



**A COMPARISON OF THE MOTIVES AND SATISFACTION LEVELS OF VISITORS  
ATTENDING FOOD AND WINE EVENTS IN THE WESTERN CAPE**

by

**LARA ANN VAN ZYL**

**Dissertation submitted in fulfilment of the requirements for the degree**

**Master of Technology: Tourism and Hospitality Management**

**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

**Supervisor: Dr. C Hattingh-Niekerk**

**External Supervisor: Associate Professor K Swart**

**Cape Town**

**November 2022**

**CPUT copyright information**

This dissertation may not be published either in part (in scholarly, scientific, or technical journals), or as a whole (as a monograph), unless permission has been obtained from the University

## DECLARATION

I, **Lara Ann van Zyl**, declare that the contents of this dissertation represent my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology. Similar work has been done by myself on my previous thesis on the Cape Town Good Wood and Wine Show and this thesis builds on the previous work conducted.



---

**Signed**

7 November 2022

---

**Date**

## **ABSTRACT**

For locals in the Western Cape who routinely attend different events throughout the province, food and wine festivals have begun to become a way of life. The Hermanus Wine and Food Festival and the Cape Town Good Food and Wine Show are ranked among the top ten wine festivals in South Africa. Visitors can satisfy their cravings for exquisite wine and delicious food at this festival. This event continues to present a significant opportunity for wineries in terms of the products on display, and it also serves to inspire chefs and food enthusiasts to produce the highest-quality cuisine for the event visitors' distinctive and ever-discerning palates. Only a few studies on food events address the internal element of motivation; most studies focus on the marketing components of the event. This is especially true given the lack of studies that focus on the motives for people to attend food and wine events in South Africa. The purpose of this research study was therefore to explore, examine, and compare the motives and satisfaction levels of visitors attending two different types of wine and food-based events in the Western Cape region. A spatially-based systematic approach was used to survey 381 event visitors. Despite significant differences, the top five visitor motives for attending both events were the same: to enjoy the food, to taste wine, to relax and enjoy a different environment, to enjoy the atmosphere and spend time with friends and family, and to enjoy the live entertainment. These findings suggest that food and wine visitors attend culinary festivals for largely the same reasons. Furthermore, most visitors felt that the Hermanus Wine and Food Festival was well-organised and met all their expectations. The study's results provide important insight into the leisure activities and levels of satisfaction of visitors of food and wine events. Marketing recommendations for attracting the right audience with the right promotional message are made to ensure that goods and services created for and promoted to these audiences satisfy their particular needs.

## ACKNOWLEDGEMENTS

I would like to express my gratitude to the following people who have helped me get to this point after a long five years to complete my thesis:

- Dr Chris Hattingh-Niekerk and Prof. Kamilla Swart, my supervisors. Thank you for your guidance and your input as well as your patience with me through this long journey;
- Cheryl Thomson for editing and proofreading my thesis. Thank you for your patience and willingness to work with me on this with the tight deadlines;
- Prof. Dirk van Schalkwyk for assisting me with the statistical analysis as well as being happy to assist with the many questions that I had around the data and methods used;
- My husband, for your support and for being so understanding during this process;
- My mom, for being my biggest motivator and supporter and for always believing in me;
- My aunt, for continuously checking in and your words of encouragement;
- My Luan & my Hayley, for being the reason for me to always push harder and to achieve more;
- Zimkitha Bavuma, for your guidance and continuous words of encouragement;
- The organisers of the Hermanus Food and Wine Festival for allowing me to collect data at their event;
- The field workers for assisting in the task of collecting the data at the event.

## **DEDICATION**

This dissertation is dedicated to my Dad....

Although you are no longer here you continue to be my motivator and guiding light in life.

## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>II</b>
<b>ABSTRACT.....</b>	<b>III</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>IV</b>
<b>DEDICATION.....</b>	<b>V</b>
<b>LIST OF TABLES.....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>LIST OF FIGURES.....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>LIST OF APPENDICES.....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>ACRONYMS AND ABBREVIATIONS.....</b>	<b>XI</b>
<b>CHAPTER 1.....</b>	<b>1</b>
<b>INTRODUCTION TO THE STUDY.....</b>	<b>1</b>
1.1 Introduction and background.....	1
1.2 Statement of the research problem.....	2
1.3 Research aim and objectives.....	3
1.3.1 Research aim.....	3
1.3.2 Research objectives.....	3
1.4 Research questions.....	3
1.5 Research methodology.....	4
1.5.1 Research design.....	4
1.5.2 Target population and sampling.....	4
1.5.3 Sampling method.....	5
1.5.4 Sample size.....	5
1.5.5 Pilot study.....	5
1.6 Significance of the research.....	5
1.7 Ethical considerations.....	6
1.8 Delineation of research.....	6
1.9 Structure of the project.....	6
1.10 Clarification of basic terms.....	7
1.10.1 Event management.....	7
1.10.2 Gastronomy tourism.....	7
1.10.3 Motivation.....	7
1.10.4 Special events.....	8
1.10.5 Tourism.....	8
1.11 Summary.....	8
<b>CHAPTER 2.....</b>	<b>9</b>
<b>LITERATURE REVIEW.....</b>	<b>9</b>
2.1 Introduction.....	9

2.2	An explanation of special interest tourism.....	10
2.3	Defining events.....	12
2.3.1	Determinants of event categorisation.....	13
2.3.1.1	Events' form or content as a deciding factor.....	13
2.3.1.2	Scale or size of events as a determinant.....	14
2.4	Hermanus and the Hermanus Wine and Food Festival (HWFF).....	17
2.5	Wine and food tourism.....	18
2.6	The motives for visitors to attend events.....	21
2.7	Visitor satisfaction and expectations when visiting a food and wine event.....	26
2.8	Summary.....	27
<b>CHAPTER 3: .....</b>		<b>29</b>
<b>RESEARCH METHODOLOGY .....</b>		<b>29</b>
3.1	Introduction.....	29
3.2	Research objectives and questions.....	29
3.3	Research design.....	30
3.3.1	Target population.....	30
3.3.2	Sampling method.....	30
3.3.3	Sample and sample size.....	31
3.4	The study area.....	31
3.5	Data collection methods.....	32
3.5.1	Primary data sources.....	32
3.5.1.1	Questionnaire.....	32
3.5.2	Secondary data sources.....	33
3.5.2.1	Theses and dissertations consulted.....	33
3.5.2.2	Books.....	34
3.5.2.3	Journal articles.....	34
3.5.2.4	Internet.....	34
3.5.3	Pilot study.....	35
3.6	Data analysis method.....	35
3.7	Validity and reliability.....	35
3.8	Limitations of the project.....	36
3.9	Ethical considerations.....	36
3.10	Summary.....	37
<b>CHAPTER 4 .....</b>		<b>38</b>
<b>FINDINGS AND DISCUSSION.....</b>		<b>38</b>
4.1	Introduction.....	38
4.2	Visitor demographics.....	38
4.2.1	Gender.....	38

4.2.2	Age groups .....	40
4.2.3	Level of education .....	41
4.2.4	Marital status .....	41
4.2.5	Occupation .....	42
4.2.6	Province of origin.....	42
4.2.7	Historical racial classification .....	43
4.3	Event attendance.....	43
4.3.1	Event companionship .....	44
4.3.2	Group size .....	45
4.3.3	Attendance of food and wine events .....	45
4.3.4	Decision to attend .....	46
4.3.5	Event attendance frequency .....	46
4.4	Evaluation of the HWFF.....	47
4.4.1	Analysing the HWFF.....	47
4.4.1.1	Well organised event.....	49
4.4.1.2	Event improvement .....	49
4.4.1.3	Availability of event information.....	49
4.4.1.4	Event ticket price.....	50
4.4.1.5	Local economic impact.....	51
4.4.1.6	The event's uniqueness .....	51
4.4.1.7	Live shows .....	52
4.4.1.8	Quality of exhibitors.....	52
4.4.1.9	Ideal venue .....	53
4.4.1.10	Event expectations.....	53
4.4.1.11	Friendly and professional staff.....	54
4.4.1.12	Adequate parking at venue .....	54
4.4.1.13	Venue signage .....	55
4.4.2	ANOVA test to determine significant differences between satisfaction levels of attendees of the HWFF and CTGFWS.....	55
4.5	Motives for visiting the HWFF and a comparison with the CTGFWS.....	56
4.6	Event marketing.....	60
4.6.1	Communication medium .....	61
4.6.2	Social media following .....	61
4.6.3	Social media preference .....	62
4.7	Summary .....	62
<b>CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....</b>		<b>64</b>
5.1	Introduction.....	64
5.2	Summary of chapters.....	64



5.2.1	Chapter 1.....	64
5.2.2	Chapter 2.....	64
5.2.3	Chapter 3.....	65
5.2.4	Chapter 4.....	65
5.3	Conclusions.....	65
5.3.1	Research questions.....	65
5.3.1.1	Research question 1: What are the visitors' motives for attending the 2016 HWFF?.....	65
5.3.1.2	Research question 2: What is the visitors' satisfaction with the 2016 HWFF and were their expectations met? .....	66
5.3.1.3	Research question 3: Who are the main visitors attending the 2016 HWFF .....	66
5.3.1.4	Research question 4: How does the visitor profile at the 2016 HWFF differ from the 2015 CTGFWS?.....	67
5.3.1.5	Research question 5: Are there significant differences between the visitors' motives and satisfaction levels for attending the 2016 HWFF and the 2015 CTGFWS? .....	68
5.3.2	Summary of research findings .....	68
5.4	Recommendations for the HWFF.....	69
5.5	Recommendations for future studies .....	70
5.6	Study limitations .....	71
5.7	Summary.....	71
	<b>REFERENCES .....</b>	<b>73</b>
	<b>APPENDICES .....</b>	<b>81</b>

## LIST OF TABLES

Table 2.1: Previous research on event motives .....	23
Table 4.1: Demographics of attendees of the HWFF 2016 and CTGFWS 2015 .....	39
Table 4.2: HWFF 2016 and CTGFWS 2015 event attendance .....	44
Table 4.3: Visitor satisfaction with the HWFF 2016 and CTGFWS 2015.....	48
Table 4.4: ANOVA for comparisons of satisfaction levels for the HWFF and CTGFWS....	56
Table 4.5: Motives for visitors to attend the HWFF .....	57
Table 4.6: ANOVA for comparisons of motives for the HWFF and CTGFWS ( $n = 680$ ) ....	59
Table 4.7: Event marketing: HWFF 2016 and CTGFWS 2015.....	61

## LIST OF FIGURES

Figure 2.1: SIT Cycle.....	12
Figure 2.2: Events typology: special event categories .....	13
Figure 2.3. Size or scale of events by categorisation.....	15
Figure 2.4: Motives for visitors to attend events.....	24
Figure 3.1: HWFF venue .....	32

## LIST OF APPENDICES

APPENDIX A: CPUT ETHICAL CLEARANCE.....	81
APPENDIX B: SAACI LETTER OF SUPPORT.....	82
APPENDIX C: PERMISSION FROM WINE VILLAGE.....	83
APPENDIX D: SURVEY QUESTIONNAIRE HWFF.....	84
APPENDIX E: SURVEY QUESTIONNAIRE CTGFWS.....	91
APPENDIX F: LETTER FROM GRAMMARIAN.....	100

## **ACRONYMS AND ABBREVIATIONS**

COVID-19	Coronavirus Disease
CTGFWS	Cape Town Good Food and Wine Show
CTICC	Cape Town International Convention Centre
DMO	Destination Management Organisation
FIFA	Fédération Internationale de Football Association
GFWS	Good Food and Wine Show
GIT	General Interest Tourism
GMO	Genetically Modified Organisms
HWFF	Hermanus Wine & Food Festival
ICCA	International Congress and Convention Association
MICE	Meetings Incentives Conventions and Exhibitions
MIT	Mixed Interest Tourism
PLC	Product Life Cycle
SA	South Africa
SIT	Special Interest Tourism
TSI	Tourism Sentiment Index
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization

## **CHAPTER 1**

### **INTRODUCTION TO THE STUDY**

#### **1.1 Introduction and background**

According to Hall and Sharples (2003:11), food events are now gradually taking on a role as a commoditised offering that is utilised to ensure the attraction of visitors, as a means of marketing the region, or stimulating the use and consumption of certain local food products. Park et al. (2008:163) note that many destinations now establish food and wine events to promote a particular region or location as a tourism destination, strengthen the appeal of wine farms or wineries as well as local restaurants and initiate the appreciation of locally produced food products and wine. Furthermore, Hall and Sharples (2003:9) state that events have always been synonymous with food. Understanding the reasons people attend festivals enables organisers to better cater to the needs and expectations of attendees. The primary four reasons that emanated from the various studies compared were novelty, family closeness, socialisation, and escape. Learning, significance, and curiosity have all been suggested as additional incentives (van Vliet, 2021:29).

Alvin et al. (2015:61) established the motives of visitors attending the 2015 Cape Town Good Food and Wine Show (CTGFWS), as well as their satisfaction with the show. The purpose of this research was to identify the motivation of visitors to attend the 2016 HWFF and their satisfaction thereof to enhance the future development and marketing of similar food and wine in the Western Cape region. This study compared the findings with the Alvin et al. (2015) study of the CTGFWS in 2015 with research conducted in 2016 at the 19<sup>th</sup> Hermanus Wine & Food Festival (HWFF).

It has been reported by the organisers of the HWFF that this event is recognised as one of the Top Ten wine festivals in South Africa (SA) (Wine Village, 2019). This is a festival where visitors can indulge their desire for gourmet food as well as fine wine. The event continues to provide a strong challenge for winemakers in terms of the products showcased, and it further encourages chefs and foodies to deliver the finest food quality for the distinct and ever-discerning palates of visitors to the event. As stated by the organisers, “in addition to being a spectacular wine and food event, this lifestyle also provides close contact with the fascinating world of wine artisans and well-known foodies.” (Wine Village, 2019). The organisers described this as a festival that represents an authentic country festival, where the visitor will experience and taste an impressive variety of wines that have obtained awards and accolades across the globe (Wine Village, 2018). According to SA-Venues (2022), the HWFF is a “vibey event” characterised by showcasing hundreds of local wines, allowing visitors the opportunity to taste

and buy a collection of various wines from local vineyards. SA-Venues (2022) describes the event as a real celebration of the Winelands.

Hall and Sharples (2003:332) note that it is hard to correctly predict the food event trends regarding the number of visitors and type of food markets for the future, signifying that there are incidents that may have occurred and changed the perceptions, interests, and motives of visitors, including various food scares such as food contamination and the increase of Genetically Modified Organisms (GMO) in foods.

Krajíčková and Šauer (2018:198) found in their comparative study of two events that although research on the comparison of visitors' motivations is still an emerging form of research, and the events that they compared were very similar, their study revealed considerable differences in motivations. Their study found that understanding the tourists' motivations is crucial for effective marketing and making sure that the products meet the consumers' needs and wants.

## **1.2 Statement of the research problem**

Van Vliet (2021:13) found that a review of numerous recent studies on festival motivations that there has not been much conceptual advancement in the past 10 years, with several studies still linking back to the 1990s and the 2000s. Krajíčková and Šauer (2018:198) conclude that research methods that compare motivations are still relatively new. The literature review reveals a wide variety of research conducted on the motivations of visitors to attend or travel to events. Previous studies show the most common motives are represented as escape, novelty, socialisation, and family togetherness. These results confirm that the conduct of this type of research is important. Because event managers need to accurately identify the unique motives that are attached to people attending or visiting a particular or specific festival, this will assist them in being able to better position their respective festivals or events (Saayman, 2011:110). As can be seen from the short selection of previous studies conducted, including those by Topole et al. (2021); culinary events in the Slovenian countryside; visitors' motives, satisfaction, and views on sustainability; Krajíčková and Šauer's (2018) differences in motivation of food festivals visitors—"A view from the Czech Republic" - and Hattingh and Swart's (2016) "The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels", motivational factors are important. Even though many motivational factors are shown to be dependent on each event, in the end, the results of each study showed a convergence of identical motives. A clear distinction that appeared in the motivational factors were those which were directly related to a specific type of festival theme. However, from the literature reviewed, there is a limited amount of research available that was conducted in South Africa on this topic.

The research problem can, therefore, be stated as most of the research relating to food events deals with marketing aspects of the event and only a few deal with the internal variable of motivation. This is specific to the scarcity of research that is based on the motives to participate in or attend food and wine events in South Africa.

### **1.3 Research aim and objectives**

The aim and objectives of this study were:

#### **1.3.1 Research aim**

The aim of this research was to identify the motivations of visitors to attend the 2016 HWFF and their satisfaction thereof and to compare the findings to those of the 2015 CTGFWS to enhance the future development and marketing of similar food and wine events.

#### **1.3.2 Research objectives**

The following study goals are pertinent considering the problem statement and research aim:

- To identify the visitors' motives for attending the 2016 HWFF;
- To evaluate the visitors' satisfaction of the 2016 HWFF;
- To determine the main visitor profile at the 2016 HWFF;
- To determine how the visitor profile at the 2016 HWFF differs from the 2015 CTGFWS; and
- To compare the motivations and satisfaction levels of the 2016 HWFF with those of the 2015 CTGFWS.

### **1.4 Research questions**

Following the research aim and research objectives aligned above, the following research questions are applicable:

- What were the visitors' motives for attending the 2016 HWFF?
- What was the visitors' satisfaction with the 2016 HWFF and were their expectations met?
- Who were the main visitors attending the 2016 HWFF?
- How does the visitor profile at the 2016 HWFF differ from the 2015 CTGFWS?
- Are there significant differences between the visitors' motives and satisfaction levels for attending the 2016 HWFF and the 2015 CTGFWS?

## **1.5 Research methodology**

A literature review and an empirical survey were conducted to accomplish the study's goals and objectives and to address its research questions. A summary of the methods used is given in the section that follows. Refer to Chapter 3 for a detailed discussion of the methodology applied in this study.

### **1.5.1 Research design**

The general classification of a research design is either exploratory (which seeks to yield insights into and a broad understanding of certain phenomena that are difficult to measure) or conclusive (which seeks to test specific relationships and explain specific phenomena) (Malhotra & Birks, 2007:70). A research design is the blueprint for how research question(s) will be answered (Saunders et al., 2009:88). Given that the aim of the study was to compare the motives and satisfaction levels of two food and wine events, it is obvious that it utilises a conclusive research design.

Quantitative methodology and qualitative methodology are two extensively utilised data collection and analysis methods in the social sciences (Bryman, 2004:19). "In conclusive research, the data collected are subjected to quantitative analysis, and it is frequently more formal and structured than exploratory research" (Malhotra & Birks, 2007:76).

A quantitative research design was used for this study. According to Marczyk et al. (2005:17), statistical analysis is used in studies that use quantitative research to produce their findings. Important features include the use of statistics and formal, systematic measurement. Additionally, the focus of quantitative research is typically on the quantification of data gathering and analysis, with the natural sciences' positivist foundations at its core (David & Sutton, 2004:35). A structured questionnaire (Appendix D) with closed-ended questions was designed to obtain the necessary data from the research population, the HWFF visitors. Inside the area where the show was held the fieldworkers were spatially based to collect data throughout the day for the duration of the event. As stated by Creswell (2014:155), survey research offers a quantitative or numeric explanation of developments, feelings, or opinions of a sample of the population by investigating. Primary data collected at the 19<sup>th</sup> HWFF were then compared to the primary data collected at the 2015 CTGFWS.

### **1.5.2 Target population and sampling**

Statistics How To (2022) defines a target population as a group or collection of elements about which you are wanting to know more. David and Sutton (2004:149) opine that the elements of a population are well-defined by the research question. Vogt (2007:77) states that sampling consists of choosing a small group (the sample) from a larger group (the population) and

examining the small group to acquire information about the larger group, which only works if the sample represents the population. Marczyk et al. (2005:18) note that researchers are not able to study a full population, they therefore only study a subset of the population, the study sample. Hedges (2012:29) adds that a representative sample can safeguard external validity.

The population of this project (N) included all the visitors attending the 19<sup>th</sup> HWFF. According to du Toit (2016), the HWFF attracted 5 000 attendees for the duration of the event, with the festival growing each year.

### **1.5.3 Sampling method**

A spatially based systematic sampling procedure was used which allowed for the sample to be selected systematically. According to Floyd and Fowler (2009:25), “a starting point will be chosen by selecting a random number from the sample space”. In addition, Floyd and Fowler assert that the randomised beginning guarantees that this is a process that involves an unplanned sampling collection procedure. Therefore, this means that the field workers randomly selected the first individual at the unplanned collection point, and thereafter continued to approach every *n*th person in front of them (Floyd & Fowler, 2009:25).

### **1.5.4 Sample size**

Based on the 2016 HWFF figures, du Toit (2016) states that the population numbered 5 000 visitors. Therefore, a sample size (*n*) of 370 is recommended for the achievement of a 95% confidence level (Sekaran, 2000:295).

