

Tourists' Alcoholic Beverage Consumption and Re-visit Intention: A Conceptual Paper

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Abstract

Alcohol consumption is an integral part of travel experience but its implication has been underestimated. Travel experiences are used as a competitive advantage, as more and more establishments focus on creating experiences to distinguish themselves in the increasingly competitive food and beverage sector. This paper collates literature in the area of the alcoholic beverage consumption experience of tourists and their behavioural intentions. Existing food and beverage tourism frameworks are reviewed in this study. Based on the review, we have created a new framework for the study of the alcohol consumption experience of a tourist. This conceptual study presented in the form of a proposed framework will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience as the dependant construct and revealing the effects of such an experience on their revisit intention

Keywords: *Alcohol Consumption Experience, Memorable Drinking Experience, Alcohol Consumption Behavior, Beverage Tourism, Alco tourism, Experiences capes.*

Introduction

Customer research indicates that people like to believe that they have had an enjoyable experience, taking into account a wide range of things to see and do, to gain an insight into the history of a destination, to appreciate its contemporary offer, to connect with its people and also sample its local produce (Alliance, 2012). In a tourist's search to escape from the usual and routine, alcohol consumption forms a critical part of the tourism experience. For some travellers, it is just an incidental accompaniment of the journey, but for others, it is the key reason to travel (Getz et al., 2014; Yeoman et al., 2015). Bell (2009) brought research on alcohol consumption and tourism under the heading of Alcotourism. Alcotourism refers to moving to a destination for drinking, drinking on vacations, travelling while consuming alcohol and drinking to travel. Much of the research that connects beverages to tourism is in the area of wine tourism (Bruwer, Alant, 2009; Colombini, 2015; Kaddi, 2015; Schamel, 2017; Masa, Bede, 2018; Sigala, 2019; Brochado et al., 2019; Madeira et al., 2019). The area of other alcoholic beverage tourism such

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as Whisky tourism, Beer tourism, Rum tourism, local alcoholic beverages tourism is relatively under-researched (Baran, 2017; Manis et al., 2020). Rogerson (2016) emphasized that given the growth in beer tourism, academic studies in this area remain undeveloped and lags far behind than those devoted to wine tourism. Few studies (e.g. Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac, Gonzales, 2014; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Sato, Kohasa, 2017) have examined Whisky, Tequila, Rum and Sake as development factors for regional branding and tourism. However, the studies related to local alcoholic beverage tourism are further limited. Additional research is needed to obtain a more in-depth understanding of the tourists consuming alcoholic beverages in a variety of locations.

Consumption experience is defined as “an interaction of the consumer with the product that is at once ‘pleasurable, memorable and meaningful’ (Kwortnik, Ross, 2007). Alcohol consumption enhances social and physical pleasure (Pereira, 2015). Studies have assessed that a memorable experience has proved to influence customers’ positive consumption emotions, their satisfaction with an organisation, and their loyalty intentions (e.g. Yoon, Uysal, 2005; Yuksel et al., 2010; Tung, Ritchie, 2011; Kuhn, Bothma, 2018).

Tourism products or tourist practices have been the focus of research in the area of satisfaction, such as hotels (Kandampully, Suhartanto, 2003), cruises (Qu, Ping, 1999), theme parks (Kao et al., 2008) and tour guides (Zhang, Chow 2004). Likewise there are studies in beverage tourism in areas such as Wine tourism (Kaddi, 2015; Columbini, 2015; Sigala, 2019, Connolly, 2019, Kim et al., 2019), Beer Tourism (Baran, 2017; Manis et al., 2020), Tequila tourism (Torre et al., 2014), Whisky tourism (Stoffelen, 2016; Spracklen, 2011, 2014). However, studies explicitly designed to address the satisfaction of tourists with the experience of the food and beverage consumption and their behavioural intentions are minimal (Correia et al., 2008). There is little known about the areas that tourists employ to evaluate their beverage consumption experience. Within this study, existing frameworks of food and beverage tourism experiences were reviewed. Based on the study, we propose a new framework to study the influences on alcoholic consumption experience of a Tourist and the revisit intentions to the experiencescape. The framework offers guidelines for further study into the issue of enriching the alcohol consumption experiences of Tourist. It presents a full range of consumer theories developed in various disciplines as a backdrop to gain a deeper understanding of factors that influence Tourist’s alcohol consumption experiences. The findings can help to increase customer satisfaction by guiding drinkscales in providing information about creating alcohol consumption environments that improve customers overall satisfaction and behavioural revisit intentions.

Concerning the existing literature, this study has two aims:

- To connect within an integrating framework the antecedents of the alcohol consumption experience, its content and its consequences;
- To propose a conceptual model that will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience and revealing the effects of such an experience on their revisit intention.

Literature Review

As an essential and dynamic product in the tourism production process, the experience should be separately studied (Stamboulis, Skayannis, 2003). The concept of product experience is used to refer to physical objects as well as food and beverages, and it has been defined as the complete set of effects that a product has on a user (Schifferstein, Cleiren, 2005). Consumption

experience is defined as “an interaction of the consumer with the product that is at once ‘pleasurable, memorable and meaningful’ (Kwortnik, Ross, 2007). Pereira, (2015) has suggested that having a couple of drinks is a perfect way of celebrating special occasions. Drinking is pleasurable since it is enjoyable to join people who are enjoying themselves. Alcohol consumption adds warmth to social occasions. Pine and Gilmore (1999) propose that a well-staged experience contributes to improved memory, that is, to remember a specific event which will positively shape the attitude of the Tourist toward the experience. When tourist experiences are unpleasant, memories can be intense. Barnes et al., (2018) suggest that the revisit intentions are determined not by previously remembered positive experiences or expected positive effects, but by the latest experience that had a positive impact. Meaningful is something that has a reason, that is important, or that has value, and the most successful experiences are meaningful (Oliver, Hartmann, 2010; Holbrook, Hirschman (1982) defined the consumption experience as a phenomenon directed towards pursuing fantasies, feelings, and fun. Fornerino et al. (2005) have defined it as “A personal experience, resulting from interaction with an experiential environment.” Gentile et al. (2009) explained that Consumption experience is a series of encounters between a customer and a product, a company, or part of its organisation that causes a reaction. The literature thus evidences that experience escape consisting of drinks cape (destination), social setting (company of friends) and service experience (courteous service) have the potential to influence the overall alcohol consumption experience, besides the tourists’ preference for the type of drink. Studies related to food and beverage experiences have identified various variables that have been highlighted in table 1.

