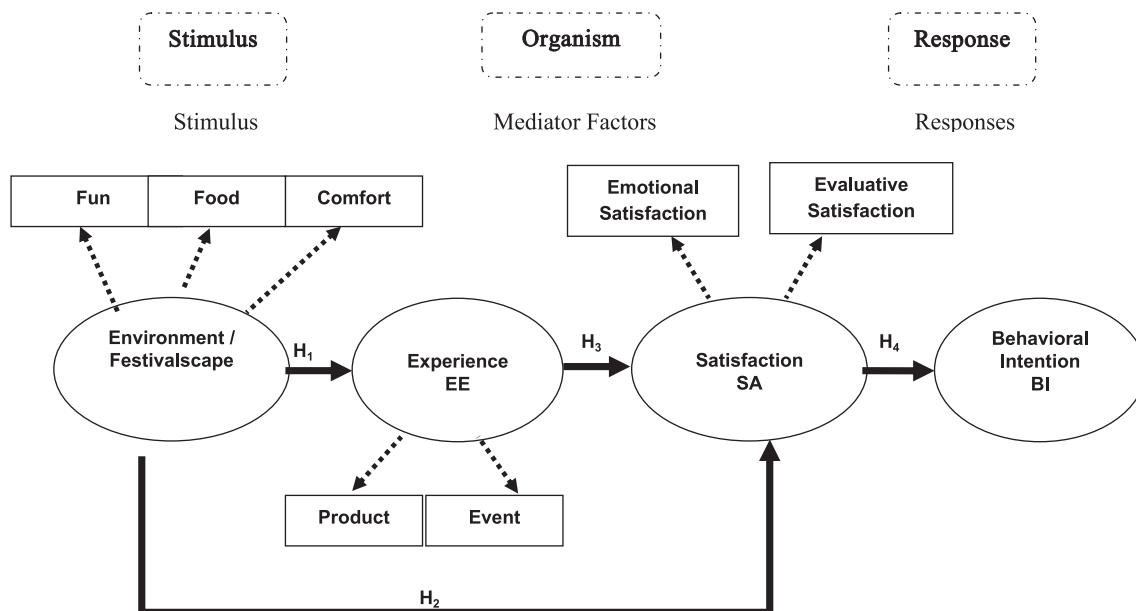


Fig. 1. The theoretical model.

Table 2

Items and indicators for the model, with descriptive statistics, Cronbach's Alpha (indicators) and factor loadings (items).

Items and indicators	Mean	Std. dev.	Alpha	Loading
Food	4.72	1.38	0.80	
Food quality	4.75	1.44		0.91
Beverage quality	4.69	1.58		0.91
Fun	4.23	0.91	0.78	
Promotional activities	4.43	1.32		0.60
Live entertainment	3.97	1.42		0.66
Time of scheduled events	4.35	1.32		0.70
Printed information	4.17	1.38		0.65
Exhibitions and trade stands	4.57	1.21		0.71
Signposting	3.84	1.48		0.67
Helpfulness of staff	4.31	1.56		0.62
Comfort	3.73	1.10	0.80	
Feeling of safety	4.68	1.59		0.62
Cleanliness of restrooms	3.41	1.60		0.77
Number of seats	3.09	1.46		0.70
Cleanliness of the festival site	4.15	1.55		0.67
Accessibility for elderly, disabled and children	3.61	1.63		0.71
Accessibility to public toilets	3.42	1.57		0.76
Product	4.82	1.20	0.86	
Appeal for gastronomic traditions	4.79	1.52		0.76
Appeal for food and wine producers	4.43	1.60		0.75
Pleasure for food and wine products	4.78	1.45		0.88
Pleasure for tasting food and wine products	5.13	1.40		0.86
Appeal for buying food and wine products	4.96	1.47		0.78
Event	5.04	1.10	0.82	
Appeal for food and wine events	4.85	1.42		0.77
Appeal for events with large turnout	4.86	1.34		0.80
Pleasure for festive atmosphere	5.31	1.35		0.83
Pleasure to spend a day outdoors	4.96	1.46		0.74
Conviviality	5.19	1.63		0.69
Emotional Satisfaction	4.73	1.41	0.87	
Thinking about FD makes me happy	4.47	1.76		0.83
FD gives me a sense of joy	4.80	1.70		0.90
I feel a pleasant feeling when I think about FD	4.67	1.63		0.84
I feel this experience as fun	4.98	1.55		0.83
Evaluative Satisfaction	4.85	1.27	0.88	
FD met my expectations	4.49	1.60		0.80
I made the right choice in attending FD	4.78	1.63		0.75
FD gave me high satisfaction	5.05	1.41		0.82
FD has answered my wishes	4.87	1.54		0.88
I am pleased to attend FD	5.04	1.56		0.85
Behavioral Intention	4.92	1.27	0.81	
I'll spread positive word of mouth about FD	4.98	1.66		0.83
I'll keep attending the festival	5.00	1.71		0.68
I'll recommend FD to others	5.10	1.67		0.79
I'll recommend FD to my friends and neighbors	4.89	1.72		0.79
FD will be my first choice of event in the future	4.59	1.59		0.69