### **1.5.5 Pilot study**

A pilot study, according to Veal (2011:313), is a brief test of the research tool on a smaller sample. Testing the efficiency, validity, and dependability of that specific research tool is the goal (Veal, 2011:313). A pilot study helps researchers to identify problems in the survey tool, and gauge how quickly and easily respondents complete the questionnaire. The necessary adjustments are then applied, guided by the results that were achieved. Neuman and Krueger (2003:180) indicate that this ensures that the instrument produces reliable and valid results relevant to the study. The questionnaire used for this study was adapted from the questionnaire used at the 2015 CTGFWS and therefore a pilot study was not done.

## **1.6 Significance of the research**

George (2008:275) suggests that marketers should aim to protect their position within a mature market by modifying the offering of events, the target markets' expectations and needs, as well as the components of the marketing mix to ascertain continued profitability. George (2008:275) goes on to say that event planners should investigate how attendees view the event



and be ready to reposition it if necessary. Thus, this study aimed to ascertain the motivations and the level of satisfaction of visitors' experiences of the HWFF and compare the findings to those found by Alvin et al. (2015) in their study of the 2015 CTGFWS. This could elevate the accuracy and efficiency of marketing a food and wine event and support the successful future growth of related events. As a result, this study could supplement the body of knowledge on why people attend food and wine events, particularly in South Africa. It could also support the continuation of such events by offering suggestions for the kind of content that can be incorporated into the event schedule to improve participants' overall event enjoyment.

### **1.7 Ethical considerations**

In this study, all participants remained anonymous. They were asked to participate in this research project and informed what the study was about. Kumar (2011:242) states that there are certain actions in research, such as instigating maltreatment of people, contravening confidentiality, using data improperly and initiating bias, that may be considered unethical in any line of work. This project practised ethical considerations by obtaining informed consent from the participants, assuring them that they would remain anonymous and guaranteeing confidentiality of all information. Participation was purely voluntary. Ethical approval to conduct the study was obtained from CPUT (see Appendix A, certificate number 2016FBREC355).

### **1.8 Delineation of research**

This study was restricted to the visitors to the 19<sup>th</sup> HWFF event that took place from 6–8 August 2016 at the Curro school in Hermanus.

### **1.9 Structure of the project**

This dissertation comprises five chapters, as detailed below.

#### **Chapter 1**

This chapter introduces the study and sketches its background, identifies the problem statement and states the research aim, objectives, and research questions.

#### **Chapter 2**

Chapter 2 reviews literature relevant to this study. It defines special interest tourism (SIT), offers a diagram that depicts the market for special events and demonstrates the relationships between different event categories. The literature reviews the push and pull theories of Chang and Yuan (2011:15) and Smith et al. (2010:19) and the four main reasons for attending events (Shone & Parry, 2010:31), which was adapted from Bowdin et al. (2006:195-196). These are two of the most-used theoretical frameworks to explain visitor motivation. The literature also demonstrates a causal relationship between travel-related factors and happiness,

underscoring the complexity of travel-related factors and how they depend on the nature of the event and the venue.

### **Chapter 3**

This chapter provides a detailed discussion on the design and methodology of the project and how it was carried out. The research tool used, the sample size, and sampling procedure, as well as the data analysis approach used, are discussed in detail.

### **Chapter 4**

Chapter 4 presents an analysis of the data collected on-site at the HWFF as well as a comparison between the motives and satisfactions of the HWFF and the CTGFWS. This quantitative data were presented in graphical format, such as tables, pie charts and graphs.

### **Chapter 5**

This chapter concludes the study. It presents a summary of the study and the conclusions derived from the findings of the research. The chapter further outlines the limitations of the project and proposes recommendations for the HWFF as well as for improving future studies.

#### **1.10 Clarification of basic terms**

##### **1.10.1 Event management**

Event management is described as "the process by which an event is planned, arranged, and produced" (Silvers, 2016). It includes assessing, defining, acquiring, allocating, directing, regulating, and analysing time, finances, and organising all parts of an event, such as the research, planning, execution, control, and assessment of the activities, production, and design.

##### **1.10.2 Gastronomy tourism**

A type of tourism known as "gastronomy tourism" is characterised by the link between the traveller and food and other associated products and activities (United Nations World Tourism Organisation [UNWTO] 2022). Gastronomy tourism can include extra related activities like visiting regional producers, taking part in food festivals, and enrolling in cooking classes, in addition to authentic, traditional, and cutting-edge culinary experiences.

##### **1.10.3 Motivation**

Internal processes govern motivation. Regardless of how it is defined, motivation is a "state of being within us that craves change, whether it is in one's circumstances or one's own self. Motivation is affected by meeting consumer needs that are necessary for sustaining life or essential for happiness and growth. (Positive Psychology, 2022).

#### **1.10.4 Special events**

Law Insider (2022) defines special events as “musical events, concerts, shows, sporting events, festivals and other events that are presented for a limited duration”. Furthermore, Getz (1997:4) notes that “to the customer or guest, a special event is an opportunity for relaxation, for them to enjoy time at leisure, whether that is a social or cultural experience that is different to their everyday lives“ according to the definition of "a special event," which is defined as an activity that only happens once and does not occur often outside of the sponsoring or organising body's normal programmes or activities.

#### **1.10.5 Tourism**

The UNWTO (2022) describes tourism as "a social, cultural, and economic phenomenon that involves individuals travelling to locations outside of their normal area for personal, business, or professional interests."

#### **1.11 Summary**

This chapter discussed the problem statement and introduced the study aim and objectives. The quantitative research methodology was outlined, as well as the sampling method used in conducting the research, which was systematic, spatial sampling. The researcher further addressed the significance, delineation, and structure of the research project, and finally clarified the basic terms that were used throughout the project.

The following chapter discusses the literature that was reviewed for this project.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Prior to product development and event promotion, event organisers should discover the motives of visitors (Smith & Costello, 2009:45). According to Chang and Yuan (2011:13), event planners will be able to improve their marketing techniques as well as the future development of their event by analysing what motivates visitors to attend a specific food and wine event. Topole et al. (2021:120) state that it is important that the organisers of an event have a thorough understanding of the factors that draw attendees. Only in this way will they be able to live up to their expectations for the variety of food and drinks available, their diversity, authenticity, quality, and presentation, as well as a fair and welcoming approach. Even though there is not currently a universal motivation scale, Li and Petrick (2006:243) highlight that literature on festival and event motivation shows a consistent and useful study methodology.

Although comparing motives is still a novel form of research, and the events they studied being relatively similar, Krajíčková and Šauer (2018:198) discovered significant differences in motivations in their comparison study of the Pivni Festival and Valtice Wine Markets in the Czech Republic. Their findings established that understanding tourists' motivations is crucial for effective marketing and to make sure that the products meet consumers' needs and wants.

According to Getz (1997:1), among the most thrilling and rapidly evolving categories of leisure, commercial, and tourism-related activities is events. Event management and event tourism, in Getz's opinion, cover a broad variety of cultural, sporting, political, and business events, ranging from mega-events like the Olympic Games and FIFA Soccer World Cup to community festivals, park and attraction events, local meetings and parties, and large conventions and contests. Examples of these in South Africa include the Mining Indaba, the Cape Town Jazz Festival, the Rugby World Cup Sevens, the FIFA Soccer World Cup 2010, the Two Oceans Marathon, the Cape Town Cycle Tour, the South African Cheese Festival and Meetings Africa. It is known that defining special events, or special interest tourism (SIT) in this case, in a way that is acceptable to all scholars is difficult due to the large range of event disciplines. A framework demonstrating the links between distinct categories of occurrences should be offered (Shone & Parry, 2010:5-6).

Visitors buy products for apparent benefits that may or may not meet their requirements, (Mensah, 2013:684). According to Welthagen and Geldenhuys (2014:3), when a customer has observed how well a product or service performs, they would compare what was predicted to what was experienced. Additionally, according to these authors, visitor satisfaction is a crucial success factor that adds to the sustainability of an event and establishes a favourable link

between loyalty and retention. It is advantageous for event organisers to understand which parts of an event lead to better visitor experiences, increased satisfaction, and event loyalty (Cole & Chancellor, 2009:324). This will improve attendance at future events, assist in marketing decisions and make sure that the offerings at the event are what the consumer wants. According to Hattingh and Swart (2016:10), having a complete understanding of tourist motivations can improve exceeding visitors' expectations will increase visitor satisfaction, which can be used as a competitive advantage to increase the accuracy of event marketing.

It is for the reasons mentioned above that the researcher looks at the motives and satisfaction of attendees to the HWFF and compares these to the findings of the study of Alvin et al. (2015) on the CTGFWS in 2015, to establish whether the motives and satisfaction of two different food and wine festivals that took place in the Western Cape are the same, or differ.

In this chapter, the author reviews SIT by delving into the characteristics of culinary tourists, what motivates them to attend culinary events, and what their satisfaction levels are with the events that they attend. According to Molina et al. (2015:192), wine is becoming a more important part of people's lives, and interest in visiting the places where it is cultivated and produced is increasing. This chapter also discusses the theoretical framework that was used, notably Shone and Parry's (2010:31) four primary motivations for attending events framework (see Figure 2.4).

## **2.2 An explanation of special interest tourism (SIT)**

SIT takes place when "a certain special interest dominates the traveler's motivation and decision-making," according to Hall and Weiler (1992:5). Another viewpoint is that SIT is the antithesis of mass tourism, emphasising novel forms of travel that can satisfy the needs of both visitors and hosts (Douglas et al., 2001:2). SIT has become a "key player in the growth of tourism" and "travel for people who are travelling someplace because they have a certain interest that can be explored in a specific region or at a particular site," they are said to mirror the late-modern leisure society's ever-expanding range of leisure interests (Douglas et al., 2001:7). Sport, food and wine, culture, painting, adventure, opera, and battlefields are all examples of 'special interests' (Trauer, 2004:184).

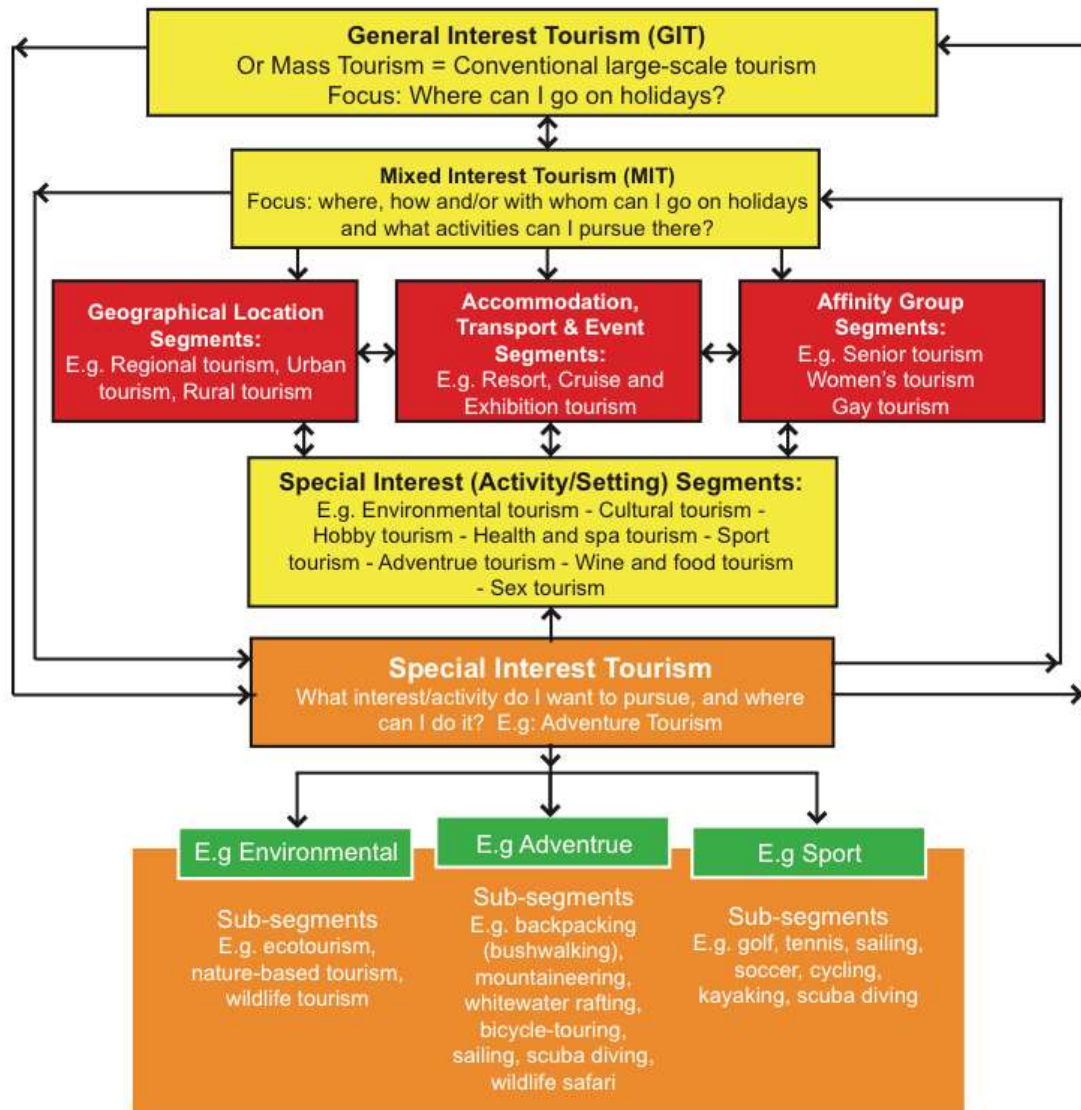
According to Trauer (2004:187), as a tourist's travel experience, self-assurance, and wealth increase, their life cycle changes from "safe to more daring forms of travel and holidays, with the tourist 'trading up' and acquiring social prestige and ego-enhancement." Trauer proposes that when making decisions, a tourist asks:

- To experience general interest tourism (GIT): where would I like to travel to?

- Mixed Interest Tourism (MIT): what activities will be available for me to experience in my chosen destination?
- SIT: where can I get the things I need from this experience?

The framework in Figure 2.1 demonstrates how crucial it is to recognise the areas where MIT and SIT overlap. Additionally, it makes distinctions between geographical and location segments, such as rural tourism, accommodation, transportation, and event segments, such as exhibition tourism, affinity group segments, such as "senior citizen tourism" or culinary tourism, and SIT segments with a focus on activity, such as food and wine tasting, which may be a tourist's hobby or leisure activity (Trauer, 2004:187). Many particular interests from the SIT segment, including sports, adventures, culture, opera, education, and food and wine, are thought to have the potential to be included in the other three categories.

Events are divided by topics and interests, which include athletic events, music festivals, and exhibitions, even if event tourism may be the main focus of activity. Getz (1997:3) claims that special interest opportunities are heavily influenced by events. Event tourism is a type of destination marketing that is produced with a specific city branding/positioning/tourist goal in mind. By extension, 'event tourism' refers to the tourism created by such events (Quinn, 2006:288). Festivals, on the other hand, Getz says, contain a social and cultural richness that is poorly conveyed by the term 'event.' Because food and wine tourism, as well as event tourism, are significant components of this study, it is critical to comprehend event terminology, which is explained next.



**Figure 2.1: SIT Cycle**

Source: Adapted from Trauer (2004:188)

### 2.3 Defining events

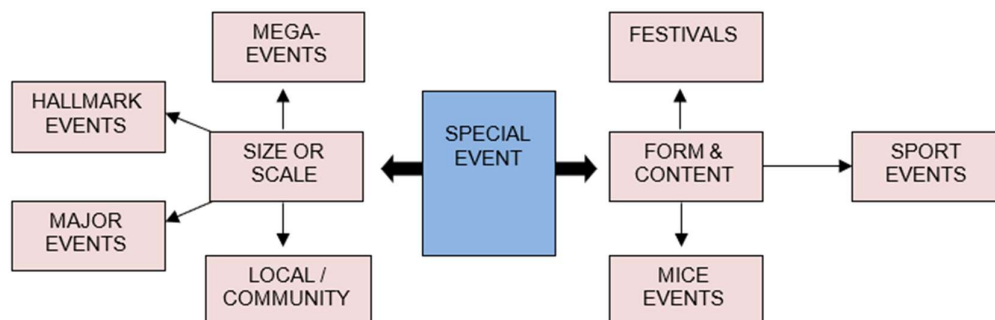
As discussed in their study on the economic impact of cultural events, Saayman and Saayman (2004:629) state that throughout history, events have played a vital role in people's lives, dating back to the mid-19<sup>th</sup> century when Thomas Cook worked as a travel entrepreneur, arranging excursions to numerous exhibitions (also known as events) in London and Paris. Whitford (2013:16) agrees with this statement, stating that "countless types of events have taken place over the centuries that include corporate events, exhibitions and a variety of community events. Whitford goes on to argue that events have played and will play a crucial role in society, serving

as a way to remember significant life milestones, as well as commemorate local, state, and national events.

The key properties of event language and determinants of event classification are discussed in the next section. The goal of comprehending these notions is to determine precisely what events make up the HWFF, which is required to place and define the HWFF as described in the chapter's introduction.

### 2.3.1 Factors affecting event classification

According to the "size or scale" or "form and substance" of the event, Allen et al. (2005:11) divide the many types of events in the events sector into mega-events, milestone events, noteworthy events, local/community events, festivals, meetings, incentives, conferences and exhibitions (MICE), and sporting events. For this study, the various types of events are described in Figure 2.2, beginning with the 'form and substance' determinant (see section 2.3.1.1), then occurrences that are categorised based on 'size or scale' determinant (see section 2.3.1.2).



**Figure 2.2: Events typology: special event categories**

Source: Van der Merwe (2008:18)

#### 2.3.1.1 Events' form or content as a deciding factor

The form or content of an event could be used to categorise it (Figure 2.2). MICE, sports events and festivals are examples of events that are defined by their form or content.



### **2.3.1.1.1 MICE**

MICE events are "any meetings taking place in a different location to where you normally meet, including conventions, congresses, conferences, seminars, workshops, and symposiums that bring people together for a common goal—the sharing of information," according to Allen et al. (2005:15)." Mining Indaba 2022, SA Innovation Summit 2022 and Meetings Africa 2022, are events held in South Africa.

### **2.3.1.1.2 Sport events**

Sporting events have been a significant aspect in growing the tourism sector in numerous cities worldwide (Rogerson & Visser, 2005:73; Daniels & Tichaawa, 2021:1241). In 1995, South Africa was host to the Rugby World Cup, followed in 2003 by the Cricket World Cup and in 2010, the FIFA Soccer World Cup as well as the British and Irish Lions Tour 2021 and the Rugby World Cup Sevens 2022. Sports events are defined as "a spectator or participating event, comprising leisure or competitive sports activities, organised alone or in conjunction with other events" (Silvers, 2016).

### **2.3.1.1.3 Festivals**

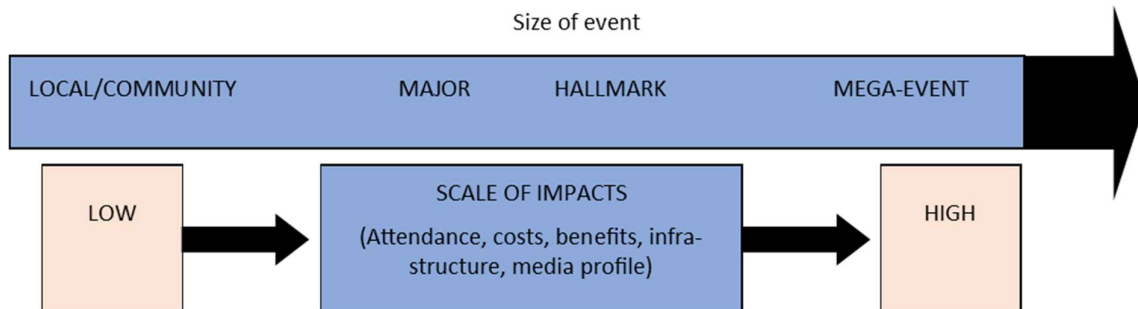
The words 'festival' and 'event,' according to van der Merwe (2008:21), have become closely connected. Quinn (2006:288) defines festivals as "events" but this classification should not be used for festivals because they are not as common as events. Regarding festivals, Quinn specifies that "they signal a location's originality, create appeal, add intrigue, and enliven the image, which draws visitors, investors, sponsors, and the related revenue streams." Gozini and Tseane-Gumbi (2017:1) add that the influx of cash boosts local economic activity, creates jobs, and promotes sustainability. A festival, according to Jago and Shaw (1998:29), is a unique occasion that is celebrated with the public. Van der Merwe (2008:22) cites Tourism South Australia's definition of festivals: "Festivals are events held to commemorate something the community wants to share and invite the public to partake." A festival is defined by Arcodia and Robb (2000:157) as "a themed festival that is open to the public and includes a range of media, including arts and crafts, performances, and demonstrations."

Arts and crafts, heritage, ethnic and cultural, food, historical, local and regional fairs, music, pageant, re-enactment, religious, and seasonal festivals are all listed by Silvers (2016) as potential festival genres.