Table 1. Variables related to food and beverage experiences identified through Literature review

| Year | Authors | Variables |
|--------------------------|---|--|
| Dining Experience | | |
| 2004 | Andersson, Mossberg | Restaurant interior, cuisine, service, company, and other guests. |
| 2005 | Hansen, Jensen, Gustafsson | The core product, the restaurant atmosphere, the personal social meeting, the restaurant interior and the company. |
| 2006 | Gustafsson, Öström, Johansson, Mossberg | The room, the product, the meeting, the atmosphere, and the management control system |
| 2013 | Wijaya, King, Nguyen, Morrison | Pre dining, during dining, post dining |
| 2018 | Stone, Soulard, Migacz, Wolf | Food or drink consumed, companions, location/setting, the occasion, and touristic elements |
| 2018 | Kühn, Bothma | Service quality, food quality, atmosphere, and social connectedness |
| 2020 | Wen, Leung, Pongtornphurt | Music enjoyment, Music Congruency, Perceived Authenticity, Satisfaction and Behavioural Intention |
| Wine Tourism experiences | | |
| 2006 | Roberts, Sparks | The authenticity of experience, value for money, product offerings, service interactions, information dissemination, setting and surroundings, indulgence and personal growth. |
| 2015 | Saayman, Van Der Merwe | Attributes of the winery, themes and activities, education, and novelty. |
| 2017 | Schamel | Wine as Infotainment, Social Cultural Engagement, Escapist & food-specific activities, Accommodation Traits & Style: Esthetic |
| 2018 | Massa, Bédé | excellence, aesthetics, authenticity, materialism and possessions, socialisation, recreation, and convenience |

| Year | Authors | Variables |
|--------------------------|---|--|
| 2018 | Back, Bufquin, Park | Previous visits, Travel motivations, The reputation, reviews, perceived quality of the winery, location of the winery, Positive word of mouth, media coverage and advertising of the winery, revisit intentions, satisfaction with winery experience and loyalty |
| 2019 | Madeira, Correia, Filipe | Wine, staff, cellar door interaction, entertainment, education, and aesthetics |
| 2019 | Brochado, Stoleriu, Lupu | Wine, food, view, staff, service, room, hotel, restaurant, pool, Douro, delicious food & wine and comfort. |
| 2019 | Kim, Cho, Kim | Wine promotion, overall satisfaction, and behavioural intention |
| 2019 | Sigala | Winescape elements, Cultural landscapes, Wine tourism experiences |
| Tourism Experiences | | |
| 2006 | Andereck, Bricker, Kerstetter, Nickerson, Butterworth-Heinemann | Social aspects of the experience, interaction with friends and family, local population, and the local products' influence on quality tourism experiences |
| Experiencescapes | | |
| 2016 | Wakefield, Blodgett | Positive and negative emotion, Tourist segments, Ambience, Servicescape, Price perceptions, Willingness to pay. |
| 2020 | Manis, Chang, Fowler, Blum | Perceived Value, Servicescape, Intention to purchase. Intention to Visit, Beer Tourist, Satisfaction |
| Food Tourism Experiences | | |
| 2017 | Björk, Kauppinen-Räisänen | Food Interest as a Travel Motive, The Destination Food Experience: Food and destinationscape. Food and restaurantscape, Food and local culture, Food safety health and ethics, Food practice experience Consequences: Travel Satisfaction, Holiday Experience |
| 2018 | Barkat, Demontrond | Sharing experiences, cultural guidance, family togetherness and transmission and customer-to-customer interaction. |

Most hospitality and tourism research has a tendency to focus on factors within the management frameworks. However, Torres (2016) proposes, more research is needed from the perspective of the Tourist, thus helping answer essential aspects of the subjective experience of the Tourist. Wine and culinary tourists are experiential consumers (Schamel, 2017). Wine tourists get pleasure from the services experienced during winery visits (Charmicheal, 2005). Chen et al. (2016) found that the perceived hedonic value derived from the winery visits played the most crucial role in predicting visitors' behavioural intentions. This results in continuous purchasing of its wine, recommending it to people around them or revisits intentions. In a recent study on wine tourism experiences, Sigala (2019) introduced a cultural ecosystem approach to clarify how art and cultural environments can be used as a theoretical perspective and a practical framework for planning and creating transformative wine tourism experiences. Bujdoso (2012) has suggested that wine has a more prestigious tradition in alcotourism as compared to beer, yet top-quality beers are making a mark. Beer tourism is a growing industry as tourists are often interested in visiting breweries and other beer-related attractions. Bujdosó (2012), has categorised beer tourism based on its outward forms into two distinct groups; Beer as the primary source of motivation for the tourist (Beer routes, Beer weekends, Beer tastings etc.) and place as the primary motivation (Beer museum, Festivals, events, Visiting breweries, brew houses etc.). Beer tourism is now diversified as tourists are increasingly influenced by the prospect of gaining new consumption experiences. In a study on implications of Sake on tourism, Sato and Kohsaka (2017) have opined that production of Sake is at a turning point. The production of Sake and the consumption patterns will be similar to wine. Similar to wine

tourism, there is a potential for inbound tourism to visit and experience the sake breweries as a local cultural activity. Arguably, alcohol consumption has emerged as a vital component of the tourist experience and is often viewed as a lens to interpret a destination's local culture and heritage (Hall, Gossling, 2014). Although the experiences provided to tourists are the main argument for the existence of alcotourism, only a few studies address this issue.