Table 3

Covariance matrix of indicators for the structural model.

	Food	Fun	Comfort	Product	Event	Emotional	Evaluative	Behavior
Food	1.899							
Fun	0.636	0.825						
Comfort	0.694	0.568	1.220					
Product	0.800	0.562	0.449	1.431				
Event	0.748	0.483	0.469	0.901	1.211			
Emotional Sat.	0.800	0.569	0.675	0.844	0.914	1.986		
Evaluative Sat.	0.911	0.561	0.684	0.782	0.886	1.467	1.603	
Behavioral Int.	0.720	0.496	0.522	0.696	0.790	1.254	1.158	1.605

Table 2 shows some indexes of interest for the single indicators used in the model: they are all characterized by high levels of Cronbach's Alpha and, as a further test, the principal component analysis always shows one only eigenvalue higher than 1, with factor loadings reported in the last column of Table 2. Finally, Table 3 reports the covariance matrix of the eight indicators, which will be used for the structural estimates of the model.

3.2. Research design and hypotheses

The operationalization of the theoretical model described in Fig. 1 and the related hypotheses require specifying a recursive structural equation model (Bollen, 1989). The structural part has 4 variables, which are described in the following together with the measurement part involving indicators described in Section 3.1:

- Festivalscape (EF) is a latent exogenous variable with indicators "Food", "Comfort" and "Fun";
- Emotional Experience (EE) is a latent endogenous variable with indicators "Product" and "Event", depending on EF (H_1);
- Satisfaction (SA) is a latent endogenous variable with indicators "Emotional Satisfaction" and "Evaluative Satisfaction", depending on EF (H_2) and EE (H_3);
- Behavioral Intention (BI) is an observed endogenous variable coinciding with the "Behavioral Intention" indicator, directly depending on SA (H_4).

Note that in the proposed model EF and EE only have an indirect effect on BI, but the recursive model potentially allows identifying direct effects too. This possibility will be investigated in calculating modification indexes discussed in Section 4.

4. Results

Starting from the main fit indexes, data in Table 4 show that the model is quite well reproducing the observed covariances from the sample. As usual with these sample sizes, the chi-square likelihood ratio test tends to reject the null hypothesis too often, so that it is better to use other fit indexes (for further details see, among the others, Kline, 2010). GFI, NFI, NNFI and CFI are all over 0.95, thus the fit is very good according to these indexes. RMSEA is higher than the typical optimal value 0.05, but the distance from this threshold is not significant according to the test of close fit ($p > .05$). Moreover, in any case it is under both 0.07 and 0.08, which in recent research are considered thresholds for a good fit level.

The main estimation results are in Table 5 and Fig. 2. The measurement model confirms that the observed variables may be used as indicators for the latent factors of interest. This finding is particularly interesting for the Satisfaction (SA) factor, as Emotional and Evaluative Satisfaction may be considered as different indicators of a unique latent factor. However, it is also important for Festivalscape (EF), which is well established as a unique latent

Table 4
Fit indexes.

	Index	p-value
GFI (Goodness of Fit Index)	0.966	
NFI (Normed Fit Index)	0.981	
NNFI (Non-Normed Fit Index)	0.981	
CFI (Comparative Fit Index)	0.987	
RMSEA (Root Mean Square Error of Approximation)	0.069	0.071
χ^2 (with 19 degrees of freedom)	53.335	0.000

factor with Food, Fun and Comfort as observable indicators. Moreover, the originally proposed measurement model shows non-significant differences between the factor loadings associated to couples of indicators, both for Emotional Experience (EE) and Satisfaction (SA). Thus, the final model has Tau-equivalent indicators for these two factors, with both loadings equal to 1. On the contrary, the three congeneric indicators for the Festivalscape factor have significantly different loadings: if the loading associated to the Food indicator is assumed equal to 1, the others show significantly lower loadings. Finally, note that, here and in the following, different normalization criteria and standardized estimates show substantially equivalent results; thus, also the factor loading of the single indicator of Behavioral Intention (BI) is assumed equal to 1.