### **2.3.1.2 Scale or size of events as a determinant**

Van der Merwe (2008:19) opines that there is a range of alternatives when using size or scale to categorise an event, including mega-events, hallmark events, major events, and local/community events (Figure 2.3). As shown in Figure 2.3, increasing the size or scale of an

event has an impact on the event type. For example, a smaller event, such as a local/community event, will attract fewer visitors and thus have a smaller impact on the community, whereas a mega-event will draw more people and have a bigger impact on the area (van der Merwe, 2008:19).



**Figure 2.3. Size or scale of events by categorisation**

Source: Van der Merwe (2008:19)

#### 2.3.1.2.1 Mega-events

Mega-events are thought to be a modern development, although they actually have roots in religious celebrations and tribal conclaves, which are significant components of community life in most societies, although it is important to note that "it has only been 30 years since mega-events have gained more widespread recognition for their significance as accelerators for destination growth and destination branding" (Jago et al., 2010:222). In addition, Jago et al. classify mega-events into three categories: sporting, cultural, and business events. Mega-events pique global interest and result in a large number of upgrades in cities that host the events (van der Merwe, 2008:19). Mega-events, according to Getz (1997:6), are those that "produce disproportionately high amounts of travel, media attention, prestige, or economic impact for the host city or location." A mega-event is a once-in-a-lifetime huge occurrence on a global scale (Jago & Shaw, 1997:6). Mega-events, according to van der Merwe (2008:19), are defined by their scale, attendance, public involvement, political impact, television coverage, facility development, and social and economic impact.

Müller (2015:638) defined mega-events as ambulatory events with a defined length that draw many people. These events have extensive media reach, there are high costs involved in organising them and they have significant effects on the built environment and the population. This does not answer the question of what constitutes a "large" event. To assist in defining this, Roche's (2000) mapping of the top thresholds for differentiation can be provided by two tiers of mega-events on the four major aspects. These four thresholds are visitor appeal (as measured by the number of tickets sold), media impact (as measured by the cost of broadcast

rights), cost (total cost), and transformation (capital investment). Using this, events are scored and based on the final score, they are classified that a giga-event will receive between 11-12 points in total, a mega-event will receive between 7-10 points in total and a major event will receive between 1-6 points in total (Müller, 2015:635-636). There are two benefits to the combined definition and the division into three size classes. The first one is that it is acknowledged that major events are multidimensional and do not only use one metric, such as cost or attendance but also gauge their size. The second, induction, has produced the thresholds for the distinction into size classes. They no longer need to represent theoretical values, but rather the real sizes of recent mega-events (Müller, 2015:638-639). An example of a mega-event that took place in South Africa is the FIFA 2010 Football World Cup which sold 3.1 million tickets, and brought in USD 2 408 million in broadcast rights with a cost of USD 7.5 billion (Müller, 2015:631-633).

#### **2.3.1.2.2 Hallmark events**

Hallmark events, according to van der Merwe (2008:20), are "significant one-time or ongoing, short-lived events, developed largely to increase knowledge, attraction and income generated from tourism brought to a tourism destination in the near term and/or long term." Such events rely on their distinctiveness, prestige, or current importance to draw attention and interest to succeed. The World Travel Market Africa and Meetings Africa are two examples of hallmark events.

#### **2.3.1.2.3 Local/community events**

According to van der Merwe (2008:20), local/community events or festivals tend to focus on the local people of the community and are hosted for fun, social activity, and entertainment, to bring about benefits to the community such as members being exposed to new ideas, they participate in events, they create a tolerant atmosphere, they promote community pride, and they increase their sense of belonging. Some examples of these include the annual Stellenberg Feesmark, Discovery Vitality 10km Run/Walk events, exhibitions in local malls, and markets at local schools/churches.

#### **2.3.1.2.4 Major events**

Torkildsen (2005:469) describes major events as events that are smaller than mega-events but nonetheless attract big crowds and media attention, and have a beneficial economic impact. Major events, as noted by Allen et al. (2005:13), are those that occur once a year and include numerous large sporting events. Although since March 2020, annual events have not taken place due to the COVID-19 pandemic, they are now returning with restrictions that have been eased. Examples of major events in South Africa are the World Travel Market (Cape Town), The Gift Fair (Cape Town), Decorex Africa, Mother City Queer Project (Cape Town),

Cape Town International Jazz Festival (Cape Town), Cape Town Carnival (Cape Town), Knysna Oyster Festival (Knysna), Ultimate Beverage Show (Cape Town), SA Cheese Festival (Stellenbosch), Hermanus Wine & Food Festival (Hermanus) and the Whisky Live Festival (Sandton).

#### **2.4 Hermanus and the Hermanus Wine and Food Festival (HWFF)**

In 2022, Hermanus was ranked the 41<sup>st</sup> Most Loved Destination in the World, according to the Tourism Sentiment Index (Wesgro, 2022a). Another accolade bestowed on the town of Hermanus in 2019 was the Gastronomic Town of Africa, by UNESCO, one of 10 places in the world to receive this award as part of the UNESCO Creative Cities programme (Hermanus Wine Tours, 2022). Promotional material describes the town of Hermanus as the ideal location for an unforgettable experience with its breathtaking scenery and unparalleled scenic beauty (Hermanus, 2022).

According to The Wine Village, the host of the Hermanus Wine and Food Festival, Hermanus Pieters is credited for "discovering" Hermanus for the first time when he arrived in Cape Town in 1815 (Wine Village, 2019). He was a farmer who brought his sheep down from the surrounding mountains to drink. Thousands of local and international tourists visit the beautiful seaside village of Hermanus each year, which is famous for whale watching (Hermanus Tourism, 2019).

As stated in a report published by the Cape Town and Western Cape Convention Bureau on Cape Overberg Regional Tourism Visitor Trends for the period January to March 2020, the region's visitors decreased by 45.1%, going from a total of 110,221 visitors between January and June 2019 to 59,076 visitors over the same period in 2020. The reason for the decline is due to the nationwide lockdown that South Africa was under during the COVID-19 pandemic. It is noted that visitor numbers had increased in January 2020 by 22.5% and February by 9.3% before plummeting by 45.1% in March due to the COVID-19 restrictions (Wesgro, 2022b). It is important to note that Cape Town, the Cape Winelands, the Cape West Coast, the Cape Overberg, the Cape Garden Route and Klein Karoo, and the Cape Karoo are the six regions that make up the Western Cape, with Hermanus falling under the Cape Overberg (Wesgro, 2022b).

The HWFF used to take place annually in August over three days at the Curro Hermanus school venue (Wine Village, 2019). Due to the COVID-19 pandemic, the festival did not take place in 2020 or 2021 but the organisers are hopeful that it will take place in October 2022 again (Hermanus Festivals, 2022).

According to Wine Village, the organisers of the HWFF, the festival is ranked among the top 10 in South Africa (Wine Village, 2019) where visitors can indulge in their desire for premium beverages and gourmet foods. This festival keeps pushing winemakers and restaurants to produce premium goods for a discriminating clientele. As stated by the organisers, this is not just an important wine and cuisine event; it is a way of life that grants direct access to the fascinating world of wineries and famous chefs (Wine Village, 2019). The organisers describe this festival as a real country event where the visitors will be treated to an excellent selection of wines that have won honours all around the world (Wine Village, 2019). According to SA-Venues, the HWFF is a 'vibey' event characterised by its showcasing of hundreds of local wines, allowing visitors the opportunity to taste and buy a collection of various wines from local vineyards. SA-Venues describes the event as a real celebration of the winelands (SA-Venues, 2022). Based on the description of the HWFF and the fact that it took place annually (and will now resume in 2022), the event can be classified as a major event, as described in section 2.3.1.2.4.

According to Hall et al. (2003:7), tourists may visit a place that is well-known for being a destination to experience quality food and wine. Park et al. (2008:163) agree that most food and wine festivals are held in well-known tourist areas to attract visitors who might not otherwise visit a winery or a region with a focus on cuisine.

The next section focuses on food and wine tourism.

## **2.5 Wine and food tourism**

"The need to want to enjoy a special kind of food or the produce of a specific region" is how food tourism is defined (Hall & Sharples, 2003:10).

The concept of food in tourism has evolved from traditional hospitality to a new concept called "food tourism," in which food is increasingly used to promote a place (Chang & Yuan, 2011:14) and now forms a major part of the tourism offering (Hall & Sharples, 2003:10). Chang and Yuan (2011:14) add that food consumption forms an integral part of and is a highly important element in influencing the development of destination marketing and regional tourism. Added to this, Tikkanen (2007:726) claims that agro-tourism, wine tours, and the sale of food products as souvenirs are some of the ways that food and travel are regularly integrated. The relationship between agriculture and tourism can range from a conflict over who gets the best land, labour, and money, to one in which both industries profit equally from one another. As a result, rather than just being something that tourists must consume, food is now seen as an integral element of the local culture (Chang & Yuan, 2011:14).

Understanding the significance of food as a primary visitor motivation suggests more opportunities for improving destination desirability (Smith et al., 2010:20). This includes regional topics for the development of agro-tourism, cultural tourism events, food as a sub-event within a mega-event, food stalls as a representation of the personality of a location, and food events as a basis for sustainable tourism. In the tourist sector, food is viewed as an attraction, a component of products, an experience, a cultural phenomenon, and a link between travel and food production (Tikkanen, 2007:731). Chang and Yuan (2011:14) believe it is noticeable that food tourism can significantly enhance visitor experiences, assists the destination's aggressive marketing approach, and demonstrates that food is valued as a primary resource, luring travellers specifically for the unique food products on offer. Topole et al. (2021:122) found that local cuisine plays a significant role in luring attendees to these occasions, which offers a chance to promote the area and its cultural history. Furthermore, they found that when compared to large-scale culinary events, respondent satisfaction is highest during specialised food events when the primary theme is more emphasised. Du Rand et al. (2003:108) conclude that food is part of the tourism offering and is primarily seen as a supportive appeal and, to a minor degree, the main attraction in South Africa. They further argue that food can support the marketing of food tourism in destinations that have the resources but are not using their capability linked to food tourism.

Wine tourism is defined by Hall et al. (2003:9) as "a trip to vineyards, wineries, wine festivals, and wine exhibits for wine tasting and/or experiencing the characteristics of a region." According to Yuan et al. (2005:41), wine tourism is a recently created type of SIT that links the wine and tourism industries. As a result, wine tourism has become a significant and growing segment of SIT (Yuan et al., 2005:43). Weiler et al. (2004:4) point out that despite regional wine events frequently drawing sizable crowds to wine regions and fostering a sense of community among the regions and their wineries, they have received little to no attention in the majority of wine tourism research done to date. Food and wine tourism covers many culinary and wine-experiencing opportunities for visitors, as well as including various economic development plans (Everett & Slocum, 2012:789). As mentioned by Smith and Costello (2009:45), the unique food and wine products that are available in a region are a major draw for travellers, and the food and wine tourism markets are recognised as a subset of the broader tourism industry. Culinary tourism is the term used by Sohn and Yuan (2013:121) to describe a broad attraction to food and wine that may include the products but is also reliably linked to interest in the various components of food and wine as well as the cultures and settings that create them. In both domestic and international markets, culinary tourism can serve as a representative in a destination's marketing plan (Park et al., 2008:163). Culinary activities encompass a range of food-related pursuits, such as eating out, attending food festivals,

factory tours, farmers' markets, educational seminars, and visiting farms (Smith et al., 2010:18).

Food events are becoming recognised as attractions in and of themselves (Smith et al., 2010:18) because of the Food Network's rising popularity and the celebrity chef trend (Hattingh & Swart, 2016:1). Cuisine and wine events are described as "a unique, quick event with a concentration on food and drink, usually taking place near a wine region" (Yuan et al., 2005:43). Additionally, visitors actively participate in wine festivals as special occasions to satisfy their enthusiasm for wine or to experience the satisfaction made possible by other leisure activities (Yuan et al., 2005:43). Many people go to food and wine festivals to sample the food and drink and/or see how high-quality food and wine are produced (Park et al., 2008:163). Because they provide an environment that fosters enhanced excitement and wine expertise, food and wine events are crucial for luring younger, high-potential wine customers (Yuan et al., 2005:54). Food and wine events are currently organised in many different places across the world as a form of tourism (Park et al., 2008:163). Park et al. add that food and wine events offer a variety of tourist experiences in addition to creating acceptable locations for individuals who are drawn to food and wine, as well as offering a fun-themed ambience and a distraction from everyday routine. Food and wine festivals have the power to build regional food economies, support the protection of food and biodiversity, and help reinforce local identities while offering tourists a variety of physical experiences (Chang & Yuan, 2011:13). Since food was discovered to be the main draw for the majority of attendees to a culinary event, local businesses can use food and wine festivals to promote their area by using them as an image-building tool (Smith & Costello, 2009:64).

Most food and wine events, as noted by Park et al. (2008:163), are organised in well-known tourist attractions to attract visitors who probably would not normally visit a winery. Many locations hold food and wine events to market the area as a tourist destination, highlight the appeal of nearby restaurants or vineyards, raise awareness of specific food and wine styles, and provide educational opportunities while raising brand awareness and brand loyalty. As a result, these events produce knowledge and spark interest, which may lead to an increase in the consumption of food and wine (Park et al., 2008:163). Food and wine events highlight a location's cultural, educational, and recreational resources, which significantly enhances the local food and wine industry (Park et al., 2008:163). Yuan et al. (2005:43) state that wine and food events attract a sizable number of tourists to a wine region, help foster loyalty to the region and its particular vineyards, and give visitors a chance to sample all the wines and foods from that region in one location. Some visitors may travel to the venue in search of a wine and food experience as well as other relaxing activities.

Identifying the differences between visitors is crucial for marketers and event planners when focusing on food and wine tourists (Hall et al., 2003:7). Profiles of food and wine visitors in one destination should not be anticipated to match in another. Even while attending the event may be the primary reason for travelling, tourists still want to try new wines, foods, and other recreational activities (Sohn & Yuan, 2013:120). People who are drawn to food and wine are considerably more prone to look for experiences that combine passion with relaxation, exploration, and pleasure in themselves (Sohn & Yuan, 2013:121). Food and wine tourism is now more of a lifestyle and personal betterment experience than a simple recreational activity due to the evolving advancements and motivations in tourism (Yuan et al., 2005:42). As this study identifies the reasons why visitors go to food and wine events, the following section focuses on motives of event visitors found in previous studies.

## **2.6 The motives for visitors to attend events**

Research on festivals has focused mostly on the topic of motivation for attending festivals or events (Nongsiej & Mothilal, 2019:168). A person's conduct is stimulated, directed, and integrated by a motive, which is an internal component (Iso-Ahola, 1980:139) and is usually the primary indication of the activity done to fulfill a need and meet expectations (Kreitner, 2008:14). The action that motivates visitors to attend an event could be seen as the realisation of a need that has to be satisfied (Saayman, 2011:110). One of the key components of festivals or events is motivation, which has attracted a lot of attention since the early 1990s (Nongsiej & Mothilal, 2019:167). As found by Crompton and McKay (1997:425), the reasons why people go to a festival serve as the initial push for their decision-making, which emphasises the significance of understanding motives. Yolal et al. (2021:80) found that the motivational elements that influence festival attendance may vary depending on the demographics of the attendees. As a result, festival organisers should think about appealing to several festival and event markets. Therefore, marketing and promotion strategies should be in line with the target markets they are meant to reach as the event's success depends on innovative and cooperative initiatives between festival organisers, local companies, and public agencies (Yolal et al., 2021:80). Various new markets, including food markets, are sprouting up in both business and tourist cities. They want to provide tourists who are looking for fresh culinary, creative and cultural experiences with a variety of possibilities (Castillo-Canalejo et al., 2020:10). Castillo-Canalejo et al. conclude in their research that knowing the different types of tourists will also help the stakeholders working in this industry to create plans that will increase the benefits of tourist locations.

An analysis of the literature has shown that there is a range of available studies (see Table 2.1), all of which were focused on the reasons people travel to events. The most frequent motivations appear to be family closeness, novelty, escapism, and socialisation. Research of



this kind is crucial because event managers need to be able to precisely identify distinctive reasons why people visit a particular festival to better position their events. The fact that so many studies have found evidence of these common motivations highlights the significance of this type of research (Saayman, 2011:110).

**Table 2.1: Previous research on event motives**

<b>Researchers</b>	<b>Name of event</b>	<b>Motivational factors</b>
Uysal, Gahan and Martin (1993)	County Corn Festival in South Carolina (USA)	Escape, Excitement/Thrill, Event Novelty, Socialisation, Family Togetherness.
Crompton and McKay (1997)	Fiesta San Antonia in Texas (USA)	Cultural Exploration, Novelty, Regression, Recover Equilibrium, Known-Group Socialisation, External Interaction/Socialisation, Gregariousness.
Formica and Uysal (1998)	Spoletto Festival, Italy	Socialisation and Entertainment, Event Attraction and Excitement, Group Togetherness, Cultural/Historical, Family Togetherness, Site Novelty.
Nicholson and Pearce (2001)	Four special events in South Island, New Zealand	Visitors to all events cited: Socialisation, Novelty, Escape, Family
Kim, Uysal and Chen (2002)	Various events in Virginia (USA)	Social/Leisure, Event Novelty, Escape, Family Togetherness, Curiosity.
Van Zyl and Botha (2004)	Aardklop National Arts Festival (SA)	Push dimensions: Family togetherness, Socialisation, Escape, Event novelty, Community pride, Self-esteem. Pull dimensions: Entertainment, Food and Beverages, Information and marketing, Transport.
Chang (2006)	Aboriginal cultural festivals	Equilibrium recovery, Festival participation and learning, Novelty, Socialisation, Cultural exploration.
Park et al. (2008)	South Beach food and wine festival, Florida (USA)	Taste, Enjoyment, Social Status, Change, Meeting people, Family, Meeting experts.
Saayman and Krugell (2010)	Wacky Wine festival, Robertson (SA)	Festinos, Epicureans, Social adventures.
Kruger and Saayman (2010)	Oppikoppi arts festival (SA)	Group togetherness, Escape, Cultural exploration, Event novelty and regression, Unexpectedness, Socialisation.
Hattingh and Swart (2016)	The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels	Wine tasting, enjoy food, relax, escape, family, friends
Krajičková and Šauer (2018)	Differences in Motivation of Food Festivals Visitors–A View from the Czech Republic	Experience, fun, relaxation, try new food/drink, taste, family, change
Topole et al. (2021)	Culinary events in the Slovenian countryside: Visitors' motives, satisfaction, and views on sustainability	Local cuisine, something new, cultural heritage
Van Vliet (2021)	Why do we go to festivals?	Escape, socialisation, family togetherness, novelty

Source: Researcher's own construct

According to each event and researcher, as shown in Table 2.1, there are a variety of motivational variables but overall, they all had similar motives. The only distinctions were the motivational variables specifically related to the type of festival. In addition, Getz (1991:85) reports that festivals must satisfy three categories of needs: physical, social, and personal. According to Shone and Parry (2010:31), such factors include social motives, organisational motives, physiological motives, and personal motives (Figure 2.4). This theoretical framework served as a foundation for establishing the motives of this research. Each motive is discussed separately in the following paragraph.

The opportunity to interact with others and the sense of community that arises during an event are referred to as social motives. Socialising with people, fostering a sense of community, being recognised for one's accomplishments, and providing support or making charitable contributions, are some possible social reasons to attend events (Tikkanen, 2007:729). The demand for prestige or recognition from attending the event is one of the organisational motives. Sponsorships and some community support are also organisational goals. Additionally, physiological motivations include the need to unwind, consume food and beverages, and find entertainment. Tikkanen (2007:727) states that the main reason people attend a food event is to satisfy their physiological requirements, which are connected to the food itself. Van Vliet (2021:29) concludes that the four main motivations for people to attend a festival are escape, socialization, family togetherness and novelty, with the three additional motivations being learning, significance and curiosity. Finally, each visitor has personal motivations that are unique. For instance, escaping from the monotony of daily life, looking for new experiences, learning and educating oneself, or for inspiration and exploration.



**Figure 2.4: Motives for visitors to attend events**

Source: Shone and Parry (2010:31)

According to Saayman (2011:110), travel motivations in tourism tend to be a blend of internal and extrinsic motivations. Chang and Yuan (2011:15) note that the push and pull principle is a fundamental structure within motivation research relating to events. Smith et al. (2010:19) observe that external sources of motivation, referred to as pull motivations, and internal sources of motivation, referred to as push motivations, were the reasons why certain decisions were taken by visitors. It was determined that pull motivations are the external needs that an individual must consider before attending an event, as opposed to push motivations, which are the internal considerations or needs of an individual (Smith et al., 2010:31). As discussed in their conclusions and findings on the influence of satisfaction and behavioural intentions during a culinary tourism event on push and pull incentives, Smith et al. (2010:26-29) found that visitors' pull factors for going to a food event influenced their satisfaction level, with the top three pull motivations that had the most significant relationship on the overall satisfaction of the event being food product, essential services, and support services. It is, therefore, extremely important to understand why visitors visit a wine and food festival to attempt to satisfy their needs.