The product is seen as the core element for studying the consumption experience, Gustafsson et al., (2004) however suggest that the product must also be seen in interaction with all other elements in the consumption experience. The concept of experience has gained interest when studying the interaction between a person and the product, as part of a holistic approach to understanding consumers (Schifferstein, 2009). Experience also seems to be a competitive benefit, as many outlets are focusing on creating experiences to differentiate themselves in the increasingly competitive food and beverage market. The attraction of experiences increasingly lures travellers (Pine, Gilmore, 1999; Björk, Räisänen 2017). Consumers want more than just the delivery and consumption of a product or service. They are also seeking unique, memorable consumption experiences to complement the products and services (Walls et al., 2011). Some research has shown that the relationship between consumers and brands are strengthened through the availability of such consumer experiences (Massa, Bede, 2018). In the edited book *Experiencescapes, Tourism, Culture and Economy* (O'Dell, Billing 2005) have defined experiencescapes as "*the material base upon which experiences are anchored*". Pizam and Tasci (2018) recently introduced the term *experienscape* being "*servicescape enhanced by the inclusion of the organisational culture of hospitality that includes employees and other stakeholders*".

Jennings and Nickerson (2006) note that travellers are subject to many influences which ultimately help define a quality tourism experience. For an interpretation of the interaction, all these aspects come together. Nevertheless, these effects on the traveller are usually within the consumer (expectations, social construction, media exposure, and environmental interactions). Social constructions refer to the various social influences that can occur during tourist experiences, including social settings, personal relationship with people travelling with (friends, family and relatives) and interactions with locals and other visitors. Tourist groups in restaurants often co-produce a sense of sharing in which relaxation and an enjoyable environment is created, along with memories (Barkat, Demontrond, 2019). The essence of offering enjoyable and memorable experiences in the form of desires to revisit destinations will influence future travel intentions. Consumers seek meaningful and memorable experiences for which they are willing to pay (Morgan 2006; Björk, Räisänen 2017).

Of the overall tourist expenditures of the global tourism turnover, expenses related to food and beverage adds up to one-third (Meler, Cerovic', 2003). Harrington and Ottenbacher (2013) have suggested that food and drink experiences can have a significant impact on the development of a destination image. Park et al. (2019) argue that visitors' satisfaction significantly impacts revisit intentions. To build sustainable businesses, repeat visitors are crucial for tourism destinations. Therefore, the study of food and beverage tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the tourism sector, it continues to receive very little attention in the literature. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism. In a review of the different concepts used for experience in consumer research, Gomes et al., (2018) have stressed that while the literature on the consumption experience studying material objects has increased, the consumption experience of food and beverages has been less explored (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013). Researchers argue that food and drinks are crucial elements that influence intention to

visit (Getz et al., 2014; Yeoman et al., 2015) Despite this, there is still a limited understanding of how and to what extent the image of the tourism destination is associated with the consumption of alcoholic beverages as a single dimension.

Methodology

For this paper, the search strategy was developed by first going through the relevant data sources. To have access to a wide range of academic and conference publications, Google Scholar, Mendeley, Scopus, Web of Science, Research Gate, and Publish or Perish database was selected. Publish or Perish is one of the most extensive abstract and citation databases and includes thousands of peer-reviewed journals Scopus indexed journals in the fields of tourism, management, and social sciences. These Scopus and peer-reviewed journals belong to various publishing houses, including Elsevier, Springer, Emerald, Taylor and Francis, Sage and Wiley. The structured review methodology adopted an eight-step process, as presented in Figure. 1

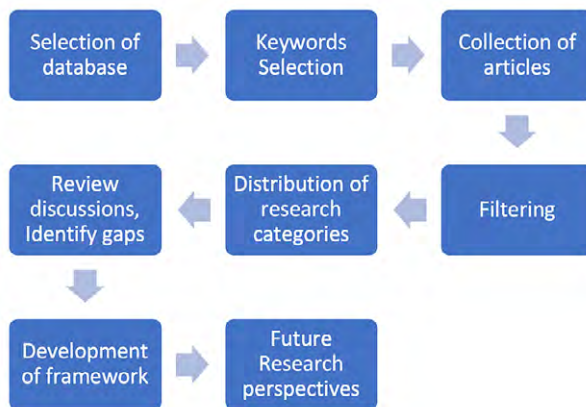


Figure 1. Research process adopted for the structured literature review

The authors have cited the most relevant and appropriate research publications related to the topic at hand to establish a reproducible, comprehensive, and unbiased article search process. The keywords used by the authors were:

Food and Drink Experiences, Consumption Experience, Memorable Food and Drink Experience, Alcoholic Beverages, Whisky Tourism, Beer Tourism, Wine Tourism, Alco-Tourism, Food and Drink Consumption Behaviour, Liquor Consumption, Elements of Memorable Culinary Experiences, Food and Drink Tourism, Loyalty intentions.

A search was executed through a pairwise query, taking one keyword from each category at a time.

The initial search queries resulted in a total of over 200 publications. The authors ensured that different aspects of alcohol consumption experience were covered. White papers, editorial notes, etc. were excluded from the search to ensure that the research originated from academic sources. The total number of articles dropped to 120.