As regards the structural parameters of interest, estimates in Table 5 and Fig. 2 are all highly significant, so that all theoretical hypotheses are empirically verified: there is a positive direct effect of Festivalscape on Emotional Experience (H_1) and Satisfaction (H_2), of Emotional Experience on Satisfaction (H_3), of Satisfaction on Behavioral Intention (H_4). Consequently, there are also indirect effects of EF on SA and BI, and of EE on BI. Overall, squared multiple correlations show that the model explains about 60% of the variance of all endogenous latent variables. Thus, as an example, 62% of

Table 5
Estimates of the structural model.

	Estimate	s.e.	t
<i>Measurement model</i>			
EF (Festivalscape)			
Food	1.00		
Fun	0.72	0.06	12.20
Comfort	0.79	0.07	11.26
EE (Emotional Experience)			
Product	1.00		
Event	1.00		
SA (Satisfaction)			
Emotional Satisfaction	1.00		
Evaluative Satisfaction	1.00		
BI (Behavioral Intention)			
Behavioral Intention	1.00		
<i>Structural parameters</i>			
Direct effects			
EF → EE	0.75	0.07	11.11
EF → SA	0.43	0.11	3.98
EE → SA	0.63	0.11	6.02
SA → BI	0.83	0.04	21.43
Indirect effects			
EF → SA	0.47	0.09	5.54
EF → BI	0.75	0.07	10.21
EE → BI	0.52	0.09	5.85
Other indexes for the structural model			
R^2 of structural equations (explained variance)			Value
EE			0.57
SA			0.63
BI			0.62
Modification index for omitted parameters (χ^2 with 1 dof)			
EF → BI			0.11
EE → BI			1.89

the variance of Behavioral Intention may be explained by the variables involved in the model.

Finally, it is important to note that the introduction of further structural parameters in the recursive model would lead to non-significant estimates, as shown by the related modification indexes, which are clearly lower than the 3.84 threshold at the usual 5% level. Thus, the potential hypotheses of a direct effect of Festivalscape and/or Emotional Experience on Behavioral Intention would be rejected, confirming that these effects are only indirect and Satisfaction acts as a mediator toward Behavioral Intention.

5. Discussion

This paper empirically analyzes the role of festivalscape, satisfaction and emotions in Friuli DOC, an important Italian food and wine festival which enriches the touristic offer of the Friuli region by increasing the value of local territory, but also offers an opportunity of entertainment and feast. This study highlights an innovative and interesting aspect about the behavior of a visitor of food and wine events: behavioral intention is not only a satisfaction issue, but it also involves the psychological (cognitive-emotional) sphere. From this point of view this paper examines the relations between festivalscape and consumers' emotional and cognitive experience, with a direct link to the environmental psychology research field. More precisely, an innovative M–R model is pioneeringly adapted to the events case.

The results from the empirical analysis confirm the original theoretical model, showing the applicability of the concept of physical environment also in the fields of entertainment marketing and culinary tourism. The study highlights a direct effect of festivalscape on emotional experience and satisfaction, while there is only an indirect effect on behavioral intention; moreover, emotional experience has a direct effect on satisfaction too, but only an indirect effect on behavioral intention. These results hint that, when analyzing events, customers' behavior may derive from the attractiveness of the context where the festival takes place.

With regards to festivalscape, both relations of interest toward emotional experience and satisfaction are significant. Moreover, all three festivalscape dimensions considered here (Food, Fun and Comfort) show a significant contribution to the model, thus having an important indirect impact on behavioral intention, mediated by both emotional experience and satisfaction. Still, food and wine seem to have a significantly higher weight in defining festivalscape when compared to the other two components.