Castillo-Canalejo et al. (2020:10) found three main motives of visitors to attend a food market—novelty and gastronomic experience, hedonism and leisure, and the relationship of the experience with work. Taking into account these three variables, they also revealed two clusters with notable differences in satisfaction and loyalty as motivational factors in relation to views of various food market characteristics and sociodemographic variables. The main motivations for attendees of the Miami Beach Food and Wine Festival in Florida, according to Park et al. (2008:173), were to learn more about food and wine, discuss ideas with experts in the culinary and wine industries, enjoy the festival atmosphere, and spend time with friends and family. They concluded that escape (the desire to leave the familiar surroundings) and discovery are the two main motivational drivers that influence visitor behaviour (the desire to obtain psychological inherent rewards through travel). Dodd et al. (2006:7) identified comparable motivations in their study on the reasons why young people attend wine festivals, including connection, escape, identity fulfilment, personal growth, family togetherness, sampling new foods and wines, and shopping, to mention a few. Weiler et al. (2004:9) concluded that visitors to wine festivals were motivated to attend for cultural exploration in an Australian study on visitor profiles and motivations for attending an Australian wine festival.

According to Kim et al. (2002:131), attendees' reasons for attending a food and wine event may vary based on from where in the world they come. Smith and Costello (2009:45) argue that the reason why motives are measured is for product development and promotion that can take place once the motives have been identified and types of tourists have been segmented. As special events have many varying factors, namely, taking place in different locations, at

various times throughout the year, with various programmes and goals, they cannot be seen as homogeneous and it is for these different factors that each event targets different visitors with different motives (Saayman, 2011:110). For the community and event organisers to use successful marketing techniques to promote and enhance the event, Chang and Yuan (2011:13) believe that understanding attendees' reasons for attending a particular food event are valuable. Thus, event planners could plan the programme and event offerings to fulfil attendees' expectations by determining their needs (Egresi & Kara, 2014:95). Van Vliet (2021:30) found that it is evident that when all the aforementioned elements are present, the decision to attend a festival can be broken down into a complicated set of explanatory factors that interact with one another (motivation, demography, lifestyle, mood, relevance, willingness, and opportunity/ability) are taken into account. The fact that individuals can still make decisions is almost surprising. In the congested festival scene, it is the responsibility of the event planner to foresee this and provide the right triggers to entice people to their festival.

Through the literature that was reviewed, it has become apparent that motives have a strong link to marketing the event and that there are multiple reasons why people from around the world go to food and wine events. For this reason, the HWFF organisers must understand their market and what motivates people to enable the marketing of the event accordingly. It is also important for the organisers to understand these factors as they will contribute to the type of programme that they will offer visitors and the level of satisfaction that the visitors will experience at the event. To guarantee that visitor demands are met, it is crucial to consider motives when creating a marketing strategy. To accomplish this, the organisers must understand why attendees come to the HFWW and what they can change, if there is a need to change anything.

## **2.7 Visitor satisfaction and expectations when visiting events**

This section identifies what visitors' satisfaction and expectations are when attending events and illustrates the relationships between needs, motives, and the decision to attend an event. When a visitor compares a product's performance (outcome) to their expectations, they will either feel satisfied or disappointed (Mensah, 2013:684). Thus, visitor satisfaction can be recognised as a satisfying accomplishment through an overall evaluation of the goods and services provided in line with the visitors' expectations (Koo et al., 2014:129). When an encounter meets or exceeds expectations and brings about fulfilment, visitors may be satisfied (Koo et al., 2014:129). As a result, after using the product or service, customers compare their experiences to what they had anticipated (Welthagen & Geldenhuys, 2014:3). Satisfaction can also vary depending on several factors, including how well visitors evaluate the quality of the service, their emotions, social interactions, and other events (Koo et al., 2014:129). Mensah (2013:686) makes the case that visible environmental factors, including the standard of the

food and the scheduled programme content, have an impact on attendees' feelings, including their happiness and loyalty to events. Customers' loyalty and retention are thus positively correlated with visitor satisfaction, making it one of the vital success elements for events (Welthagen & Geldenhuys, 2014:3) and a crucial component of sustainability (Welthagen & Geldenhuys, 2014:4).

Tourists purchase goods and services in part because they expect them to fulfil needs, rather than only because they need them (Mensah, 2013:684). According to Mensah (2013:686), a visitor's overall happiness with the event is more of a general attitude toward the event. The most crucial component for enhancing tourist experiences and ensuring a high degree of pleasure is considered to be entertainment, such as live performances and demonstrations (Jung et al., 2015:280). Event organisers could profit by determining which event elements have the greatest impact on a visitor's favourable experience, level of satisfaction, and intention to return (Cole & Chancellor, 2008:324). The theory is that if an event upholds a high standard of service quality, the more satisfied attendees will be and there will be a higher chance of getting repeat business (Cole & Chancellor, 2008:324). Through satisfaction, which shows that experiences are the outcomes of provided services, perceived event quality indirectly influences visitors' behavioural goals (Cole & Chancellor, 2008:324). Teixeira et al. (2019:966) established that occurrences have an impact on visitor satisfaction, which influences visitor referrals, loyalty, growth in tourism demand, and regional competitiveness with higher levels of satisfaction being associated with both a likelihood of more initial visits in the near future and an increase in the volume of favourable publicity. For long-term profitability, the service sector depends on having devoted customers and spreading a positive message (Mensah, 2013:687). Therefore, to satisfy attendees and potential attendees, event organisers must recognise and comprehend their needs and desires (Mensah, 2013:684). Due to the industry's intense competition, it is crucial to have a competitive edge with superior services and goods to satisfy visitors (Koo et al., 2014:129). The overall impression tourists had of HWFF is what is meant by "visitor satisfaction" in this study.

## **2.8 Summary**

It seems unlikely that a single, all-encompassing definition of special events can be produced because this phenomenon contains a large range of types, according to the literature review. However, Figure 2.1 that was provided in this chapter shows how important events like the HFWF fit within the special events sector and identifies connections between various event categories. A selection of definitions for the various event categories was made using this framework. The varied spectrum of special interest opportunities includes special events like the HWFF and the CTGFWS as essential components. The literature reviewed discussed two of the most popular theoretical models for interpreting visitor motivation as well as the four

main motives for attending events framework by Shone and Parry (2010:31) to understand the various reasons why people attend events and to impart a thorough understanding of the subject. These frameworks serve as a foundation for research on travel motivation, even if it seems that events are driven more by a mix of extrinsic and inner motivations. Additionally, it was found that the main objective of event planners should be the enhancement and maintenance of attendees' primary motives, as these are the essential components in comprehending attendees' decision-making processes. The research also demonstrates a connection between satisfaction and motives.

The following chapter elaborates on the research methodology applied in this study.

## **CHAPTER 3:**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The research methodology and study design are covered in this chapter. It starts with a discussion of the research and explains why a descriptive research strategy was used. With an emphasis on the quantitative instrument used for primary data collection, the design of the research instrument (questionnaire), and the validity and reliability of the instrument, secondary and primary data-gathering methods are then reviewed. The data analysis techniques that were employed statistically (Chi-Squared tests and ANOVA) are also discussed. The ethical research criteria and the limitations of the study are discussed in the conclusion.

#### **3.2 Research objectives and questions**

To improve the development and marketing of future similar food and wine events, this study's objective was to determine the drivers behind and the extent to which visitors' expectations of the 19<sup>th</sup> HWFF were met. The findings were then compared to those of Alvin et al. (2015:55), who studied the CTGFWS 2015. Krajíčková and Šauer (2021:198) found in their study titled *Differences in motivation of food festivals visitors—a view from the Czech Republic*, that despite the similarities in the two selected events they studied, they found notable differences in motivations.

The following objectives were developed to accomplish the aim:

- Objective 1: to identify the visitors' motives for attending the HWFF.
- Objective 2: to evaluate the visitors' satisfaction of the event.
- Objective 3: to determine the main visitor profile.
- Objective 4: to determine how the visitor profile at the HWFF 2016 differs from CTGFWS 2015.
- Objective 5: to compare the motivations and satisfaction levels of the 2016 HWFF with those of the 2015 CTGFWS.

The following key questions were created for the study to accomplish the goals and objectives of the investigation:

- What are the visitors' motives for attending HWFF?
- What is the visitors' satisfaction with the event?
- Who are the main visitors attending the event?
- Are changes required relating to the event offering?



- Are there significant differences between visitors' motives and satisfaction levels for attending the HFWW and the and the CTGFWS?

### **3.3 Research design**

An overall framework for the methods the researcher uses, the data they collect, and the data analysis they carry out is provided by the study design and is a "...generic strategy for solving a research problem" (Leedy & Ormrod, 2005:85). A research design, according to Saunders et al. (2009:88), is the blueprint for how research questions will be answered and involves precise objectives that are derived from the research topic. The following elements make up a typical research design (Malhotra & Birks, 2007:64):

- Determining the data required to respond to the research questions.
- Choosing whether the overall design will be exploratory, causal, or descriptive, or a combination of designs.
- Designing measurement and/or comprehension technique structures.
- Creating and testing a tool for data collection.
- Determining a qualitative and/or quantitative sampling process after taking sample-related factors into account.
- Creating a plan for data analysis.

According to Leavy (2017:8), a research design is a process of creating a framework or plan for your research. Furthermore, Marczyk et al. (2005:20) state that research design refers to the various research techniques that can be utilised to address the subject at hand and the various research designs that are used by researchers affect their capacity to draw reliable conclusions. As discussed in section 1.5.1, this study employed a conclusive research design.

#### **3.3.1 Target population**

Statistics How To (2022) explains the target population to refer to a collection or set of components about which a researcher is interested in learning more. Therefore, a population is simply all the possible examples a study may contain. The study question clearly outlines the components of a population (David & Sutton, 2004:149), being all the attendees at the 19th HWFF 2016 to be included in the project's target audience. Du Toit (2016) estimated that there were 5 000 people present at the 2016 HWFF from August 6 to August 8, 2016. All three of the event's days were dedicated to research.

#### **3.3.2 Sampling method**

For this study, a spatially based systematic sampling technique was employed. This approach involves choosing people from a population in a preset order (Leedy & Ormrod, 2005:203).

This sampling strategy guarantees that the results accurately reflect the population (Zikmund, 1999:287). The field workers were physically situated at the festival-delimited area at the Curro Private School in Hermanus. As visitors came through the entrance gates, the fieldworkers randomly selected the first person to pass by them and following that, selected attendees at equal intervals (every fifth person) to distribute the questionnaire to.

### **3.3.3 Sample and sample size**

Sampling is the method of choosing a small group (the sample) from a larger group (the population) and analysing the small group to learn more about the larger group. Sampling is only effective if the sample accurately reflects the population (Vogt, 2007:77). Furthermore, according to Hedges (2012:29), external validity can be protected by using a representative sample. Thus, the small subset of the population that is studied is called the sample (Marczyk et al., 2005:18). For a defined population (N) of 5,000, a sample size of 357 is advised to reach a 95% level of confidence (Sekaran, 2000:295). A total of 393 questionnaires were distributed, and 381 were completed, returned, and were eligible to be used for data analysis, yielding a response rate of 97%.

### **3.4 The study area**

The on-site research was done at the HWFF 2016, which was held on the sports fields of the Curro Private School in Hermanus. Data were collected on Saturday, August 6, Sunday, August 7, and Monday, August 8, 2016, being the days of the event. Because this is a family event with children that also attended, children under the age of 18 were not requested to complete the questionnaire. Figure 3.1 below shows the location of the Curro school in Hermanus where the festival took place.



Map to Hermanus Wine and Food Festival at the new venue of - CURRO, Sandbaai, Hermanus

**Figure 3.1: HWFF venue**

Source: Hermanus Wine Tours (2022)

### 3.5 Data collection methods

Primary and secondary data sources were used in this study. The primary data collection tool and secondary data used for this study are described in detail below.

#### 3.5.1 Primary data sources

Primary data is that which researchers collect for the specific purpose of their research. Primary data is the most acceptable to achieve the goals of the research since it is focused on providing answers to the questions the researcher has raised (Bless & Higson-Smith, 1995:99). An original source of information, a primary data source provides information that the researcher has personally obtained for a specific study. Primary data can be gathered using a variety of methods, including self-administered surveys, interviews, field observations, and experiments (Persaud, 2022). The main data source for this research was a structured questionnaire, which is covered in more detail below.

##### 3.5.1.1 Questionnaire

To gather data for this study, a systematic, closed-ended questionnaire was used (see Appendices D and E). A data collection instrument, according to Margoluis and Salafsky (1998:156), is the regularised format that is utilised to obtain data. According to Creswell (2014:155), survey research examines a sample of the greater population and provides a quantitative or numerical explanation of a population's patterns, feelings, or beliefs. A data collection instrument is defined by IGI Global (2022) as "the tools employed by researchers

throughout the data collection phase of their studies. In research, common data collection methods include observation, questionnaires, documentary analysis, and interviews". The survey was self-administered by the HWFF 2016 attendees present at the event. The responses from the HWFF 2016 attendees would potentially provide answers to the research questions. To create a useful, user-friendly questionnaire for this project that would address the research objectives, questionnaires from earlier event studies were studied, namely *The economic impact of special events: A case study of the Mother City Queer Project* (Hattingh, 2011) and *The motives for visitors to attend a food and wine event in Cape Town and a measurement of their satisfaction thereof* (Alvin et al., 2015). The field workers were on hand to address any queries that the visitors had about how to respond to or comprehend the questionnaire, which comprised 22 questions in total.

The questionnaire was structured in sections that examined the demographics of the participants, event marketing, the attendees' satisfaction with the event, and reasons for attending the event. A Likert-type scale was used to gauge how satisfied the visitors were with the statements, asking them to indicate whether they fully agreed = 5, agreed = 4, remained neutral = 3, disagreed = 2, or totally disagreed = 1. They were asked to rank 14 motivational elements on an ordinal scale, with 1 being the most significant and 14 the least essential, to determine their reasons for attending the event. The sum, mean, and standard deviation of each motive were calculated using the software, NCSS 2021 Statistical Software. The next chapter goes into more detail about the technique used when determining the primary motives of the HWFF 2016.

### **3.5.2 Secondary data sources**

Research uses secondary data, which are facts and numbers that have not been gathered for a specific research goal but are applicable to the present study (Sorensen et al., 1996:435). Sorensen et al. continue, that the primary benefit of adopting secondary data sources is that they are already available, which reduces the time needed to conduct the research. The project's expenditures are also significantly decreased, as are the chances of bias brought on by things like recollection and non-response (Sorensen et al., 1996:435). Furthermore, Vartanian (2011:3) notes that a substitute for gathering primary data that frequently gives the researcher access to more information than just the main data sets, is to use sizable secondary data sets. The following are a few examples of secondary data sources that were utilised in this study:

#### **3.5.2.1 Theses and dissertations consulted**

To better understand this research topic and to establish guidelines for the structure and range of topics this project should cover, several dissertations and research projects on related

studies completed by former CPUT students and researchers as well as researchers from other universities were consulted. Some examples are *The economic impact of special events: A case study of the Mother City Queer Project* (Hattingh, 2011) and *The motives for visitors to attend a food and wine event in Cape Town and a measurement of their satisfaction thereof* (Alvin et al., 2015) and *A typology of gay leisure travellers: An African perspective* (Hattingh, 2017).

### **3.5.2.2 Books**

Numerous literature sources covering subjects pertinent to this research project were consulted. These works were researched to compile a thorough literature assessment on subjects including food tourism, wine tourism, food and wine tourism, and food and wine events. Examples of the books used for this study include *Social research: The basics* (David & Sutton, 2004), *Special interest tourism* (Douglas et al., 2001), *Festival and special event management* (O'Toole et al., 2005), and *Research design: Qualitative, quantitative, and mixed methods approaches* (Creswell, 2014).

### **3.5.2.3 Journal articles**

A variety of journal articles were consulted on subjects related to this study. Most journal articles were from the *Journal of Travel and Tourism Marketing*, *Journal of Culture in Tourism and Hospitality Research*, and *Journal of Quality Assurance in Hospitality and Tourism*, *Leisure Sciences*, *Journal of Convention and Event Tourism*, the *African Journal of Hospitality, Tourism and Leisure* and the *International Journal of Event and Festival Management*. Examples of these articles include *Differences in motivation of food festivals visitors—a view from the Czech Republic* (Krajíčková & Šauer, 2018), *Culinary events in the Slovenian countryside: Visitors motives, satisfaction, and views on sustainability* (Topole et al., 2021), *Multidimensional scaling of spectators' motivations to attend a film festival* (Yolal et al., 2019) and *Food markets: A motivation-based segmentation of Tourists* (Castillo-Canalejo et al., 2020).

### **3.5.2.4 Internet**

The Wine Village website, which contains details about upcoming events, including dates and floor plans, as well as the Cape Peninsula University of Technology (CPUT) library's search engine, the Wesgro website, and Academia were all used to find information on this study topic.

### **3.5.3 Pilot study**

The questionnaire used for this study was slightly adapted from the questionnaire used to collect data at the 2015 CTGFWS and a pilot study was therefore not conducted for the 2016 HWFF.

### **3.6 Data analysis method**

The completed visitor questionnaires collected on-site at the HWFF was captured in a Microsoft Excel spreadsheet and then exported into NCSS 2021 Statistical Software (2021) to analyse the quantitative data for this research project. Researchers globally utilise NCSS 2021 Statistical Software across a variety of industries as the software is renowned for accuracy, ease of use and graphical excellence (NCSS, 2022). A CPUT statistician assisted with the process and of comparing the data of the HWFF and the CTGFWS.

As this is a comparative study of two or more groups, the Pearson Chi-squared analysis was used to compare the two data sets. McHugh (2013:149) opines that the Chi-square is an effective analysis tool that can teach you a lot about the makeup of research data. Using this potent statistical tool, researchers can assess hypotheses regarding variables reported at the nominal level. The data should come from people who were chosen at random, and sample sizes should be sufficient to produce adequate statistical power. All descriptive statistics share this characteristic.

For the motives and satisfaction question, the Kruskal-Wallis H test (Laerd Statistics, 2018) was used to compare the two data sets (HWFF and CTGFWS). To ascertain if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable, the Kruskal-Wallis H test is a rank-based nonparametric test. The phrase "one-way ANOVA on ranks" is another name for it. It is regarded as the nonparametric substitute for the one-way ANOVA (Laerd Statistics, 2018).

### **3.7 Validity and reliability**

According to Bell (2005:117), reliability is the process by which the test generates results that are consistent with the needs to be identified, as stated in the research topic. Heale and Twycross (2015:66) define validity as the degree of correctness with which an idea is measured in quantitative research. The precision of an instrument's reliability is the second criterion for quantitative research's excellence. Validity is the method or instrument utilised to evaluate these needs.

The researcher took care to assess the project's reliability and validity by taking the following actions:

- Avoiding offering incentives to participants in the study.
- Ensuring that the instrument was reviewed by the project supervisor to ensure that the research questions were addressed.
- Educating field workers on how to distribute the questionnaire consistently.

### **3.8 Limitations of the project**

Because this was a family event and there were attendees under the age of 18 years, the field workers had to ask some attendees their age before allowing them to complete a questionnaire, however, some were still completed by underage participants. This meant that six surveys were excluded from the findings. When the field workers checked the ages and a participant was under the age of 18, they would skip that person and move onto the sixth person to give the questionnaire for completion. Some people were hesitant and did not want to fill out a questionnaire; in this case, the field worker would ask the next person to do so. Some respondents did not speak English well because Afrikaans was their first language.

### **3.9 Ethical considerations**

Since none of the study's participants had to give their names to take part, they remained anonymous. Participation was purely voluntary. They were fully informed about the research, including its purpose, and thanked for their time after completing the questionnaire. Participants who opted out were thanked and the researcher and field staff moved on to the next person without harassing the person who opted out. All professions are guided by a code of ethics, according to Kumar (2011:241), and these codes have evolved to reflect the philosophies, beliefs, demands, and participation of individuals who engage in them. The term "ethical considerations in research" refers to a set of guidelines that govern study designs and practices. While gathering information from people, scientists and researchers must always adhere to a set of ethical principles. (Bhandari, 2022).

Kumar (2011:242) points out that what was once regarded as ethical may not be so now, and what is ethical at this moment may alter in the future. The event's organisers offered this project their full support. A letter from the subject supervisor at the Cape Peninsula University of Technology (CPUT) verifying that the researcher is enrolled as an MTech student at the university and the purpose of this project was given to the organisers. In any field of endeavour, certain research behaviours, such as harming people, breaking confidentiality, abusing data, and creating bias, may be viewed as unethical. (Kumar, 2011:242). This project followed ethical principles by first asking each participant whether they would like to complete a brief

questionnaire. Participants were then told the project's goal and motivations, as well as that they would remain anonymous and their answers would be kept confidential. Visitors completed the questionnaire on their own; no questions were read aloud to them. If they had any questions, a field worker was on hand to clarify anything they did not understand. Participants who appeared too intoxicated to partake were not approached and those under the age of 18 years, were also excluded, except for the six that were incorrectly given the questionnaire to complete. The responses of five exhibitors that were interviewed as well as one field worker that completed a survey were excluded.