To further refine the results, the authors excluded duplicates, papers that were present in more than one combination of keywords, and materials with incomplete bibliographic data

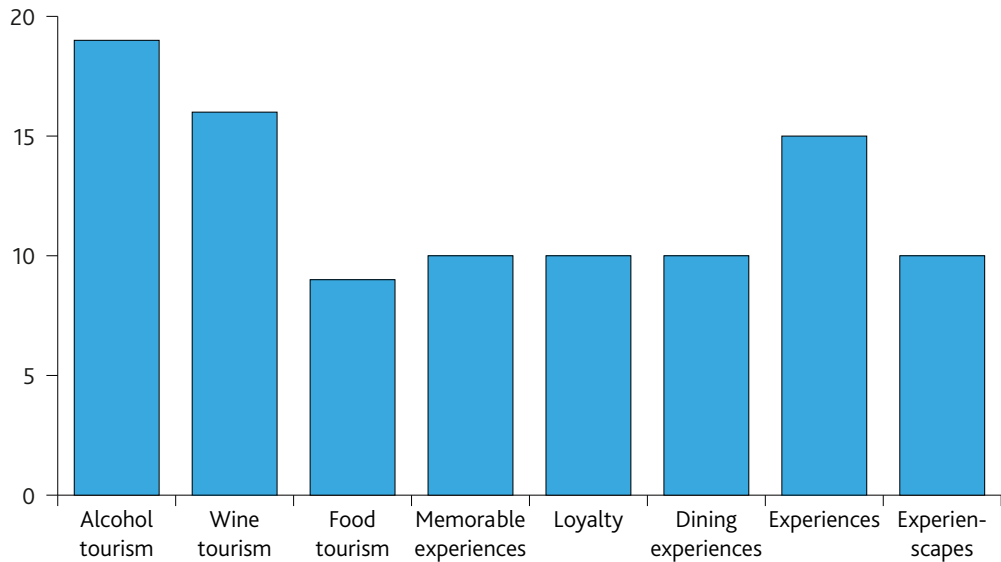


Figure 2. Distribution of Research Categories

points. Articles have also been screened based on their relevance to the topic. A total of 99 papers were selected for the final review.

The selected 99 papers were categorised into eight research categories, as shown in Figure 2.

The results presented in Table 1 help us understand how different research techniques were used to study the consumption experience categories. Most studies adopt an empirical (78%) research approach, and the remaining a conceptual approach (22%) to research consumption experience. The empirical method is concerned with using case studies, surveys and exploratory studies for testing and validating the concepts, theories, and applications. Out of the 99 papers, 42% of them used a survey method. An exploratory study was used in 32% and Case analysis was used in 4% of the studies. Out of the 19 papers on alcohol tourism, 7 used exploratory research, 6 used a survey method, 2 used a Case study, and 4 were conceptual studies. Most of the other studies, however, preferred using a survey approach indicating that the survey approach is the most popular approach used by researchers to demonstrate the food and beverage consumption experience studies.

Table 2. Level of research across Consumption experience

| Research Categories | Conceptual | Case study | Survey | Exploratory | Total |
|----------------------|------------|------------|-----------|-------------|-----------|
| Alcohol Tourism | 4 | 2 | 6 | 7 | 19 |
| Food Tourism | 1 | 1 | 1 | 6 | 9 |
| Wine Tourism | 3 | | 7 | 6 | 16 |
| Memorable experience | | | 7 | 3 | 10 |
| Meal experience | 1 | 1 | 4 | 4 | 10 |
| Experience | 6 | | 4 | 5 | 15 |
| Loyalty | 2 | | 8 | | 10 |
| Experienscapes | 5 | | 4 | 1 | 10 |
| Total | 22 | 4 | 41 | 32 | 99 |

The credibility of publishing journals has a significant impact on how people perceive the publication. Tourism Management had seven papers, followed by the International Journal of Hospitality Management with five, Journal of Hospitality and Tourism Management, Scandinavian Journal of Hospitality and Tourism & Food Quality and Preference have four publications each. In contrast, Journal of Travel Research & Current Issues of Tourism had three. Journal of Hospitality Marketing and Management, Journal of Hospitality and Tourism Research, Journal of Foodservice, International Journal of Contemporary Hospitality Management, British Food Journal & Tourism, Asia Pacific Journal of Tourism Research and Hospitality Management have two each (see Figure. 3).



Figure 3. Journal Publication Details (\geq two papers)

Of the 99 articles reviewed for this study, 43 papers were from Scopus indexed journals, and 28 papers were selected from the Web of Science core collection. In all 72% of papers were from Web of Science and Scopus Indexed Journals. 11% of the other articles were from peer-reviewed Journals, 3% were from Conference proceedings, 3% from Doctoral thesis and the remaining 11% were from Books and Publications (see Figure 4).