5.1. Managerial implications

Besides theoretical implications, this study provides several managerial implications. Its results can help event managers to better understand how each type of stimulus can contribute to eliciting emotional experience and affecting culinary tourists' satisfaction and behavioral intention. With the hedonic nature of the culinary tourism experience, the role of festivalscape has an increasingly intuitive appeal for management to generate emotional experience and enhance loyalty. At the same time, managers should provide high quality services to evoke positive emotions and eventually to generate future favorable behaviors. Moreover, the findings suggest that event managers should pay attention to improve festivalscape, food, fun and comfort to heighten participants' emotional experience. As food and wine have the higher weight in defining the festivalscape, event managers should consider the importance of product quality, which could act as a basic qualifier for food and wine festivals. Therefore, in a competitive business environment, event managers should maintain the quality of products at a level that meets or

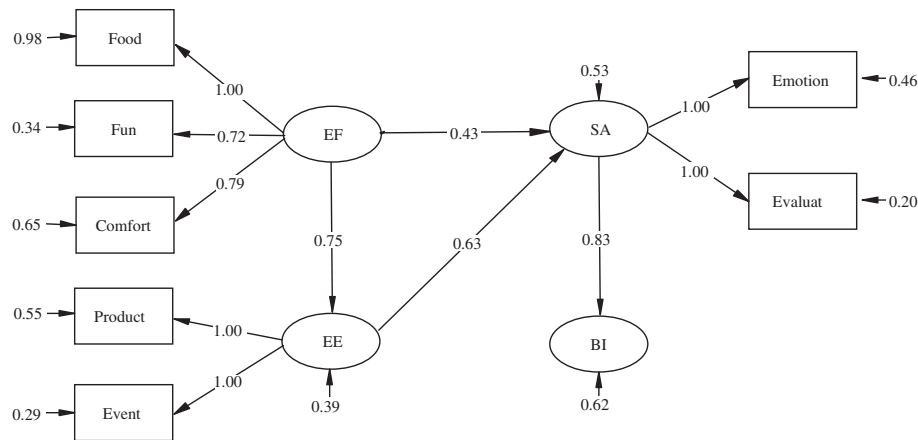


Fig. 2. Estimates of the structural model.

exceeds customer standards and provide additional effects with differentiated service aspects.

From a managerial standpoint an important result of this study is that emotional experience and satisfaction mediate the relationships between festivalscape and behavioral intention. The role of emotional experience should be obvious given the hedonic nature of festival experience, and being aware of participants' emotions may represent an important instrument for the management. Thus, event managers could improve the probability of favorable behavioral intentions by making changes in atmosphere and improving service quality, which would elicit positive emotions. In order to enhance their customers' loyalty, event managers should monitor emotions and satisfaction deriving from the subjective perception of exogenous characteristics like food and wine quality, comfort and entertainment. Understanding the crucial festivalscape attributes that distinguish highly satisfied participants allows events' managers to make improvements in those areas that lead to greater satisfaction within the food and wine festival experience. From this point of view, the organizers of food and wine events are asked to create a positive experience for the visitors, as positive emotions linked to products and the event itself are factors influencing satisfaction and consequently behavioral intentions of festival participants.

5.2. Limitations and future research

This study supports the argument that festivalscape is an important predictor of emotional experience and satisfaction. However, more studies are needed in order to cross-validate the findings from different directions. Thus, our results should be interpreted with caution because of the limitations of the study, some of which may be overcome by future research.

First, this study only focuses on a food and wine festival from a limited geographic area. Therefore, in order to generalize the results to a wider population, it would be worthwhile to expand this research to other events. The model developed in this study can also be applied to other types of tourism (e.g., cultural tourism, heritage tourism, wine tourism, etc.). Future research could also concentrate on other aspects not explored here to make a further contribution to culinary tourism managers. As an example, larger samples could allow to examine whether visitors' perceptions vary according to demographic characteristics. Further, the research may be extended by studying the potential impact of negative emotions on satisfaction and behavioral intention, even if Lee et al. (2008) found these to be only slightly significant in the festivalscape context.

Finally, in this study a quantitative research approach was adopted. Additional work should be done by implementing qualitative research methods to shed light on issues not highlighted here, though crucial to the understanding of culinary tourism. For example, this might include investigating the role of other (non-culinary) important activities for visitors' experience of a food and wine festival, or clarifying the relations between tourists' behavior and emotions and meanings assigned to the culinary exhibits.

Appendix. Supplementary data

Supplementary data related to this article can be found online at doi:10.1016/j.tourman.2011.12.016.

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