### **3.10 Summary**

The quantitative research design of the study was explained, along with the systematic, spatial sampling technique that was employed to conduct the project. NCSS 2021 Statistical Software was used to analyse the data that were collected. Although the study's constraints were addressed, they had no bearing on the overall number of completed surveys needed for the study.

The next chapter presents the study's findings.



## **CHAPTER 4**

### **FINDINGS AND DISCUSSION**

#### **4.1 Introduction**

The results of the research study are presented in this chapter. In order to enhance the future development and marketing of similar food and wine events, this study aimed to determine the motives for visitors to attend the 2016 HWFF and their satisfaction with the event as well as to compare the findings to that of the 2015 CTGFWS.

The findings are broken down into five areas, beginning with the demographics of attendees and moving on to findings about visitors' attendance at the event, visitors' experiences and satisfaction, visitors' motives for attending the HWFF and the marketing aspects of the event. Throughout this chapter, the findings presented by the researcher are compared to those found by Alvin et al. (2015) of the CTGFWS.

#### **4.2 Visitor demographics**

The observations regarding visitor demographic profiles are presented in the following section. To determine the profile of HWFF visitors, namely gender, age, marital status, occupation, and race were used as descriptors. Although the primary aim of this study was to compare the event satisfaction and motives of the HWFF 2016 with those of the CTGFWS 2015, mention should be made throughout this chapter of comparative statistics in the demographics, event attendance and marketing sections to improve the future creation and promotion of the HWFF.

##### **4.2.1 Gender**

Table 4.1 shows that the event was attended by 2% more males (51%) than females (49%), making it an almost equal split of female and male attendees. This could be because this is a family event but is unlike the findings of Alvin et al. (2015:37) who found that there were 70% female attendees at the CTGFWS versus 30% male attendees. The vast difference in the results could be because of the two events, the CTGFWS had a greater focus on the food and kitchenware, and as a result, had more kitchen equipment for sale and the opportunity for attendees to meet celebrity chefs as well as see live cooking demonstrations as opposed to the HWFF that had less focus on kitchenware for sale and more focus on the relaxed family-friendly environment that included the opportunity to taste new types of food and wine with entertainment that included bands instead of cooking demonstrations. This could explain why more females than males were attracted to the CTGFWS.

**Table 4.1: Demographics of attendees of the HWFF 2016 and CTGFWS 2015**

		HWFF	CTGFWS
		n = 381	n = 300
		%	%
<b>Gender</b>	Male	51	30
	Female	49	70
<b>Age</b>	18–20	12	11
	21–30	42	42
	31–40	31	20
	41–50	10	15
	51–60	4	9
	Above 61	1	3
<b>Education</b>	High School or lower	18	22
	Diploma	26	34
	Bachelors degree	28	24
	Honours degree	14	10
	Masters degree	10	6
	Doctorate degree	3	3
	Other	1	1
<b>Marital status</b>	Single	35	38
	Relationship	36	24
	Married	23	32
	Divorced	5	4
	Window/widower	1	2
<b>Occupation</b>	Student	26	21
	Educator	6	7
	Clerical/sales	4	7
	Manager/executive	10	10
	Business professional	20	21
	Medical professional	6	5
	Government employee	11	6
	Self-employed	11	9
	Unemployed	2	5
	Retired	2	2
	Other	2	7
<b>Province of origin</b>	Western Cape	82	87
	Gauteng	4	3
	Eastern Cape	2	3
	Free State	4	0
	North West	1	1
	Mpumalanga	1	0
	Northern Cape	1	0

	KwaZulu-Natal	1	0
	Limpopo	1	1
	Outside SA borders	3	5
<b>Historical Racial classification</b>	African	26	22
	White	45	36
	Coloured	25	38
	Asian	3	4
	Refused to answer	1	0

#### 4.2.2 Age groups

According to Table 4.1, 42% of visitors were between the ages of 21 and 30 years, 31% were between the ages of 31 and 40 years, and 10% were between the ages of 41 and 50 years. The younger demographic accounted for 11% of respondents aged 18-20 years, while the more mature demographics of 51-60 years and 61 years and over accounted for 4% and 1%, respectively. It is clear from the data that the bulk of the attendees for this event was from the 21–30 and 31–40 years age groups. It is important for the organisers to make sure that their offerings cater to the needs of this market and that they specifically target this market when promoting the event. The 21–30 years age group is most likely students or those who have just entered the job market and are looking for new, fun activities to do over a weekend as well as to travel. The 31–40 years age group could be working professionals with disposable income as well as young families. This event catered to the needs of a family and could explain why there were so many attendees in this age bracket.

This information is similar to that of Krajíčková and Šauer (2018:194) who found in their study of the PivniFest Pilsen hosted in the Czech Republic that attendees in the 20–29 and 30–39 years age brackets accounted for 40% and 32% of the festival attendees, respectively. A similar result was found in the study done by Castillo-Canalejo et al. (2020:6) in their study in which they segmented tourists visiting food markets and also found that the majority of the attendees were under the age of 30. Their respondents under this age constituted 73% of their study, with those between the ages of 30-39 and 40-49 years being 9% and 8.3% of the respondents, respectively. When compared with the age of the attendees from the CTGFWS in Alvin et al.'s (2015:38) study, attendees in the 21–30 years age group made up 42%, which is the same as the HWFF, whereas those in the 31–40 years age group accounted for 20% of the attendees. The reason for this could be because all of the festivals mentioned above have an element of entertainment which is what entices the younger crowd. However, because the attendees are relatively young and in the youth age bracket, Dodd et al. (2006) state that the younger attendees are more focused on enjoying the holistic experience of the event. As noted by Park et al. (2008) and Hattingh and Swart (2016), over recent years younger people have

been attending food and wine festivals, possibly because the need to follow new trends or events has attracted the age group of 20–30 years (next generation) to the CTGFWS and HWFF.

#### **4.2.3 Level of education**

As can be seen from the findings depicted in Table 4.1, 28% of the visitors had a bachelor's degree; 26% had a diploma and 18% had completed high school or lower. Visitors attending the event who had an Honours degree represented 14% of the respondents, those with a Master's degree represented 10% and those with a Doctoral degree represented 3% of the respondents. This was slightly different from the findings of Alvin et al. (2015:39) who found that the majority of attendees of the CTGFWS had a diploma (34%), followed by respondents with a Bachelor's degree (24%) and then respondents having completed high school or lower at 22%. This is significant because both these events have an element of education in how they display and present their food and wine, and especially in the form of providing new knowledge to the attendees about the different types of food and wine showcased at the event. The level of education of the attendees then suggests that they are learned individuals who understand the basis of events like this, not only for entertainment purposes but for educational reasons as well. Undgerboek (2022) concurs by stating that over the past decade there has been a shift in the reasons why people attend events. Not only do they attend events because of the right location but they attend events to mingle with the right people and to expand their knowledge. This implies that the participants of this study were individuals of high acumen and were able to make a valuable contribution to the research.

#### **4.2.4 Marital status**

Table 4.1 reflects that the majority of the respondents were in a relationship (36%), 35% were single and a further 23% were married. Interestingly, as much as these categories provided the lowest percentage for the marital status of the respondents, their motives for attending the festivals ranked similarly to that of the majority of the respondents. Only 5% of respondents were divorced and 1% were widowed. These findings were very similar to the findings of Krajíčková and Šauer (2018:194) in their research of the PivniFest Pilsen, where they found that 34% of the respondents were in a relationship (with a partner), 39% of the respondents were single and 27% of the respondents were married.

This is noteworthy about this study as the purpose of this research was to compare two local festivals, but, the results of the current research show that compared with an international festival, all festivals globally attract a similar demographic. This speaks to one of the objectives of this study which was to determine who the attendee is and the relevance of each festival's marketing being able to reach its targeted audience. The majority of the HWFF attendees

consisted of young couples and singles who attended the festival for the five main reasons listed in Table 4.5.

#### **4.2.5 Occupation**

Table 4.1 shows the occupation of respondents. Students represented the majority of the respondents at 26%, which correlates with the result of the majority of the visitors being between the ages of 21–30 years. Business professionals were the second largest group at 20%. Government employees and self-employed attendees comprised 11% each of the respondents. Ten percent of the respondents worked in a management or executive role, 6% are educators and a further 4% worked in a clerical or sales position. The least number of respondents were unemployed, retired or other, each comprising 2%. This is significant in that the demographic that attends the HWFF can afford to pay for tickets as well as purchase products at the event, which suggests that the event attracts individuals who are in the middle class or higher income brackets. This can also be considered to be true given the fact that the majority of the respondents (59%) are in a relationship or married, therefore potentially two income earners are spending at the event. These findings concur with those of Alvin et al. (2015) at the CTGFWS, where 21% of the respondents were students, 7% were educators and 7% worked in a clerical/sales role, 10% were in a managerial role, 21% were business professionals, 6% worked in the medical profession, 9% were self-employed and 5% were unemployed, and a further 2% were retired.

#### **4.2.6 Province of origin**

The purpose of this question was to establish for future marketing where attendees of the event came from, but also to establish if people are willing to travel to a food and wine festival that does not take place in the province/city/town where they live.

Table 4.1 provides a breakdown of where the attendees came from by province. It is clear that the majority of the attendees (82%) of the HWFF came from the Western Cape, with 4% each coming from Gauteng and the Free State, 3% from outside of South Africa's borders (Australia, Botswana, France, Germany, Switzerland and the United Arab Emirates), 2% from the Eastern Cape and 1% each from the North West, Mpumalanga, Northern Cape, KwaZulu-Natal and Limpopo. Foreign visitors were not asked why they were at the festival but the assumption can be made that they were in the area while on holiday and that they did not specifically visit South Africa to attend the HWFF. When compared with the data of the CTGFWS by Alvin et al. (2015), the findings are very similar to those presented in Table 4.1 of the HWFF. The majority of the attendees (87%) at the CTGFWS also came from the Western Cape, which shows, as with the HWFF, that the majority of the attendees came from the Western Cape and the marketing attracted those living within the same province to the event.

There was a second question for respondents who indicated that they were from the Western Cape to establish which town in the Western Cape they came from. Only 27% of the respondents were local to the HWFF, coming from Hermanus. The rest of the respondents from the Western Cape travelled to the event, either for the day or for the weekend. This strongly suggests that attendees are willing to travel to a food and wine event or festival and not only attend an event that is close to home. This implies that these respondents not only contribute to local tourism by travelling within their province but also that they are willing to travel to an out-of-town event that is of interest to them. From an economic perspective, this means that other regions within the Western Cape could benefit through the contribution of local tourists during peak season, such as when the HWFF is hosted as there is increased tourist traffic.

#### **4.2.7 Historical racial classification**

Table 4.1 illustrates the breakdown of attendees by race groups. Most of the visitors to the HWFF were white (45%), 26% were African, 25% were Coloured (mixed race), 2% were Indian, 1% were Asian and 1% were unwilling to answer the question. These findings differ slightly from Alvin et al. (2015:41-42) of the CTGFWS, where the majority of the attendees were Coloured (38%), 36% were white, 22% were African and 4% were Asian. Information like this is invaluable to an organiser when designing an event, for the organiser to know who the target market is so that they can satisfy the expectations. Although for both events there was a dominant race that attended each, there was still an overall mix of races that attended both events and it would therefore be advisable when marketing to market generically across the spectrum and not target a specific race group. According to Hermanus (2020), 30.2% of the residents in Hermanus are Coloured and 29.1% are white. Looking at the figures shown for the HWFF, the assumption could be made that the majority of the white visitors travelled to the event from other areas in the Western Cape.

#### **4.3 Event attendance**

The findings on event attendance are summarised in Table 4.2 below. The questionnaire sought information about the visitors' attendance at the event, including who they attended the event with, the number of people that they attended with, whether they frequently attended wine and food events, when they made the decision to attend the HWFF, and how many times they had done so previously. These specific questions were asked to better understand the event's primary visitor profile and behaviour. Not only is this data useful for one of the objectives of this study, which was to determine the main visitor profile at the 2016 HWFF, but also in providing recommendations that will be useful for industry and academic research on food and wine festivals.

**Table 4.2: HWFF 2016 and CTGFWS 2015 event attendance**

		HWFF	CTGFWS
		n = 381	n = 300
		%	%
<b>Event companionship</b>	Partner	23	19
	Family	26	30
	Friends	36	39
	Alone	6	5
	Colleagues	8	7
	Other	1	0
<b>Group size</b>	1	8	8
	2-3	49	58
	4-5	26	25
	More than 5	17	9
<b>Regularly attend food &amp; wine events</b>	Yes	58	60
	No	42	40
<b>Decision to attend</b>	Spontaneous decision	46	52
	A month ago	38	30
	More than a month ago	11	18
	Other	5	0
<b>Event attendance frequency</b>	First time	54	52
	2 - 5 times	42	41
	6 - 10 times	4	7
	More than 10 times	0	0

#### 4.3.1 Event companionship

Table 4.2 illustrates who the respondents of the HWFF attended the event with. The majority of the respondents attended the event with friends (36%), followed by 26% that attended with family, 23% attended with a partner, 8% attended with colleagues and 6% attended alone. When compared with Alvin et al.'s (2015:42) findings, it is observed that the same pattern emerged on who attendees of the CTGFWS attended the event with. When the data are compared to the comparison study of Krajíčková and Šauer (2018:194) on the differences in the motivation of food festival visitors in the Czech Republic, most people at the two festivals attended with friends (PivniFest Pilsen, 67% and Valtice Wine Markets, 65%), followed by partners (PivniFest Pilsen, 19% and Valtice Wine Markets, 22%), followed by family (PivniFest Pilsen, 8% and Valtice Wine Markets, 12%). For the context of the above-mentioned research, the Valtice Wine Markets is the largest wine exhibition in the Czech Republic, and as is the case with the HWFF and CTGFWS, is held annually at Valtice Chateau Riding Hall, and is open to the public (Vina Z Moravy Vina Z Cech, 2022). It is evident when looking at all four

festivals mentioned above that these are social events and the majority of the attendees attend with friends, partners and family. This is notable in that the event organisers/marketers of each of these festivals are able to identify and segment their market according to the social motivations of attending the festivals. This also enables event organisers to create a product offering that is suited to the different types of visitors or markets that will be attending the festival (family, friends, couples or colleagues).

#### **4.3.2 Group size**

When considering the results in Table 4.2, the majority of the respondents attended in a group. Forty-nine percent of the respondents attended in a group of 2–3 people, followed by 26% attending in a group of 4–5 people, 17% attending in a group of more than 5 people and 8% of the respondents attended alone. The same pattern was seen by Alvin et al. (2015:43) at the CTGFWS with 58% of the respondents attending in a group of 2–3, 25% of the respondents attending in a group of 4–5, 9% of the respondents attended in a group larger than five and 8% of the respondents attended alone. The assumption could be made that the 8% that attended alone came to meet new people or to escape their daily routines, or they did not know anyone who would be interested in such an event.

These findings are similar to the findings of Yuan et al. (2004:50) in their study of wine festival attendees' motivations, where they found that 65.7% attended the event in groups of 1–3 people and 29.6% attended in groups of 4–6. When looking at event attendance and if people attend alone or in groups, it can be observed from the study done by Hattingh (2018:7) on the motives for attending live stand-up comedy that the group sizes are similar to the studies mentioned above. In Hattingh's (2018:7) study, 62% of the attendees to this event attended in a group of 2–3, 21% attended in a group of 4–5, 14% attended alone and 3% attended in a group larger than five. This implies that not only do event attendees attend events to socialise with others but also that the events themselves are gatherings for groups that attend the events together. This speaks to the motives provided in Table 4.6 where the top motives (third and fourth motive) are to relax and enjoy a different environment as well as to enjoy the atmosphere and spend time with family/friends.

#### **4.3.3 Attendance of food and wine events**

Table 4.2 also shows that 58% of the respondents regularly attend food and wine events. Being an event that takes place in the Western Cape, where food and wine events take place often in a wine and food-producing region, may be the reason for this high number, as the majority of the attendees to the HWFF originate from the Western Cape. With the popularity of food shows such as "My Kitchen Rules" and "Master Chef", it seems that there is a high interest among people wanting to learn more about food, wine, pairings and food and wine-related



knowledge. Forty-two percent of the respondents said that they did not attend food and wine events regularly. These findings are very similar to those found by Alvin et al. (2015:44) in which 60% of the attendees said that they attended food and wine events regularly while 40% said that they did not. In relation to this study, it is important to note that the majority of respondents were not first-time attendees of wine and food events, which indicated that they were familiar with both the event's experience and its audience. Furthermore, this meant that event attendees would also travel to different food and wine events as indicated in section 4.2.6, and they often travelled to events away from their region. This is important in being able to obtain relevant data from respondents that can understand the service, quality as well as experience of food and wine festivals.

#### **4.3.4 Decision to attend**

Yuan et al. (2004:44) found that visitors rarely casually visited wine areas or wineries; instead, they usually had a planned itinerary. This is probably also true of attendees of wine festivals. However, from the data illustrated in Table 4.2, it is evident that 46% of the attendees made a spontaneous decision to attend the HWFF, 38% decided a month prior to the festival to attend and only 11% decided more than a month prior to attending. This corresponds with the findings from the CTGFWS (Alvin et al., 2015:45-46) that 50% of the attendees made a spontaneous decision to attend, 29% of the attendees decided to attend one month prior, and 16% of the attendees decided to attend more than one month before the event.

The findings from the HWFF are interesting as the majority of attendees were not local to Hermanus and attended in groups (see section 4.3.2). That would mean that a spontaneous decision was made to drive out to Hermanus with a group of friends to attend the HWFF. One could assume that those that decided a month or more before to attend possibly came to the area for the weekend and booked accommodation as well. This study did not delve into the economic contribution that this event brought to the area, however, there is an opportunity to grow the research and go further into detail about this. Knowing when people decide to attend gives the organiser a better idea of their marketing timeline and to know when and where to market the event. This data shows that a targeted approach should be used in the last few weeks running up to the event, instead of months before, as attendees only decide closer to the time of the event that they would like to attend.

#### **4.3.5 Event attendance frequency**

Returning visitors to an event would show that the attendees were satisfied with the event, that their needs were met, and that they would want to attend this event again. Like brand loyalty, being able to see who are regular attendees to an annual event can give organisers an indication of the success of the event. For this purpose, attendees who completed the

questionnaire were asked if they had attended the event before. The reason for this was to see if the event had repeat visitors, and if they did, it would indicate that visitors were satisfied with what was offered, hence them attending again.

Table 4.2 shows a breakdown of the frequency of event attendance at the HWFF. Most of the respondents (54%) that completed the survey were attending the event for the first time, while 42% had attended the event previously between 2–5 times. Only 4% of the respondents had attended the event between 6–10 times previously. These findings are very similar to those of Alvin et al. (2015:47). It would appear that first-time visitors were more motivated to attend these types of events than repeat visitors. This may be due to the fact that repeat visitors are aware of the expectations and experience of the event and therefore are attending because they are familiar with the event and its offerings. This is important in terms of the longevity of the event and for event organisers to obtain feedback from repeat visitors. Furthermore, to attract more repeat visitors the organisers would need to look at what the satisfaction level was with the event and try to correct what was wrong, and once done to make sure that changes to the event are clearly marketed to be sure to bring back repeat visitors.

Visitors' satisfaction is referred to by Welthagen and Geldenhuys (2014:3) as a pleasurable assessment of a product or service. Since most events rely heavily on repeat visitors, Crompton and MacKay (1997:426), Kitterlin and Yoo (2014:120) and Hattingh and Swart (2016:10) contended that ensuring visitor satisfaction is essential to ensuring return visits. They assert that if needs are met, this will lead to satisfaction and subsequent return visitors. Furthermore, Molina-Gómez (2021:12) found that the highest influence on satisfaction and loyalty from festival attendees was found in the entertainment and aesthetics experience. As a result, the following section determines the levels of satisfaction of event visitors' and determines if their expectations were met, as well as to compare them to the findings of Alvin et al. (2015) in their study of the CTGFWS which will assist with future improvements to the planning of the event.

#### **4.4 Evaluation of the HWFF**

This section evaluates the satisfaction levels of the attendees at the HWFF and compares the findings to those of the CTGFWS by Alvin et. al. (2015) as well as looks at the results from the analysis of variance (ANOVA) test conducted to see if there were any significant differences between the two events.

##### **4.4.1 Analysing the HWFF**

Attendees were asked their satisfaction with various areas of the HWFF on a 5-point Likert scale, where strongly agree, agree, neutral, disagree and strongly disagree were used to

indicate their levels of satisfaction. The results of this can be seen in Table 4.3 together with the results from the CTGFWS that it was compared with.