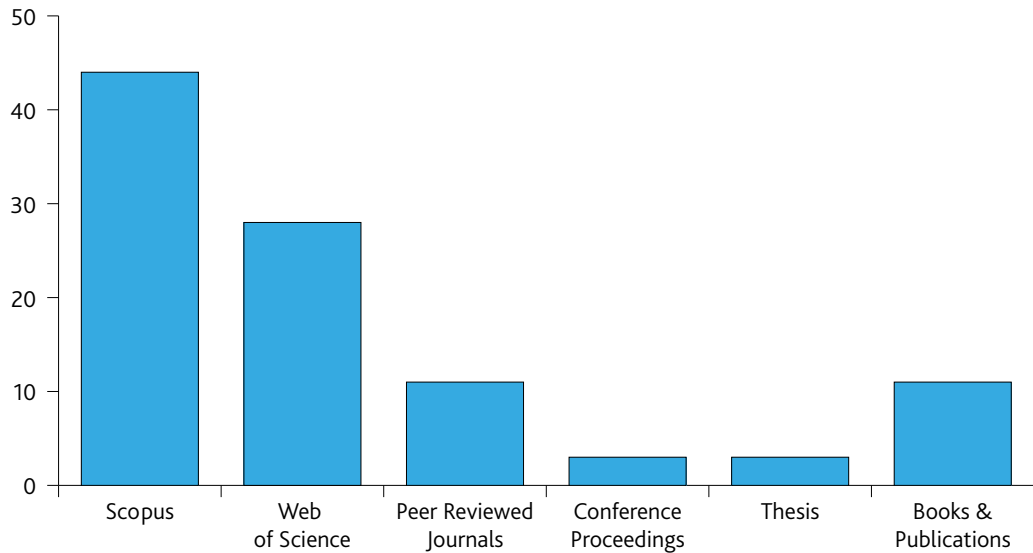


Figure 4. Percentage distribution of category of papers reviewed

Framework

The proposed model to study the influences on alcoholic consumption experience of a Tourist

Based on the review of the literature we propose a framework comprising of 5 main components The Tourist, The Choice of Alcoholic beverage, The Experiencescape, The Alcohol Consumption Experience and Loyalty Intentions (see Figure. 5).

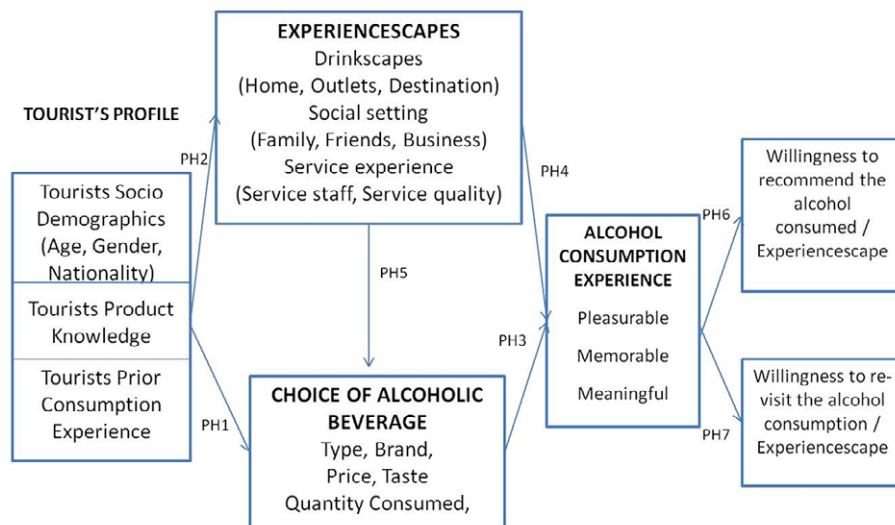


Figure 5. The proposed model to study the influences on alcoholic consumption experience of a Tourist with the proposed hypothesis (PH)

The review of the literature identified that knowledge about what affects the consumers' experiences is necessary when developing tourism products – and that is what this framework is about (Figure 5). The tourist experience takes place within the experiencescape. No matter if it is a destination like Goa, a winery experience or a visit to a destination with various drinks-capes; the tourists are influenced by alcoholic beverage being consumed, the physical environment, the social setting and the service setting. Memorable experiences at the time when they occur are associated with intense emotions. Such memories can influence place or destination attachment, revisit intention and willingness to recommend the destination or place, or even sharing the experience with family and friends. The framework provides directions for further research on the topic of enriching Tourist's alcoholic beverage experiences. It invites application of the full range of consumer theories developed in various disciplines to gain a better understanding of factors influencing consumption experiences.

The Tourist

Tourists come to the destination with a variety of influences. The media influence the social construction of a given destination before individuals visit it, which results in expectations and a predetermined image of the destination. Before the experience, the consumer has certain expectations and will be anticipating a level of service consistent with these expectations. Repeat visitors are generally people who have visited a place before and believe that previous experiences and familiarity influences their future behaviour (Chi, 2012). Repeat visitors profoundly rely on their last (positive) experiences (Bruwer, Alant, 2009). Gomes et al. (2017) proposed that while it is vital to focus new research on different variables that can shape the experience of a tourist, such as physiological states (e.g. satiety, thirst) and post-consumption experience, other important aspects that should be explored are 'previous product knowledge' and 'brand usage'.

Kleynhans (2003) argues that not only the previous experiences of the leisure tourists but also their demographics and culture influence their expectations (and ultimately their satisfaction) regarding the meal experience. The variables such as age, gender and nationality are described as the demographics of the consumer and are essential when designing a food service for an establishment, as the primary goal of a foodservice operation is to serve food that is desired by its clientele. Consumers differ regarding their age, gender, nationality, culture and tradition (Salanta et al., 2016). They will react differently regarding their meal experience expectations as well as their perceptions or assessment of their meal experience (Kleynhans, 2003). The traveller's knowledge of the area and their previous consumption experience influence their interpretations of a quality experience. If expectations are not met, it is less likely that the Tourist will say that quality consumption experiences occurred (Nickerson, 2006).

It will be interesting to study if Socio-demographic characteristics of the tourist influence the overall alcohol consumption experience. To examine if Nickerson's theory is in line with Alcoholic Beverage consumption experience, the proposed hypothesis is:

- 1.1. The Socio demographics of the Tourist influence the choice of alcoholic beverage.
- 1.2. The Tourists knowledge of alcohol products has an influence on choice of alcoholic beverage
- 1.3. The Tourists previous alcohol consumption experience influences the choice of alcoholic beverage.