**Table 4.3: Visitor satisfaction with the HWFF 2016 and CTGFWS 2015**

	HWFF					CTGFWS				
	n=381					n = 300				
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
	%					%				
It is a well-organised event	29	41	24	4	2	31	48	13	3	5
It improves every year	22	29	43	4	2	13	19	52	12	4
Information about the event was not readily available	14	28	37	13	8	11	23	20	26	20
Event ticket prices were reasonable	22	41	27	5	5	19	29	29	13	10
This event has a positive impact on the local economy	25	40	29	3	3	31	40	22	3	4
It is different to other food and wine events	18	34	41	6	1	22	30	38	7	3
The live shows met my expectations	12	30	41	8	9	20	27	37	9	7
The exhibitors were of a high standard	20	37	35	7	1	29	41	22	6	2
The venue used is ideal for this type of event	28	32	33	5	2	40	38	14	4	4
My visit to this event today met all of my expectations	19	33	37	8	3	23	34	23	13	7
Friendly & professional personnel in and around the venue	23	36	33	5	3	34	43	16	5	2
There is adequate parking available at the venue	32	36	26	4	2	28	38	24	7	3
There was not sufficient signage in the venue	9	27	34	16	14	14	16	22	26	22

#### **4.4.1.1 Well-organised event**

Table 4.3 shows that a combined 70% of respondents agreed and strongly agreed that this was a well-organised event. This is similar to the findings of the CTGFWS where 79% of the respondents combined agreed and strongly agreed that it was a well-organised event. When looking at the responses for the HWFF, 24% of the respondents remained neutral on this question, while only 4% disagreed and 2% strongly disagreed that it was a well-organised event.

Such a high percentage of positive feedback indicates that a large proportion of the attendees enjoyed the experience. It is logical to assume that a well-organised event not only achieves its objective for the organiser but also creates positive expectations of future success in the minds of past attendees. People will be more likely to attend with minimal persuasion if they enjoyed a positive experience at a past event.

#### **4.4.1.2 Event improvement**

According to the information shown in Table 4.3, 29% of the attendees agreed that the event improves every year and 22% of the attendees strongly agreed. This speaks to the findings shown in Table 4.2 that 46% of the attendees have attended the event before. Forty-three percent of the attendees remained neutral on this notion with 4% disagreeing and 2% strongly disagreeing with this statement. As shown in Table 4.2, 54% of the participants attended the event for the first time so they would not be able to comment on this question. Although 70% of the respondents to question 4.4.1.1 felt that the event was well organized, only 51% of them felt that it improved annually.

This suggests that the perception of the event is that it is repetitive as attendees felt it did not improve annually. The findings, therefore, indicate that modifications are required to the event offering to improve the level of satisfaction among attendees and the appeal of the event.

#### **4.4.1.3 Availability of event information**

The researcher purposely inserted a negative statement to be sure that the respondents were reading the statements and not randomly answering them. Table 4.3 shows that 37% of the respondents remained neutral on the statement that information about the event was not readily available. Twenty-eight percent and 22% of the respondents agreed and strongly agreed respectively that information was not readily available. Thirteen percent disagreed with this statement and 8% strongly disagreed and felt that information on the event was readily available. It was observed that half of the respondents did not feel that information about this event was readily available, which would mean that the marketing of the event was not a success, as those who did attend felt that it was not easy to find information about the event.

The marketing strategy must be designed effectively so that the maximum amount of exposure is generated and it is easy for people to find relevant information about the event. It can be assumed that because of the lack of readily available information, frustration was caused to those wanting to book and attend.

From the data presented, less than half of the attendees felt that information was not readily available for the CTGFWS. The assumption can be made that the marketing strategy was effective and the correct information was shared with attendees making it easy for them to find information about the event.

#### **4.4.1.4 Event ticket price**

Table 4.3 shows the respondent's answers to the statement that the event ticket price is reasonable. Besides the offerings of an event, the attendees will also look at the price to attend the event when deciding to go and whether or not their needs were met based on the money that they paid. Forty-one percent of the respondents felt that the ticket price was reasonable and a further 22% strongly agreed with this statement. This reflects that more than half of the respondents (63%) felt that the ticket price for the HWFF was reasonable. Furthermore, 27% remained neutral on this question and only 5% disagreed and 5% strongly disagreed. This could imply the 27% that remained neutral to this statement either received complimentary tickets or attended with family, friends or colleagues who possibly paid for their ticket.

The data for the HWFF study differs from that of the CTGFWS (Alvin et al., 2015), which is also shown in Table 4.3. A combined 48% of respondents (less than half) agreed that the ticket price was reasonable. Similar to the HWFF, 29% of the respondents remained neutral and a combined 23% of respondents disagreed or strongly disagreed with this statement.

The data shows that attendees at the HWFF felt that the ticket price was affordable whereas the CTGFWS attendees felt that their ticket prices were not affordable. The main reason for the price difference would depend on the budget of the organiser. From looking at the CTGFWS, it was a more costly event to put together than the HWFF. For instance, the CTGFWS had numerous celebrity chefs and took place in a convention centre which would indicate a high rental fee was payable for the set up as well as the duration and breakdown of the event, making the cost to attend this event higher. The HWFF took place on the sports grounds of a local school in Hermanus and would have had a nominal venue rental fee with additional rental for the marquees that were used, but no costs were incurred for celebrity chefs to participate, therefore the costs to the consumer would be lower.

#### **4.4.1.5 Local economic impact**

As seen in Table 4.3, 40% of respondents agreed and felt that this event did positively impact the local economy. This is similar to the findings at CTGFWS (Alvin et al., 2015). Furthermore, 25% of the respondents of the HWFF strongly agreed that the event had a positive impact on the local economy, while 29% remained neutral on this statement and only 3% disagreed and 3% strongly disagreed with the statement. As with the CTGFWS, the respondents of the HWFF felt that the event did have a positive economic impact on the local economy. What these findings show is that it was the perception of the attendees of both the HWFF and CTGFWS that the events that they were attending had a positive impact on the local economy. As no data was collected on whether or not this is true, only an assumption can be made to the perceived idea that it did.

Further research could be done into the economic impact that an event like this has on a town. As can be seen from question 4.2.6, many of the attendees did travel to Hermanus for the event and an assumption from the overall data collected could be made that some of them stayed for the weekend and not just for the day, which would mean that they booked accommodation in the town, visited restaurants and made purchases at local wineries, which would have a positive impact on the local economy.

#### **4.4.1.6 The event's uniqueness**

Respondents were asked if they felt that this event was different to other food and wine events. The reason for asking this question was to determine if visitors felt that this event was unique or if they had attended similar events in the Western Cape before. Table 4.3 shows that 34% of the attendees of the HWFF agreed with this statement and 18% strongly agreed with this statement, 41% remained neutral. The reason for this could be that they had not previously attended an event like this and were first-time attendees. Furthermore, only 6% disagreed with this statement and 1% strongly disagreed with this statement. With over half of the respondents agreeing with this statement (52%) it is possible that respondents felt that this event was unique to other food and wine events.

These findings are the same as those found at the CTGFWS, as can be seen in Table 4.3. Fifty-two percent of the respondents at the CTGFWS also felt that the event was unique and different from other events. This is a fair depiction of the two events. As they are both food and wine events they both took place in different locations, settings and had different offerings to the attendees so the assumption could be made that had the same person attended both of these events, each one had a different offering to make it unique. What is offered at an event does affect the satisfaction of the attendee, as found by Tople et al. (2021:122). They found that satisfaction was greatest with attendees at boutique culinary events where the organisers

offer distinctive settings and more than at a large-scale culinary event. This speaks to the uniqueness of a boutique event. It is important for organisers to be sure to offer a different experience, especially in a market where there is a lot of competition, as stated by Van Vliet (2021:30).

#### **4.4.1.7 Live shows**

There are two notable differences between the HWFF and the CTGFWS. The CTGFWS had many celebrity chefs hosting live shows, as mentioned previously, which encouraged attendance. The HWFF had live music as well as demonstrations at the various booths but they did not have celebrity chefs and live cooking shows, so when comparing the two statements from the events, it is important to note that the participant at each event would have had a different live show experience.

Respondents were asked if the live shows met their expectations. As can be seen from Table 4.3, 41% of the respondents remained neutral on this question. The assumption could be made that this is because there were no structured live shows, like at the CTGFWS but rather various demonstrations at the exhibitor booths and one would have been able to participate in these if you were visiting that specific booth at the time that it took place. Thirty percent of the respondents agreed with this statement and 12% strongly agreed. Nine percent strongly disagreed and 8% disagreed with this statement.

These findings are very similar to those found at the CTGFWS (Alvin et al., 2015) as can be seen in Table 4.3. A combined 47% percent of the respondents agreed and strongly agreed with this statement, 37% remained neutral and a combined 16% disagreed and strongly disagreed. The live shows and the visitor experience tie in with what was discussed in section 4.4.1.6 about the uniqueness of an event. From the data presented in general, just over 40% of attendees were happy with what was presented at both the HWFF and the CTGFWS, however, a very significant just short of 60% combined remained neutral, disagreed or strongly disagreed. To contribute to the uniqueness of an event it is important that what is being offered, like the live shows meet the expected satisfaction levels of the attendees so that their overall experience is a satisfying one.

When comparing “live” shows between the two events it is important to note that a comparison was not done between the exact same offering, meaning that this data is based on the live show experience at each event.

#### **4.4.1.8 Quality of exhibitors**

The findings in Table 4.3 show that 57% of the attendees felt that the quality of the exhibitors at the HWFF was good (37% agreed and 20% strongly agreed with the statement). Thirty-five

percent remained neutral while 7% disagreed and 1% strongly disagreed with this statement. This finding shows that more than half of the attendees felt that the standard of the exhibitors was high, which differs from that of the CTGFWS as can be seen in Table 4.3. Seventy percent of the attendees at this show felt that the exhibitors were of a high standard with only 22% remaining neutral on the statement, while 8% disagreed or strongly disagreed with this statement.

It could be assumed that the reason for the difference in the findings is that the venue at the HWFF only allowed for standard exhibition stands whereas the venue for the CTGFWS allowed for custom-built stands and more offerings by the exhibitors, giving attendees to the CTGFWS a more elaborate experience than those of the HWFF, who enjoyed a standard exhibition experience.

#### **4.4.1.9 Ideal venue**

Attendees were asked if they thought the venue used was ideal for this type of event. Table 4.3 shows that 33% of the respondents remained neutral, 32% agreed that this was the ideal venue type and 28% strongly agreed. The reason for those who remained neutral could be that this is their first attendance at the HWFF and they do not have any other venue to compare it to. Only 5% of the respondents disagreed with this statement and 2% strongly disagreed. When compared with the findings from the CTGFWS as shown in Table 4.3 (Alvin et al., 2015), 78% of the respondents agreed and strongly agreed that the venue used for this event was ideal with only 14% being neutral to the question. Furthermore, only 4% disagreed and strongly disagreed with this statement respectively.

There are two distinct differences between the venues of the HWFF and the CTGFWS. The HWFF took place at the sports field of a local school in Hermanus, creating a family festival environment, whereas the CTGFWS took place at the Cape Town International Convention Centre, creating a more structured exhibition environment.

The differences in the two venues would contribute to different visitor experiences due to the unique atmosphere created by the venue used for each event. This could also be something for the organisers to look at as a new venue would rejuvenate the event and offer attendees something new in terms of the experience of the venue used.

#### **4.4.1.10 Event expectations**

Visitors to the HWFF were asked to rate if their expectations of the event were met. Table 4.3 shows that 37% of the respondents remained neutral to this question. The assumption could be made that the reason for this is that they were first-time attendees and did not have a pre-conceived idea of what to expect from the event. Furthermore, 33% of the respondents agreed



with this statement and 19% strongly agreed. Therefore 52% of the respondents to the HWFF felt that all of their expectations were met and only 11% disagreed (8% disagreed, 3% strongly disagreed) and felt that their expectations of the event were not met. It bodes well for the organisers that their offering was well experienced and satisfaction was expressed by more than half of the respondents. No loose ends or hiccups are acceptable; attendees want perfection. The organiser must have all of the event's specifics worked out to meet these high expectations (The Meeting Magazines, 2020).

The findings in relation to those that felt their expectations were met are very similar to the findings of Alvin et al. (2015) as shown in Table 4.3.

#### ***4.4.1.11 Friendly and professional staff***

As can be seen from Table 4.3, 36% of the attendees agreed with the statement that the staff was friendly and professional, and a further 23% strongly agreed. Thirty-three percent of the attendees remained neutral, while 5% disagreed and 3% strongly disagreed. Contributing to the overall event experience as well as the attendees' satisfaction with the event is their engagement with event staff. This could be the ticketing staff at the entrance to the exhibitors that they come into contact with. As can be seen from the data, the majority of the attendees felt that the event staff was friendly. This could have contributed to the overall experience that they had at the HWFF. There is a slight difference in this data when compared with that found at the CTGFWS (Alvin et al., 2015), where 34% of the visitors strongly agreed that the staff was friendly and professional, 43% agreed and 16% remained neutral. Five percent disagreed and 2% strongly disagreed, which is similar to that found in the study of the HWFF. As stated by Topole et al. (2021:121), visitor satisfaction is enhanced by helpful staff.

#### ***4.4.1.12 Adequate parking at venue***

Table 4.3 shows that 36% of the visitors agreed that there was enough parking at the venue with 32% strongly agreeing with this statement, while 26% remained neutral. It could be assumed that as people attended with partners, friends, family and colleagues that they travelled together and only the person that was the driver who answered this question. Another assumption is that the locals could have walked to the event or that visitors made use of Ubers due to alcohol being served at the event and them not wanting to drive after drinking. A very low percentage of the visitors disagreed with the question—4% disagreed and 2% strongly disagreed. These findings are very similar to those of Alvin et al. (2015) as shown in Table 4.3.

From the findings shown in Table 4.3, it can be seen that most of the visitors felt that there was adequate parking available at the venue. Although this is not why visitors attended the event, it is however their first on-site interaction of how the event was organised and one of the many

factors stated by Topole et al (2021:121) that contributes to visitor satisfaction. A frustrating parking experience would be a negative start for them. This is something noted and acknowledged as part of the overall event experience for the attendees and contributing towards their satisfaction with the event.

#### **4.4.1.13 Venue signage**

This was the second negative statement that was included in the Likert scale to confirm that visitors were reading the statements and not just randomly marking an answer. When looking at the findings in Table 4.3, the data shows that 14% of the visitors strongly disagreed with this statement and 16% disagreed with this statement. This would imply that almost a third of the visitors felt that there was sufficient signage at the venue. A further 34% of the visitors remained neutral, 27% agreed that there was not sufficient signage and 9% strongly agreed that there was not sufficient signage. This means that 36% of the visitors felt that there was not sufficient signage at the event. This is similar to the CTGFWS data as shown in Table 4.3 that 30% of the visitors to that event also felt that the signage was not sufficient. The reason for these similarities could be that this question was not read correctly by the visitors and they did not read that it was a negative question.

As stated above in 4.4.1.11 and 4.4.1.12, Topole et al. (2021:121) note that information signs also enhanced visitors' satisfaction levels of an event. Although this may seem insignificant, a lost visitor will get frustrated causing their overall experience of an event to be negatively impacted.

#### **4.4.2 ANOVA test to identify the most notable differences between satisfaction levels of attendees of the HWFF and CTGFWS**

To meet objective 5, to compare the motivations and satisfaction levels of the 2016 HWFF with those of the 2015 CTGFWS, further statistical analyses were required to determine whether there are any substantial variations in attendees' satisfaction levels of the HWFF and CTGFWS. The variance within and between means for groupings of data (categories) was examined using ANOVA, which is represented by the F ratio or F statistic (Saunders et al., 2009). When the F statistic is large and the probability is lower than 0.05, the variance is statistically significant (Saunders et al., 2009).

Six significant differences ( $p < 0.05$ ) were found among satisfaction levels (Table 4.4). HWFF attendees were significantly more satisfied with three aspects of the festival in comparison to the CTGFWS. 'The exhibitors were of a high standard' (3.66), 'the venue used is ideal for this type of event' (3.80) and 'the staff were friendly and professional' (3.72) were aspects rated significantly higher by HWFF attendees, while 'the event improves every year' (3.24), 'information about the event was not readily available' (2.79), and 'there was not sufficient

signage in the venue' (2.73) were aspects rated significantly higher by CTGFWS attendees thus indicating that CTGFWS attendees were significantly more satisfied with these aspects.

**Table 4.4: ANOVA for comparisons of satisfaction levels for the HWFF and CTGFWS**

(n = 681)	HWFF	CTGFWS	F-Ratio	Sig. Level
It is a well organised event	3.90	3.96	0.8179	0.36612
It improves every year	3.66	3.24	33.5063	0.00000*
Information about the event was not readily available	3.26	2.79	25.4521	0.00000*
Event ticket prices were reasonable	3.69	3.35	16.2843	0.00006
This event has a positive impact on the local economy	3.83	4.04	2.2541	0.13373
It is different to other food and wine events	3.61	3.61	0.0093	0.92306
The live shows met my expectations	3.30	3.43	2.4128	0.12073
The exhibitors were of a high standard	3.66	3.89	10.5856	0.0012*
The venue used is ideal for this type of event	3.80	4.06	11.4562	0.00075*
My visit to this event today met all of my expectations	3.57	3.53	0.2619	0.60895
Friendly & professional personnel in and around the venue	3.72	4.02	16.5501	0.00005*
There is adequate parking available at the venue	3.93	3.81	2.3561	0.12526
There was not sufficient signage in the venue	3.02	2.73	9.2874	0.0024*

\*Significance at the 5% level

The findings on the satisfaction levels of the HWFF and the CTGFWS are very similar to the findings of previous studies done on the satisfaction levels of attendees to leisure events. Topole et al. (2021:121) found in their study on culinary events in the Slovenian countryside that sufficient signage, planned traffic and parking co-ordination enhanced visitor satisfaction levels together with all of the respondents in their study being happy with the overall event as well as their expectations being met with the organisation of the event and the friendliness of the staff. Teixeira et al. (2019:966) found in their study on tourist events and satisfaction that higher levels of satisfaction resulted in higher levels of repeat visitors in the future. These findings align with previous studies that found that satisfaction levels were higher with well-organised events that offer good experiences to the attendees (Alvin et al., 2015; Teixeira et al., 2019; Topole et al., 2021).

#### **4.5 Motives for visiting the HWFF and a comparison with the CTGFWS**

The main aim of this project was to compare the motives and satisfaction levels of attendees at two different food and wine events. Visitor satisfaction of attendees was discussed above in section 4.4. This section analyses the visitor motives to attend the HWFF and then to compare those findings with the findings of the CTGFWS (Alvin et al., 2015).

On an ordinal scale, with 1 being the most important motive and 13 being the least important motive, attendees were asked to rank the 13 motives that were provided to them. To compare the data between the two events, this question, along with all the others, was worded precisely the same as how it was asked by Alvin et al. (2015) of the CTGFWS. Two scores were calculated for this question, as can be seen in Table 4.5—the mean score and the standard deviation (SD). Sykes et al. (2016:277) define the mean as the most common measure of central tendency, referring to the average value of a set of numbers. Furthermore, Saunders et al. (2009:445) describe the standard deviation as the measure of how much a data value deviates from the mean.

**Table 4.5: Motives for visitors to attend the HWFF**

		HWFF	
		n = 380	
Rank	Motive	Mean Score	SD
1	To enjoy the food	5.03	3.318
2	For wine tasting	5.20	3.856
3	To relax and enjoy a different environment	5.31	3.499
4	To enjoy the atmosphere & spend time with family/friends	5.53	3.534
5	To enjoy the live entertainment/chefs	5.61	3.968
6	To meet people with similar interests	6.83	3.153
7	The opportunity to buy promotional items/products	7.78	3.135
8	The event is unique - no other like it in Hermanus	7.87	2.958
9	A reason to visit Hermanus for the weekend	7.92	3.244
10	To increase food / wine knowledge	8.26	3.575
11	Boredom	8.39	3.108
12	To exchange ideas with wine / food experts	8.81	3.630
13	For the free giveaways	9.34	3.824

The means of each motive were calculated to examine the significance of the scores, and the motives were ranked based on their mean scores. The most important motive is indicated by the lowest mean score, with the least important motive being the motive with the highest mean score.

Table 4.5 shows which five motives were the most important for visitors to attend the HWFF. The five main motives to attend the HWFF will be discussed in further detail. The most important motive to attend the HWFF was to enjoy the food. This finding supports previous studies on similar topics by Topole et al. (2021:113), who found that one of the three main motives for visitors to attend the five culinary events that they studied was local cuisine. Also,

Castillo-Canalejo (2020:6) found in their study on food markets that the number one motivation for attendees to visit a food event is to eat their favourite food. It is clear when looking at the literature that to enjoy the food is a common thread among the studies researched to date. The assumption could be made that attendees want to experience something new and different, hence being motivated to attend an event where they will have the opportunity to taste a variety of food from exhibitors and enjoy demonstrations by chefs.

The second most important motive for attending the HWFF was wine tasting. A review of literature from previous studies found that this motive corresponded with a top motive by Krajíčková and Šauer (2018:198) in their study of the Valtice Wine Markets where they found that the main motive for people to attend was to taste wine and family togetherness. Castillo-Canalejo (2020:6) found that another main motive was to drink their favourite wine. Equally, this finding supports those of Park et al. (2008:178) in their study of the South Beach Wine and Food Festival with the major factor motivating first-time visitors to attend is to taste wine. Furthermore, Dodd et al. (2006:18) found that one of the reasons why young people go to wine festivals is for wine tasting. Having the opportunity to taste not only a variety of food but also wines means that the assumption could be made that visitors found this to be a motivator because they would be exposed to new labels, taste new wines, enjoy new experiences and be able to make informed decisions about their wine choices in the future based on what they have tasted and learnt at the event.

'To relax and enjoy a different environment' was the third most important motivator for attendees visiting the HWFF. This finding supports that of Hattingh (2018:10) in his study on live stand-up comedy audiences that also found this motive to be one of the most important. As both events are for leisure purposes, it is not surprising that similar results were found. Similarly, Van Vliet (2021:9) states that one of the four generic factors that describe the motivations for festival attendance is a novelty. It is not surprising that this was one of the main motivators. In general, life is rushed and most people experience the same routine every day. To enjoy a different environment is a form of escapism and the opportunity to relax and enjoy time with family and friends.

The fourth most important motive found to attend the HWFF was to 'enjoy the atmosphere & spend time with family/friends'. This finding supports findings from previous research on similar topics where it was found that enjoying the atmosphere and spending time with family/friends was an important motivator in attending (Dodd et al., 2006:18; Park et al., 2008:178; Saayman, 2011:116; Krajíčková & Šauer, 2018:198; Nongsiej & Mothilal, 2019:175; Castillo-Canalejo et al., 2020:6; Hattingh, 2021:204; Van Vliet, 2021:9). This motive ties in with the third motive mentioned above. It can be assumed that attendees to events like this enjoy getting out, enjoy

spending time with family and friends and enjoy socialising, especially in a different environment to their home environment.

The fifth most important motive to attend the HWFF is to enjoy the live entertainment/chefs. This finding supports that of Hattingh (2018:9) and Hattingh and Niekerk (2020:105; 2022a:601; 2022b:34) on leisure audiences in which entertainment was one of the most salient motives for attendance. This finding also corresponds to the findings of Alvin et al. (2015) as one of the main motives for attendees to attend the CTGFWS. The assumption could be made that visitors want to learn and they want to enjoy live shows that they otherwise would have watched on DSTV, as an example. This motive ties into the first motive discussed, to enjoy food as attendees want to taste new experiences and learn new things that they will be able to incorporate into their daily lives at home while enjoying food.

To meet objective 5, to compare the motivations and satisfaction levels of the 2016 HWFF with those of the 2015 CTGFWS, as was the case with event satisfaction, further statistical analyses were required to test for significant differences in attendees' motives for attending the HWFF and CTGFWS. ANOVAs indicated the differences in the importance placed on motives for the HWFF and CTGFWS (Table 4.6).

**Table 4.6: ANOVA for comparisons of motives for the HWFF and CTGFWS (n = 680)**

Motive	HWFF	CTGFWS	F-Ratio	Sig. Level
For wine tasting	5.20	4.28	10.7533	0.00109*
To enjoy the food	5.03	4.47	4.6951	0.03060*
To relax and enjoy a different environment	5.31	5.14	0.3827	0.53636
To enjoy the atmosphere & spend time with family/friends	5.53	5.21	1.4515	0.22870
To enjoy the live chefs/entertainment	5.61	5.53	0.0618	0.80369
The opportunity to buy promotional items/products	7.78	7.36	3.1469	0.07652
To increase food / wine knowledge	8.26	7.46	9.3273	0.00235*
To meet people with similar interests	6.83	7.85	16.5015	0.00005*
For the free giveaways	9.34	8.18	15.8544	0.00008*
To exchange ideas with wine / food experts	8.81	8.52	1.1652	0.28077
The event's uniqueness	7.87	8.67	12.7705	0.00038*
A reason to visit the town for the weekend	7.92	9.77	55.8216	0.00000*
Boredom	8.39	9.96	40.4289	0.00000*

\*Significance at the 5% level

CTGFWS attendees rated several motives significantly higher than HWFF attendees ( $p < 0.05$ ). 'For wine tasting' (4.28), 'to enjoy the food' (4.47), 'to increase food and wine knowledge' (7.46), and 'for free giveaways' (8.18), were all significantly more important to CTGFWS attendees. The assumption could be made that the CTGFWS was an event that is not designed for

families with children, therefore those attending were doing so for different motives to those attending the HWFF, which was well suited for families with children, as there were rides for the children and the venue used was much more informal than the venue used for the CTGFWS.

On the other hand, 'to meet people with similar interest' (6.83), 'the event's uniqueness' (7.87), 'a reason to visit the town for the weekend' (7.92), and 'boredom' (not having anything else to do the weekend and looking for something to fill the time) (8.39) were significantly more important to HWFF attendees. It could be assumed that as this was an event hosted in a small town in the Western Cape, the attendees saw this as an opportunity to get away for the weekend. It was determined that more than 75% of the attendees were not local to Hermanus which would mean that those attending specifically travelled to Hermanus for the event. The event is unique to other food and wine festivals in that it caters for families with children and their offerings are not only for adults but also for children, for example the rides offered for children.

#### **4.6 Event marketing**

Krajičková and Šauer (2018:198) found in their comparison study on the motivation of food festivals visitors in the Czech Republic that research methods that compare motivations are still relatively new. As motives for different events vary, organisers of events can benefit from understanding what the motives are for visitors to attend their event, and by knowing this, they can target a particular market and develop an efficient marketing plan.

Table 4.7 shows the marketing methods of the HWFF. The following section discusses these methods and considers if these were effective, while comparing them to the data from the CTGFWS.

**Table 4.7: Event marketing: HWFF 2016 and CTGFWS 2015**

		HWFF	CTGFWS
		n = 381	n = 300
		%	%
<b>Communication medium</b>	TV	2	15
	Radio	10	8
	Newspaper	8	7
	Internet	14	14
	Family/friends/word-of-mouth	43	33
	Computicket	8	6
	Social media	15	17
<b>Social media following</b>	Yes	25	43
	No	75	57
<b>Social media preference</b>	Facebook	21	77
	Twitter	4	23
	Other	75	0

#### 4.6.1 Communication medium

Table 4.7 shows the various communication mediums that were used to market the HWFF and CTGFWS events. Visitors were asked to indicate how they were informed about the HWFF. This information is useful to organisers to understand what platforms are best to use in the future when marketing the event.

Forty-three percent of the visitors found out about the event from friends or family and not necessarily through any paid forms of marketing. Furthermore, 15% saw the event on social media, 14% on the Internet (assuming through Google ads or searches specifically for food and wine festivals), 10% heard about the event on the radio, 8% from Computicket and newspapers and only 2% from TV advertisements.

These results are very similar to those of Alvin et al. (2015) from the CTGFWS, as seen in Table 4.7. The biggest difference between the two events is the marketing on TV—15% of the visitors to the CTGFWS found out about the event through this medium. This, however, ties into the marketing strategy that was being used at the time with advertisements being aired on DSTV channels 172 and 174 for this specific event.

#### 4.6.2 Social media following

The purpose of this question was to identify who of the visitors followed the event on any of their social media platforms. What is interesting to note is that in a digital age, as can be seen from Table 4.7, only 25% of the visitors to the HWFF follow the event on their social media



pages. This is something that organisers should investigate for future events—how they can increase their following on social media platforms. This data differs from that of the CTGFWS as can be seen in Table 4.7, where 43% of the visitors did follow the event on their social media pages.

#### **4.6.3 Social media preference**

Following on from question 4.6.2, visitors that did follow the event on social media were asked to indicate on which platforms they followed the event. Table 4.7 shows that 21% of the visitors followed the HWFF on Facebook and 4% followed them on Twitter. When compared to the CTGFWS data in Table 4.7, 77% of those visitors followed the event on Facebook and 23% on Twitter. This data shows that for both events the majority of those that did follow the events on social media, followed on Facebook. With how social media has developed into an effective tool for marketing events, it is important for the marketing strategy to specifically speak to increasing the followings on all social media pages.

#### **4.7 Summary**

This chapter aimed to determine the motives and satisfaction of visitors' expectations of the HWFF and to compare the findings to the CTGFWS. The chapter discussed and compared the results of the data collected at the HWFF and the CTGFWS. The purpose of this was to see if there was a correlation between the results of visitors' motives and satisfaction levels of two food and wine events held in the Western Cape and to determine if there were any similarities between the findings of two events held in two different areas. The findings from the studies will contribute towards event planning and marketing for organisers of similar events in the Western Cape. The findings will also provide a general overview of the visitor that can be expected to attend an event like this (not just looking at one set of data from an event in the Western Cape) and what motivates them and satisfies them at an event like this.

It is clear from this chapter that there are many similarities between the two events and that the findings from this research could contribute towards identifying who the visitors are to food and wine events, which will assist the organisers of similar events to tailor their marketing and event-offering accordingly.

The findings of the two events show that both the HWFF and the CTGFWS had a large number of attendees in the 21–30 age range. The HWFF had an almost even split between men and women attending, with 51% being male and 49% being female. This differs considerably from the CTGFWS event where 71% of the attendees were female and only 29% were male.

From ANOVA tests conducted on the data, the findings showed what statements on satisfaction ranked significantly higher with attendees of each event. The attendees of the

HWFF rated the following satisfaction statements higher than those of the CTGFWS: the exhibitors were of a high standard (3.66), the venue used is ideal for this type of event (3.80), the staff was friendly and professional (3.72). Furthermore, the attendees of the CTGFWS rated the following satisfaction statements higher than those of the HWFF: the event improves every year (3.24), information about the event was not readily available (2.79), there was not sufficient signage in the venue (2.73).

For both events, the top five motives to attend remained the same: to enjoy the food, wine tasting, enjoying a different environment, spending time with friends and family, and enjoying the live entertainment. However, the findings did reveal that certain motives had a higher significance for the attendees of each event. Attendees to the HWFF were more motivated than those to the CTGFWS to meet people with similar interests. Because of the event's uniqueness, they felt it was a reason to visit the town for the weekend, and because they were bored and had time on their hands, they wanted to try something new. Visitors to the CTGFWS were more motivated to attend for the wine tasting, to enjoy the food, to increase food and wine knowledge, and for the free giveaways.

With the various marketing tools available to market an event, for both events, word-of-mouth was how the majority of attendees found out about the event. The majority of the respondents of the HWFF (75%) did not follow the event on social media, whereas a large number (43%) of the respondents did follow the CTGFWS on social media. Although social media following was low for the HWFF, those who did follow on social media did so on Facebook, which is similar to the CTGFWS event.

Having the comparative data from two food and wine events available in an area where there is still limited research available could contribute to future academic studies on similar topics. It also provides reliable data to event organisers who want to know why visitors attend events, what motivates them, and what their satisfaction levels are, which will help them tailor their event-offerings accordingly as well as their marketing plans for future similar leisure events.

The final chapter, Chapter 5, concludes the study and suggests recommendations, as well as areas for future research.

## **CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

The research study's conclusions, recommendations, directions for future studies and the current study's limitations are discussed in this chapter. The conclusions are derived from the literature reviewed, data collected and analysed from the HWFF, and a comparison of the motives and satisfaction levels of the attendees to the HWFF and the CTGFWS. In this chapter, the researcher aims to answer the research questions, research objectives as well as provide insight for future studies on similar topics.

Understanding tourist motivations in-depth could lead to increased visitor satisfaction and exceed their expectations, which could be used as a competitive advantage to improve event marketing accurately (Hattingh & Swart, 2016:10).

For the reasons stated above, the researcher examined the motives and satisfaction of HWFF attendees and compared them to the findings of the CTGFWS study conducted by Alvin et al. (2015), to determine whether the motives and satisfaction of two different food and wine festivals held in the Western Cape were similar or different.

### **5.2 Summary of chapters**

The salient points of each chapter of this study are briefly addressed below.

#### **5.2.1 Chapter 1**

This chapter introduced and contextualised the research study, as well as identified the problem statement, research aim, study objectives, and research questions. The chapter also provided a brief overview of the research methodology and research design used for this study, as well as clarified the research study's basic terms.

The purpose of this research was to determine the motivation of visitors attending the 2016 HWFF and their satisfaction thereof and to compare the findings to that of the 2015 CTGFWS to enhance the future development and marketing of similar food and wine events.

#### **5.2.2 Chapter 2**

In this chapter, the researcher explained event categorisation and categorised the HWFF, as well as discussed food and wine tourism. The researcher further considered the motives for visitors to attend events with literature showing a direct correlation between motives and levels of satisfaction, and highlighted the complexity of motives, which differentiate between the type of event and where it is held. In addition to this, SIT was defined with a model illustrating the

special events sector and showing the connections between various event categories. The framework of Shone and Parry (2010:30) on the four primary motivations for attending events was also discussed in detail.

Given the wide variety of event types and their classifications, an effort was made to classify the HWFF and understand the motivations and satisfaction of culinary tourists to better understand what would motivate and satisfy visitors attending a food and wine event. Also, to compare these findings to the CTGFWS event to see if the motives and satisfaction of attendees at two different food and wine events in the Western Cape are similar.

### **5.2.3 Chapter 3**

Chapter 3 discussed the research design and research techniques used in this study to accomplish its goals. The data analysis method employed, the data collection area, an explanation of the validity and reliability of the research instrument, the pilot study, and an explanation of how the data was analysed, were all covered in detail. The ethical considerations were discussed, as well as the limitations of the study.

### **5.2.4 Chapter 4**

This chapter presented and discussed the findings of the research. The key findings are discussed and analysed and presented in tabular format, as well as descriptive text. The chapter further included a discussion of the methods used to compare the data from the two food and wine festivals.

## **5.3 Conclusions**

The findings from Chapter 4 led to the conclusions that are discussed in Chapter 5. This chapter also includes the recommendations that the researcher proposes based on the conclusions of the study.

### **5.3.1 Research questions**

The research project sought to answer the following research questions, which arose from the research aim and objectives.

#### ***5.3.1.1 Research question 1: What are the visitors' motives for attending the 2016 HWFF?***

The five most important motives for visitors to attend the event were for them to enjoy the food (mean = 5.03), wine tasting (mean = 5.20), to relax and enjoy a different environment (mean = 5.31), enjoy the atmosphere and spend time with family/friends (mean = 5.53), and to enjoy the live entertainment (mean = 5.61). With the HWFF being a culinary event, it is evident that

food and wine play the most important role in what motivates visitor attendance, which speaks to the positioning of the event. Although these may be the two main motivators, it is clear that relaxation, enjoying a different environment, and spending time with family and friends also play a major part in motivating attendees to visit the event.

Less important motives to attend the event include meeting people with similar interests (mean = 6.83), the opportunity to buy promotional items/products (mean = 7.78), the event being unique to Hermanus (mean = 7.87), a reason to visit Hermanus for the weekend (mean = 7.92), to increase food/wine knowledge (mean = 8.26), and to relieve boredom (mean = 8.39). The two least important motives to attend were to exchange ideas with wine/food experts (mean = 8.81) and for the free giveaways (mean = 9.34).

#### **5.3.1.2 Research question 2: What is the visitors' satisfaction with the 2016 HWFF?**

After analysing the results, it was clear that visitors were satisfied with most aspects of the event. It is positive for the organisers to note that 70% of the respondents felt this was a well-organised event. Although more than 50% felt that the event improved annually, there were still 43% who remained neutral on this notion. This may be because many of the respondents were first-time attendees, and would therefore not be able to compare the event with a previous event. Attendees felt that information about the event was not readily available and the organisers would need to look into this when planning their marketing strategy for upcoming events. The majority of the respondents felt that the ticket prices were reasonable, that the event had a positive impact on the local economy, it was different from other food and wine festivals, the venue used was ideal, and that the exhibitors were of a high standard. Most notable is that the majority of the respondents felt that all of their expectations of the event were met.

#### **5.3.1.3 Research question 3: Who are the main visitors attending the 2016 HWFF?**

The average visitor to the HWFF is predominantly male (51%) and is fairly young, between the ages of 21 and 30 years (42%) and holds a tertiary qualification (81%). This conclusion contradicts the findings of Getz (2000:171) who asserts that older, wealthier people consume the most wine overall, therefore it makes sense that wine parties would attract people in this age group. Furthermore, the average visitor to the HWFF was in a relationship (36%) or single (35%), employed (57%) or a student (26%), from the Western Cape (82%) and was a mixture of white (45%), African (26%) and Coloured (25%). The average visitor attended in a group of 2–3 people (49%) and with family and friends (62%). Interestingly, more than half of the attendees (54%) were attending the event for the first time and 46% of the attendees made a spontaneous decision to attend. This finding aligns with Park et al. (2008:170-171) who found

in their study of the South Beach Wine and Food Festival that the majority of the attendees were first-time visitors aged between the ages of 20–30 years, held Bachelor degrees and were single.

This specific data provides event marketers of this event and similar events with useful information in terms of who to target for future events and the demographics of their target audience.

**5.3.1.4 Research question 4: How does the visitor profile at the 2016 HWFF differ from the 2015 CTGFWS?**

The visitor profile of the HWFF and the CTGFWS attendees are very similar but there are some differences to note, these being:

- The HWFF was attended predominantly by males whereas the CTGFWS was attended predominantly by females.
- For both events, the largest attendance came from those in the 21–30 years age group.
- The majority of the attendees at the CTGFWS held a diploma in terms of education, whereas the majority of the attendees at the HWFF held a Bachelors degree.
- For the HWFF, the majority of the attendees were in a relationship whereas for the CTGFWS the majority of the attendees were single.
- For both events, the majority of the attendees were students or business professionals.
- For both events, the majority of attendees resided in the Western Cape.
- Another difference to note is that the majority of the attendees at the HWFF were white, whereas the majority of the attendees at the CTGFWS were of mixed race, and
- For both events, the majority of the visitors attended with family and friends in groups of 2–3 who regularly attended food and wine events, with the majority of them attending each event for the first time.

The notable differences between the attendees of the two events were therefore gender, racial classification, education, relationship status and the geographical location of where the events took place.

### **5.3.1.5 Research question 5: Are there significant differences between the visitors' motives and satisfaction levels for attending the 2016 HWFF and the 2015 CTGFWS?**

To answer this research question, further statistical analyses were required to test whether there are significant differences in attendees' satisfaction levels and motives for attending the HWFF and CTGFWS.

Six significant differences ( $p < 0.05$ ) were found among satisfaction levels. HWFF attendees were significantly more satisfied with three aspects of the festival in comparison to the CTGFWS. 'The exhibitors were of a high standard' (3.66), 'the venue used is ideal for this type of event' (3.80) and 'the staff was friendly and professional' (3.72) were aspects rated significantly higher by HWFF attendees, while 'the event improves every year' (3.24), 'information about the event was not readily available' (2.79), and 'there was not sufficient signage in the venue' (2.73) were aspects rated significantly higher by CTGFWS attendees, thus indicating that CTGFWS attendees were significantly more satisfied with these aspects.

CTGFWS attendees rated several motives significantly higher than HWFF attendees ( $p < 0.05$ ). 'For wine tasting' (4.28), 'to enjoy the food' (4.47), 'to increase food and wine knowledge' (7.46), and 'for free giveaways' (8.18) were all significantly more important to CTGFWS attendees. On the other hand, 'to meet people with similar interests' (6.83), 'the event's uniqueness' (7.87), 'a reason to visit the town for the weekend' (7.92), and 'boredom' (not having anything else to do the weekend and looking for something to fill in time) (8.39) were significantly more important to HWFF attendees.

### **5.3.2 Summary of research findings**

From the results obtained from the questionnaire on the HWFF and the comparison study that was done with the CTGFWS, it can be observed that for a visitor to attend a food and wine event in the Western Cape, they are motivated by (a) the wine tasting, (b) to enjoy the food, (c) to spend time with family and/or friends, (d) to enjoy a different environment (escape), and (e) to enjoy live shows. The average participant is aged between 21–30 years, is a student and/or business professional, and will attend the event with friends and/or family in an average group size of 2–3 people. The attendee would want the event to be well organised, sufficient information should be readily available, a good standard of exhibitors expected, and a venue that is suited to what is being offered by the event is expected.

These results corroborate those postulated by Krajíčková and Šauer (2018:198) in their study of Valtice Wine Markets, where they discovered that the main reason people visited was to taste wine, and those of Park et al. (2008:178) in their analysis of the South Beach Wine and Food Festival, where the primary reason people went was to taste wine. Furthermore, these

findings agree with those of Topole et al. (2021:113), who found that people attend the five culinary events they researched to try something new, unique, or extraordinary. Van Vliet (2021:9) lists escapism, socialisation, and novelty as three of the general reasons people attend festivals. This result aligns with one of the primary reasons Saayman (2011:116) identified for attending the Cultivaria Arts Festival, which was to flee (escape one's usual environment).