To check if there a relationship between the Tourist and the choice of experiencescape it is propositioned that:

- 2.1. The Socio demographics of the Tourist influence the choice of experiencescape.
- 2.2. The Tourists previous alcohol consumption experience influences the choice of experiencescape
- 2.3. The Tourists knowledge of alcohol products influences the choice of experiencescape

The Product (Alcoholic Beverage)

The interaction between the individual and the product shapes the product experience. Gomes et al. (2017) have proposed that further research is needed to better understand the experience of drinking and its relationship to product experience, for material objects. An alcoholic beverage is a drink containing ethanol, commonly known as alcohol (Agricultural & Processed Food Products Export Development Authority). Alcoholic beverages are classified as wines, beers and spirits. The Consumption experience of an Alcoholic beverage is influenced by the products Price, Brand, Taste sensations at consumption, presentation form, and composition of the menu (Hansen et al., 2006; Gregoire, 2013; Forneniro et al., 2008; Pedraja, Guillen, 2004). Customer experience research in the restaurant industry typically measures experience with the environment, food quality, and price fairness (Chuan et al., 2018). This implies that studies on customer experience in the restaurant industry have largely ignored the fact that experience may also derive from the consumption of beverages. The product in our study is the alcoholic beverage and is seen as the core element for studying the consumption experience.

To check if there a relationship between the choice of Alcoholic Beverage being consumed and the Alcohol Consumption experience, it is propositioned that:

- 3.1. The price of alcohol consumed influences the alcohol consumption experience.
- 3.2. The type of alcohol consumed influences the alcohol consumption experience.
- 3.3. The brand of the alcohol consumed influences the alcohol consumption experience.
- 3.4. The taste of the alcohol consumed influences the alcohol consumption experience.
- 3.5. The quantity of alcohol consumed influences the alcohol consumption experience.

Product Influences (Experienscapes)

O'Dell and Billing (2005) have defined experiencescapes as “*the material base upon which experiences are anchored*”. In reviewing the literature, the elements that influence alcohol drinking experiences are summed up as follows:

Drinksapes: are the Spaces for drinking (Bell, 2009). Alcohol is consumed in an F&B outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, a tasting room or in the open air such as at a park, street, wine or beer festival (Stone et al., 2018, Bruyer et al., 2013, Wilkinson, Samantha, 2018). Kim (2014), Lin and Mao (2015) suggest that the atmosphere in these drinksapes makes it easier to immerse yourself into the experience of food and beverage consumption by using music, design, architecture, colour, and smell. In the cellar door context, Bruwer and Alant (2009) found that in a winery, besides wine tasting, the same visitor also indulges in the atmosphere for a pleasurable experience. The physical environment influences customer behaviours and creates a provider’s image in the service industry, such as the food and beverage industry (Booms and Bitner, 1982). The atmosphere is one of the dominant dimensions that affect consumers’ consumption experience (Ryu, Jang, 2007, Cheng et al., 2016, Park et al., 2019, Kuhn, Bothma, 2018). Tourists seek a memorable experience away from home, and the atmosphere can play a critical role in creating that unforgettable experience (Ryu, Han, 2011). Food and bev-

erage providers frequently tend to be ignorant or indifferent about the effects of the environment on the food and drink experiences. Nevertheless, some hospitality providers use architecture and design effectively and integrate multisensory experiences to improve customer satisfaction (Albrecht et al., 2019). While the core product and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artefacts, layout, and music may determine, in no small degree, the extent of customer satisfaction and consequent customer behaviour. Relative to other tangible and intangible service elements, more work is needed to understand what specific factors most influence pleasure, given its common effects on approach-avoidance behaviours (Wakefield, Blodgett, 2016).

The Social settings: The social setting consists of the people who accompany the individual and their interpersonal relationship during the consumption experience. This concerns whether the drinking experience facilitates social connections between the travellers and locals as well as between the travellers and with those they are travelling with (Chandralal et al., 2015). The relationship between vacationing and the experience of alcohol consumption brings to the fore the importance of the social function of alcohol. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005). Wen et al., (2020) integrated dining company into their framework to explain the moderating role of dining companions between the perceived authenticity, customer satisfaction and other behavioural intentions.

Service experience: Service experiences apply to any interaction with the service organisation that the guest may have throughout his or her entire experience at the foodservice outlet (Fitzsimmons, Fitzsimmons, 2008). Kim (2014) proposes that the quality of service is dependent on the degree to which the travellers interpret the service staff to be friendly, polite, courteous, helpful, and willing to exceed expectations. When guests observe that service staffs are friendly and caring, they are possible to evaluate their experience positively and can co-create memorable experiences (Barkat, Demontrond, 2019). Employees are, therefore, the focus from which guests assess the overall level of service performance (Ha, Jang, 2010). Service quality, in turn, can impart a lasting impression about the service provider in the mind of customers and the assessment of their consumption experience (Wakefield, Blodgett, 2016). Consumers are becoming progressively more influenced in their evaluations of service consumption experiences with the rapid growth of the service sector (Reimer, Kuehn, 2005).

The importance of the service settings has become even more significant as individuals spend more time, money and efforts pursuing hedonic consumption in such settings. Wakefield and Blodgett (2016) have suggested research within specific service contexts among and between individuals, groups and cultures to determine the overall influences of the physical environment on consumer response.

As recommended by Stone et al., (2018) Researchers may ask individuals to think about a portion of great food or drink experience and identify which of the elements such as the food or beverage consumed, companions or setting they may remember the most. Individuals could be given the list of categories and asked to describe their memories from each group qualitatively.

To check if there is a relationship between the experiencescape and the consumption experience the proposed hypothesis is :

- 4.1. The drinkscape influences the alcohol consumption experience.
- 4.2. The social setting influences the alcohol consumption experience.
- 4.3. The service experience influences the alcohol consumption experience.

To check if the experiencescape influences the Alcoholic Beverage been consumed, it is propositioned that:

- 5.1. The drinkscape influences the choice of the Alcoholic Beverage
- 5.2. The social setting influences the choice of the Alcoholic Beverage
- 5.3. The service experience influences the choice of the Alcoholic Beverage

Loyalty Intentions

Tourist loyalty intentions refer to future behavioural intentions of tourists concerning tourism experiences. The positive effect of the alcohol consumption experience on destination image is in line with the theory of the tourism consumption system, which establishes that tourists' assessment of their experiences in the destination area impacts their overall destination evaluation and influences their willingness to recommend the destination or to revisit the destination (Woodside, Dubelaar, 2002).

Satisfaction is the total consumer's post-consumption attitude and may show how much customers like their consumption process. Satisfaction and involvement are essential antecedents of loyalty (Bennet et al., 2005). Involvement has a positive impact on the value of experience (Prebenson et al., 2012). Di-Clement (2019) explored that tourist satisfaction extensively affects their revisit willingness and the intention to recommend (Girish, Chen, 2017). Studies have assessed that a memorable experience has also proved to influence customers' positive consumption emotions, their satisfaction with an organisation, and their loyalty intentions (Kuhn, Bothma, 2018; Tung, Ritchie, 2011; Yoon, Uysal, 2005; Yuksel et al., 2010). Positive consumption experiences lead to approach behaviour, including wanting to stay longer, spending more money and eventually referring other customers (Walsh et al., 2011; Tantanatewin, Inkarojrit, 2018).

Customer loyalty is a strong commitment to re-purchase or re-patronise a preferred product or service constantly in the future, resulting in the continued purchase of the same-brand or same brand-set, despite situational influences and marketing strategies that have the potential to trigger a shift in behaviour (Oliver, 1999). Jones and Sasser (1995) found that intention to re-purchase can be measured by asking consumers about their plans to re-purchase a given product or service. Connolly (2019) suggests that enduring consumer loyalty towards wine of a particular region or country is developed through their holiday experiences. Consumers continue to prefer these wines long after their holiday.

Only those destinations, which provide unforgettable experiences to tourists, will attract more repeated visits. Likewise, destinations which fail to create memorable experiences do not attract tourists to revisit (Zhang et al., 2018). Kathryn and Braun-LaTour (2006) have argued that given the number of external searches available and the popularity of word-of-mouth communication, destinations need to find a way to try to handle such interactions. Memorable culinary experiences are associated with increased travel satisfaction and positive word of mouth (Stone, Migacz, 2016). However, this has not been studied from the alcoholic beverage consumption experience point of view. Stone et al. (2018) have suggested that researchers could better connect memorable drinking experiences to elements like satisfaction and repeat visitation.

Based on those concepts and inferences, the following are the proposed hypothesis:

- 6.1 The alcohol consumption experience influences willingness to recommend the alcohol consumed

- 6.2. The alcohol consumption experience influences willingness to recommend the Experiencescape
- 7.1. The alcohol consumption experience influences willingness to re-visit the alcohol consumption.
- 7.2. The alcohol consumption experience influences the willingness to re-visit the Experiencescape

We have proposed a model to study the influences on alcoholic consumption experience of a tourist-based on the findings of the literature. Alcoholic Beverage consumption experience as a single component could be studied in different drinksapes to reveal new aspects of Consumption experiences from the customer's viewpoint qualitatively and using quantitative studies. The framework offers guidelines for further study into the issue of enriching the alcohol consumption experiences of Tourist. Future research work based on this model could focus on analysing the influences of the service design elements. Qualitative studies can be carried out to highlight the various social influences that can occur during tourist experiences, including social settings, personal relationship with people travelling with (friends, family and relatives) and interactions with locals and other visitors. This study serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption. By integrating two distinct streams of research on experiencescapes and choice of alcoholic beverages, a measurement scale that can be used in understanding tourist influences on the alcohol consumption experience needs to be developed. Developing an instrument that can measure alcohol consumption experiences is relevant for at least two reasons. First, it can be used to understand tourists' drinking preference. The instrument can also be used to understand the factors that influence tourists' experiences at the drinkscape, thereby providing insights into satisfying customers and increasing the revisit intentions.

Research Gaps and Scope for further research

Based on the literature reviewed, most of the studies have focused on Gastronomic tourism and studying diner's meal experiences (Hansen et al., 2005; Gustafsson et al., 2006; Wijaya et al., 2013; Stone et al., 2018; Kühn, Bothma, 2018). While meal experience has been studied in an al la carte restaurant setting, beverage consumption experience as a single component have not been studied in different drinksapes to reveal new aspects of consumption experiences from the customer's viewpoint. Further studies on understanding the factors that influence the beverage consumption experience in different drinksapes to enhance the understanding of these factors are required. This will enhance understanding so that a guideline for successful implementation, concerning the specific characteristics and requirements of the hospitality industry, can be provided for organizations to consider before the setting up of such drinksapes.

On the other hand, Wakefield and Blodgett (2016) have presented the importance of servicescapes in leisure service settings. The authors have noted that the value of service settings has increased globally as consumers invest more time, money and effort in servicescapes pursuing hedonic consumption. Research within different service settings among individuals, groups and cultures to evaluate the overall influences of the physical environment on consumer response could be conducted. In a recent study specific to beer festivals, Manis et al. (2020)

have argued that perceived value and the components that make up the servicescapes significantly impact satisfaction. Besides, satisfaction impacts re-purchase or revisit intention. Likewise, researchers could study the influence of other drinks or service settings on tourist's loyalty intentions.

An increasing number of people travel for food and drinks. The increase in the use of local food in tourism destinations will eventually contribute to the local economy (Karamustafa, Ulker, 2017). While they have studied the use of local food and beverages from the production aspect, further research is recommended to treat it from the consumption aspect and investigate tourists' thoughts and considerations about it.

Gomes et al., (2017) in their study measuring the drinking experience of beer in real context situations have deliberated the impact of affects, senses, and cognition. Results showed that there was an insignificant difference in anticipated fondness and intentions to buy between the eight beers that were evaluated. Multiple factor analysis showed that the sensory (flavour, body, aroma, temperature) and cognitive (style, producer, label) systems were more related to liking than the affective system (mood changer, tension reliever, sharing). This study focuses only on measuring the drinking experience of beer; likewise, the drinking experience can be measured via three dimensions (affective, sensory and cognitive) for other alcoholic beverages.

Björk and Räsänen (2017) have researched on how food affects travel satisfaction and the overall holiday experience. The findings showed that there are five dimensions of destination food experiences with varying effects on satisfaction and travel experiences that relates food to the destinationscape, restaurantscape, local culture, food safety, health and ethics and food practice experience disclaimer. Similarly, since the study has not taken into account the drinking experiences in a destination as a travel motive, there is a scope to study the dimensions of destination drinking experiences with its effects on satisfaction and travel experiences and relate the alcoholic beverages to the destinationscape, drinks, local culture, health and ethics.

Wen et al., (2020) integrated dining company into their framework to explain the moderating role of dining companions between the perceived authenticity, customer satisfaction and other behavioural intentions. Likewise, it would be interesting to study the influence of the people who accompany an individual during alcohol consumption experience in various social settings. Experiences may be achieved as an individual, but in the presence of other people, there may be experiences that can influence levels of satisfaction and perceptions of quality. For example, a group of exciting and stimulating tourists will most likely enhance individuals drinking experiences.

In another study on Elements of Memorable Food, Drink, and Culinary Tourism Experiences a qualitative analysis found that five general elements are leading to memorable food travel experiences: food or drink consumed, the setting or location, companions you are with, the occasion and touristic elements. While the five elements were frequently mentioned together, a single factor was sufficient to create a memorable experience (Stone et al., 2018). Memorable drinking experiences could be connected to aspects like satisfaction and repeat visitation that was not considered in this study. Quantitative research could be used to expand the scope of this study.

Kim et al., (2019) explored the relationship between wine consumption, consumer satisfaction and behavioural purpose in the context of the moderating impact of gender and age of the consumer. They had suggested that future research could examine other moderating variables to develop a better understanding of the essential elements. This study could be extended to other alcoholic beverages besides wine. Besides gender and age, the other antecedents such as the con-

sumer's product knowledge, and prior consumption experience could be studied to gain a better understanding of the alcohol consumption experience. Likewise, the wine tourism experiencescape remains relatively under-studied and, as a result, calls for further research in understanding experiences of wine tourists and their post-consumption evaluations.

Despite the importance of beverages as an input in the tourism sector, it continues to receive very little attention in the literature. More research in this direction is required to evaluate the role of alcohol to promote tourism and provide them with positive and memorable experiences. In the area of alco tourism, the experiences provided to the tourists are the main argument for the existence of this kind of tourism, yet only a few studies directly address this issue. Literature has failed to examine so far how to enhance and enrich alcohol consumption experiences in order to make them memorable and meaningful experiences. Research work will be needed to identify the components of alcohol consumption experience by developing a scale to investigate the influence of such experiences on Tourist's willingness to recommend or revisit the consumption experience. In-depth awareness of factors influencing tourist alcohol consumption is critical to the hospitality sector to provide the appropriate tourism drinking experiences and experiencescape that can contribute to tourist satisfaction. The findings of a quantitative analysis based on the framework and scale will serve as a clearer road map for managers to implement the consumption experience as a strategy to win customers' loyalty in the drinkscape. Memorable drinking experiences could be connected to elements like satisfaction and repeat visitation that has not been considered so far. A quantitative study could be used to expand the scope of this study.

Conclusion

Travellers use their past experiences to pick future destinations to visit, and therefore, due to the marketing and competitive implications, the study of food and beverage consumption experiences is relevant. This work is aimed at investigating the current state of research on the topic of Alcohol consumption experience by performing a conceptual study through an appropriate review methodology.

Ninety-nine articles were thoroughly analysed for this purpose. The result of this literature review indicates that beverage tourism is an emerging area with an increase in the number of publications over the past few years. A lack of studies on its sustainability, developing of experiencescape, and connecting memorable drinking experiences to loyalty intentions indicates an open research area that should be explored by future studies.

The review of the literature reveals that previous studies on Food and Beverage Tourism have majorly focused on food as motivation to travel, the meal experience, food and the local culture, food and the destination image, food and restaurantscape. As suggested in these papers, food and drink experiences can have a significant impact on the development of the destination image. Given the importance of the food and beverage experience for the satisfaction or dissatisfaction of the Tourist, and hence for the competitiveness of tourist destinations, studies focusing on the satisfaction of tourists and highlighting their beverage consumption experience are very minimal. There is little information about what variables tourists use to evaluate their beverage consumption experience. The scarcity of literature on beverage consumption experience was identified in this study. Hence, this paper makes a significant contribution to the literature in the form of a conceptual study on the developments in the field of alcohol tourism.

Managerial Implications

This study has important practical inputs. Firstly, some beverage outlets tend to focus on delivering product-oriented operating and management practices, frequently neglecting the tourists' needs and experiences empathetically. They fail to design and deliver alcohol consumption experiences from the perspective of the Tourist. Sustainable competitiveness and potential for growth in the fierce tourism marketplace are difficult for those drinksapes to obtain. This research about identifying the variables creating these experiences is helpful to guide the drinksapes managers to attach importance to the role of the alcohol consumption experiences in these experienscapes. The findings of the conceptual study presented in the form of a proposed framework will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience as the dependant variable and revealing the effects of such an experience on their revisit intention. This study serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption. It will help to provide valuable insights for the development of experienscapes for better provision of memorable alcohol consumption experiences for their customers.

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