The results of earlier research on the satisfaction levels of participants to leisure activities are fairly comparable to the results of the HWFF and the CTGFWS about the levels of satisfaction. Topole et al. (2021:121) found that adequate signage and planned traffic and parking co-ordination were important and that all of the respondents were pleased with the overall event, their expectations were met by the organisation of the event, and the friendliness of the staff all increased visitor satisfaction levels.

Teixeira et al. (2019:966) concluded that higher levels of satisfaction led to higher levels of future repeat visitors. This is very important for event organisers to note when planning their event and their event offerings. As can be seen from the findings, attendees did feel that this was a well-organised event that contributed to the higher satisfaction levels of the attendees.

#### **5.4 Recommendations for the HWFF**

Based on the key findings of the study, the following recommendations are made:

- This event attracts families as is clear from the research. Therefore, the organisers would need to look at event rejuvenation and product development to change what is being offered. This can be done by adding more activities for children and focusing on more live entertainment from celebrity chefs and live demonstrations on wine and food pairing and education.
- Now that the main motives have been defined for visitors to attend the event, the organisers should use these results to focus on specifically highlighting these areas in future marketing of their event, and for showcasing what a visitor can expect to enjoy when visiting the event. The implications for event marketing are therefore that the promotional message, including imagery and ad copy, should match the most salient motivations, e.g. an opportunity to relax, enjoy food, wine and live entertainment in a different environment with family and friends.
- Most visitors felt that there was insufficient information available about the event and very few respondents followed the event on social media. The event organisers should make a concerted effort to put together a focused marketing plan that would increase their social media following, and also make sure that all



information related to the event is clear and easy to find on their website and their social media platforms.

- As with the CTGFWS, visitors attend the event for a variety of reasons, but these most commonly involved wine and food, including the chance to escape (relax and take in a new atmosphere) with loved ones. Event planners should take advantage of the possible synergy between these factors by establishing a fun-themed ambiance where attendees can unwind and indulge their passion for food and wine while getting away from their regular lives.
- Overall attendees felt this was a well-organised event, however, the majority of the attendees were first-time visitors so comparisons could not be made. A strategy needs to be put in place to retain repeat visitors and to highlight the areas in marketing that satisfied attendees.
- Although visitors felt that the event did impact the local area positively, the organisers could look at putting together packages that include accommodation as well as tours provided by local tour operators, specifically those from previously disadvantaged areas. It can be observed from the findings that 75% of the visitors came from the suburbs of Cape Town and travelled to Hermanus specifically for this event. If packages are negotiated in advance, the organisers could make it attractive for an attendee to book the entire weekend package through them, and in this way be sure to make an economic contribution to the area and the third-party suppliers.
- Attendees felt that the event was repetitive and did not improve annually. Organisers should look at event rejuvenation and product development to change what is being offered. This can be done by focusing on more live entertainment from celebrity chefs and live demonstrations on wine and food pairing and education.
- Marketers of events should be sure to implement a clear marketing strategy that will focus on the products being showcased at the event as well as the add-on services being offered to potential new attendees. A rejuvenation strategy should be implemented to encourage repeat visitors from the local region to attend.

## **5.5 Recommendations for future studies**

From the results of this study, the following recommendations for future studies are suggested that could contribute towards making food and wine events more desirable to visitors:

- An investigation into the motives for exhibitors to exhibit at food and wine events, and if their objectives were met;

- Comparing the motives and visitor type of food and wine events to other leisure events;
- Using a method known as cluster analysis, the participants of the festival might be divided into groups based on their primary motivations, which could help in finding opportunities given by the various segments;
- Pincus (2004:375) argues that quantitative research is "... insufficient to explain the psychological and behavioural implications of demands that are not met", so future studies should consider using additional qualitative techniques like in-depth interviews and participant observation to investigate attendees' reasons for attending culinary festivals;
- Motives and satisfaction were not determined across the visitors' socio-demographic characteristics. It may be found that visitors in their 20s have different motives and satisfaction levels to those in their 50s or those that are married with children versus those who are single, and a future study based on this is therefore recommended.
- As it was not an objective of this study, the researcher did not delve into the economic contribution that this event brought to the area. However, there is an opportunity for future research to delve into this aspect of the event.

## **5.6 Study limitations**

The fieldworkers did not interview intoxicated people. If they encountered someone who was intoxicated, they went to the next 5<sup>th</sup> person to ask them to complete the questionnaire. After further evaluation of the completed surveys by the researcher, it was found that some visitors were under the age of 18 years and that some of the exhibitors completed the surveys. As this was a food and wine event, the targeted audience was visitors older than 18 years of age. These surveys were not included in the final results presented. Although the surveys were excluded, a 95% confidence level was still reached as there were more than 370 valid surveys to analyse. As mentioned in section 3.3.3, the study had a sample requirement of 357.

**Foreign attendees were presumed to be there for touristic purposes, but they were not particularly questioned about why they were there or whether they had come specifically for the festival.**

## **5.7 Summary**

There have indeed been limited studies of motivation and satisfaction levels of similar events in the past, however, there is more research currently being done and eventually, it will be clear to define who the visitors are that attend food and wine events and what exactly it is that

motivates them. The researcher hopes that this study will contribute to future research in determining motives and satisfaction levels of attendees to leisure events and that event organisers will be able to make use of the data to better understand what their event should be offering and how they should tailor their marketing approach.

## REFERENCES

- Allen, J., O'Toole, W., McDonnell, I. & Harris, R. 2005. *Festival and special event management*. 3<sup>rd</sup> ed. Brisbane City: John Wiley & Sons.
- Alvin, Z., Davids, D. & van Zyl, L. 2015. The motives for visitors to attend a food and wine event in Cape Town and a measurement of their satisfaction thereof. Unpublished BTech dissertation, Cape Peninsula University of Technology, Cape Town.
- Arcodia, C. & Robb, A. 2000. A future for event management: A taxonomy of event management terms. In Allen, J., Harris, R., Jago, L.K. & Veal, A.J. (eds.). *Events beyond 2000: Setting the agenda*. In *Proceedings of conference on Event Evaluation, Research and Education*. Sydney, July 2000. Sydney: Australian Centre for Event Management: 154-160.
- Bell, J. 2005. *Doing your research project: A guide for first-time researchers in education, health and social science*. 4<sup>th</sup> ed. Maidenhead, UK: Open University Press.
- Bhandari, P. 2022. *Ethical considerations in research. Types and examples*. <https://www.scribbr.com/methodology/research-ethics/#:~:text=considerations%20in%20research%3F-,Ethical%20considerations%20in%20research%20are%20a%20set%20of%20principles%20that,for%20harm%2C%20and%20results%20communication> [5 September 2022].
- Bless, C. & Higson-Smith, C. 1995. *Fundamentals of social research methods. An African perspective*. 2<sup>nd</sup> ed. Cape Town: Juta & Co.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2006. *Events management*. 2<sup>nd</sup> ed. London: Elsevier Ltd.
- Bryman, A. 2004. *Social research methods*. 2<sup>nd</sup> ed. Oxford: Oxford University Press.
- Castillo-Canalejo, A.M., Sánchez-Cañizares, S.M., Santos-Roldán, L., & Muñoz-Fernández, G.A. 2020. Food markets: A motivation-based segmentation of tourists. *International Journal of Environmental Research and Public Health*, 17(7):1-13, March.
- Chang, W. & Yuan, J. 2011. A taste of tourism: Visitors' motivations to attend a food festival. *Event Management*, 15:13-23.
- Cole, S.T. & Chancellor, H.C. 2009. Examining the festival attributes that impact visitor experience, satisfaction and revisit intention. *Journal of Vacation Marketing*, 15(4):323-333.
- Creswell, J.W. 2014. *Research design: qualitative, quantitative, and mixed methods approaches*. Los Angeles, CA: SAGE.
- Crompton, J. & McKay, S. 1997. Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2):425-439.
- Daniels, T. & Tichaawa, T.M. 2021. Rethinking sport tourism events in a post-Covid 19 South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(4):1241-1256.
- David, M. & Sutton, C.D. 2004. *Social research: The basics*. London: SAGE.

- Dodd, T.H., Yuan, J., Adams, C. & Kolesnikova, N. 2006. Motivations of young people for visiting wine festivals. *Event Management*, 10(1):22-33.
- Douglas, N., Douglas, N. & Derret, R. 2001. *Special interest tourism*. Melbourne: Wiley.
- Du Rand, G.E., Heath, E. & Alberts, N. 2003. The role of local and regional food in destination marketing: A South African situation analysis. *Journal of Travel and Tourism Marketing*, 14: 37-112.
- Du Toit, P. 2016. Interview with the researcher on 29 June 2016, Cape Town.
- Egresi, I. & Kata, F. 2014. Motives of tourists attending small-scale events: The case of three local festivals and events in Istanbul, Turkey. *GeoJournal of Tourism and Geosites*, 14(2):94-111.
- Everett, S. & Slocum, S.L. 2012. Food and tourism: An effective partnership? A UK-based review. *Journal of Sustainable Tourism*, 21(6):789-809.
- Floyd, J. & Fowler, J.R. 2009. *Survey research methods*. 4<sup>th</sup> ed. Los Angeles, CA: SAGE.
- George, R. 2008. *Marketing tourism in South Africa*. 4<sup>th</sup> ed. Cape Town: Oxford University Press.
- Getz, D. 1991. *Festivals, special events and tourism*. New York: Van Nostrand Reinhold.
- Getz, D. 1997. *Event management and event tourism*. New York: Cognizant Communications Corporation.
- Getz, D. 2000. *Explore wine tourism: Management, development and destinations*. New York: Cognizant Communication Corporation.
- Gozini, N. & Tseane-Gumbi, L.A. 2017. Economic impacts of Buyel'Ekhaya Pan-African Cultural Music Festival on East London residents, Eastern Cape Province, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(2):1-12.
- Hall, C.M. & Sharples, L. 2003. The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In Hall, C.M., Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B. (Eds.) *Food Tourism around the world - development, management and markets*. Abingdon, United Kingdom: Routledge: 1-24.
- Hall, C.M., Sharples, L., Mitchell, R., Macionis, N. & Cambourne, B. 2003. *Food tourism around the world - development, management and markets*. Abingdon, United Kingdom: Routledge.
- Hall, M. & Weiler, B. 1992. *Introduction: What's special about special interest tourism?* Madison, WI: Belhaven Press.
- Hattingh, C. & Niekerk, A. 2020. Who attends live stand-up comedy and why? A motivation segmentation study. *Proceedings of the 3rd International Conference on Tourism Research (ICTR 2020)*, Valencia, Spain 27–28 March 2020.
- Hattingh, C. & Niekerk, A. 2022a. 'Different strokes for different folks'—segmenting drag cabaret audiences in South Africa. *Proceedings of the 5th International Conference on Tourism Research (ICTR 2022)*. Porto, Portugal 19–20 May 2022.

- Hattingh, C. & Niekerk, A. 2022b. Who attends drag events and why? A motivation segmentation study of South African audiences. *Tourism and Hospitality International Journal*, 19(1):24-44.
- Hattingh, C. 2011. The economic impact of special events: A case study of the Mother City Queer Project. Unpublished Masters thesis, Cape Peninsula University of Technology, Cape Town.
- Hattingh, C. 2017. A typology of gay leisure travellers: An African perspective. Unpublished PhD thesis, Cape Peninsula University of Technology, Cape Town.
- Hattingh, C. 2018. Motives for attending live stand-up comedy: an audiences' perspective. *African Journal of Hospitality, Tourism and Leisure*. 7(2):1-19.
- Hattingh, C. 2021. 'Eleganza Extravaganza': Investigating the appeal of drag theatre in South Africa. *Proceedings of the 5th International Conference on Events - ICE2021*. Cape Town, South Africa. 16–18 November.
- Hattingh, C.H. & Swart, K. 2016. The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels. *African Journal of Hospitality Tourism and Leisure*, 5(2):1-13.
- Heale, R. & Twycross, A. 2015. Evidence-based nursing. *British Medical Journal*, 18(3):66.
- Hedges, L.V. 2012. Design of empirical research. In Arthur, J., Waring, M., Coe, R. & Hedges, L.V. (Eds.). *Research methods & methodologies in education*. Los Angeles, CA: SAGE: Chapter 4.
- Hermanus Festivals. 2022. *Wine & Food Festival hopefully 2022*. <http://www.hermanus-festivals.com/wine--food-festival.html> [10 February 2022].
- Hermanus Tourism. 2019. *About Hermanus*. <https://hermanus-tourism.co.za/about-hermanus/> [3 January 2022].
- Hermanus Wine Tours. 2022. *Food and Wine Town*. <https://www.hermanuswinetours.com/unesco-food-and-wine-town.html#.Yne3C-hBxPY> [18 February 2022].
- Hermanus. 2020. *Demographics*. <https://www.hermanus.co.za/info/demographics> [24 October 2022].
- Hermanus. 2022. *Hermanus*. <https://www.hermanus.co.za/> [12 February 2022].
- IGI Global. 2022. *What is data collection instruments*. <https://www.igi-global.com/dictionary/data-collection-instruments/79103> [5 September 2022].
- Iso-ahola, S.E. 1980. *The social psychology of leisure and recreation*. Springfield, USA: C.C. Thomas.
- Jago, L., Dwyer, L., Lipman, G., Van Lill, D. & Vorster, S. 2010. Optimising the potential of mega-events: An overview. *International Journal of Event and Festival Management*, 1(3):220-237.

- Jago, L.K. & Shaw, R.N. 1998. Special events: A conceptual and definitional framework. *Festival Management and Event Tourism*, 5(1/2):21-33.
- Jung, T., Ineson, E.M., Kim, M. & Yap, M.H. 2015. Influence of festival attribute qualities on slow food tourists' experience, satisfaction level and revisit intention: The case of the Mold Food and Drink Festival. *Journal of Vacation Marketing*, 21(3):277-288.
- Khuong, M.N. & Ha, H.T.T. 2014. The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam—a mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6):490-496.
- Kim, K., Uysal, M. & Chen, J. 2002. Festival visitor motivation from the organizers' point of view. *Event Management*, 7(2):127-134.
- Kitterlin, M. & Yoo, M. 2014. Festival motivation and loyalty factors. *Tourism & Management Studies*, 10(1):119-126.
- Koo, S.K., Byon, K.K. & Baker, T.A. 2014. Integrating event image, satisfaction, and behavioural intention: Smallscale marathon event. *Sport Marketing Quarterly*, 23(3):127-137.
- Krajčičková, A. & Šauer, M. 2018. Differences in motivation of food festivals visitors - a view from the Czech Republic. *Geographica Pannonica*, 22(3):189-200.
- Kreitner, R. 2008. *Management*. 11<sup>th</sup> ed. Boston, MA: Houghton Mifflin Harcourt Publishing Company.
- Kruger, M. & Saayman, M. 2009. Travel motives of visitors attending Oppikoppi Music Festival. *Acta Academica*, 41: 56-73.
- Kumar, R. 2011. *Research methodology. A step by step guide for beginners*. London: SAGE.
- Laerd Statistics. 2018. *Kruskal-Wallis H Test*. <https://statistics.laerd.com/spss-tutorials/kruskal-wallis-h-test-using-spss-statistics.php> [2 October 2022].
- Law Insider. 2022. *Special events definition*. <https://www.lawinsider.com/dictionary/special-events#:~:text=Special%20Events%20means%20musical%20events,such%20Special%20Event%20exceeds%20%2425%2C000> [2 April 2022].
- Leavy, P. 2017. *Research design*. New York: The Guilford Press.
- Leedy, P.D. & Ormrod, J.E. 2005. *Practical research: planning and design*. 8<sup>th</sup> ed. Upper Saddle River, NJ: Prentice Hall.
- Li, X. & Petrick, J.F. 2006. Tourism marketing in an era of paradigm shift. *Event Management*, 9:239-245.
- Malhotra, N.K. & Birks, D.F. 2007. *Marketing research: An applied approach*. 3<sup>rd</sup> European ed. Harlow, UK: Prentice Hall/Financial Times.
- Marczyk, G., DeMatteo, D. & Festinger, D. 2005. *Essentials of research design and methodology*. Hoboken, NJ: John Wiley & Sons.
- Margolis, R. & Salafsky, N. 1998. *Measures of success*. Washington, DC: Island Press.

- McHugh, M.L. 2013. The Chi-square test of independence. *Biochemia Medica*, 23(2):143-1499.
- Mensah, C. 2013. Resident's satisfaction and behavioural intention with Asogli Yam Festival in Ghana. *International Journal of Asian Social Science*, 3(3):682-702.
- Molina, A, Gómez, M, González-Díaz, B, & Esteban, A. 2015. Market segmentation in wine tourism: Strategies for wineries and destinations in Spain. *Journal of Wine Research*, 26(3): 192-224.
- Molina-Gómez, J., Mercadé-Melé, P., Almeida-García, F. & Ruiz-Berrón, R. 2021. New perspectives on satisfaction and loyalty in festival tourism: The function of tangible and intangible attributes. *PLOS ONE*, 1-17.
- Müller, M. 2015. What makes an event a mega-event? Definitions and sizes. *Leisure Studies*, 34(6): 627-642.
- NCSS. 2022. *Statistical software*. <http://www.ncss.com> [6 September 2022].
- Neuman, L. & Krueger, L.W. 2003. *Social work research methods: Qualitative and quantitative approaches*. Boston, MA: Pearson Education.
- Nongsiej, P. & Mothilal, L. 2019. Factors that motivate tourists in visiting the cultural festivals: A study of Meghalaya region festivals. *Turizam*, 23(4):166-177.
- Park, K., Reisenger, Y. & Kang, H. 2008. Visitors' motivation for attending the South Beach Wine and Food Festival, Miami Beach, Florida. *Journal of Travel & Tourism Marketing*, 25(2):161-181.
- Persaud, N. 2022. Primary data source. In Salkind, N.J. (Ed.). *Encyclopedia of Research Design*. <https://methods.sagepub.com/reference/encyc-of-research-design/n333.xml#:~:text=A%20primary%20data%20source%20is,specific%20research%20purpose%20or%20project> [5 September 2022].
- Pincus, J. 2004. The consequences of unmet needs: the evolving role of motivation in consumer research. *Journal of Consumer Behaviour*, 3(4):375-387.
- Positive Psychology. 2022. *What is motivation? A psychologist explains*. <https://positivepsychology.com/what-is-motivation/#motivation> [20 May 2022].
- Quinn, B. 2006. Problematising 'festival tourism': Arts festivals and sustainable development in Ireland. *Journal of Sustainable Tourism*, 14(3):288-306.
- Roche, M. 2000. *Mega-events and modernity*. London: Routledge.
- Rogerson, C.M. & Visser, G. 2005. Tourism in urban Africa: The South African experience. *Urban Forum*, 16(2-3):63-87.
- Saayman, M. & Saayman, A. 2004. Economic impact of cultural events. *South African Journal of Economic Management Sciences*, 7(4):629-633.
- Saayman, M. 2011. Motives for attending the Cultivaria Arts festival. *South African Journal for Research in Sport, Physical Education and Recreation*, 33(1):109-120.



- Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research methods for business students*. 5th ed. Harlow, UK: Pearson.
- SA-Venues. 2022. *About the Hermanus Wine & Food Fair*. <https://www.sa-venues.com/events/westerncape/hermanus-wine-and-food-fair/> [12 February 2022].
- Sekaran, U. 2000. *Research methods for business: A skills building approach*. 3<sup>rd</sup> ed. New York: John Wiley & Sons.
- Shone, A & Parry, B. 2010. *Successful event management: A practical handbook*. 3<sup>rd</sup> ed. Andover, UK: Cengage Learning.
- Silvers, J.R. 2016. *The definition of event management*. [https://www.embok.org/juliasilvers/embok.html#The\\_Definition\\_of\\_Event\\_Management](https://www.embok.org/juliasilvers/embok.html#The_Definition_of_Event_Management) [20 August 2022].
- Smith, S. & Costello, C. 2009. Segmenting visitors to a culinary event: Motivations, travel behaviour, and expenditure. *Journal of Hospitality Marketing & Management*, 18(1):44-67.
- Smith, S., Costello, C. & Muechen, R.A. 2010. Influence of push and pull motivations on satisfaction and behavioural intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality & Tourism*, 11(1):17-35.
- Sohn, E.J. & Yuan, J. 2013. Who are the culinary tourists? An observation at a food and wine festival. *International Journal of Culture, Tourism and Hospitality Research*, 7(2):118-131.
- Sorensen, H.T., Sabroe, S. & Olsen, J. 1996. A framework for evaluation of secondary data sources for epidemiological research. *International Journal of Epidemiology*, 25(2):435-442.
- Statistics How To. 2022. *Target population: Definition, examples*. <https://www.statisticshowto.com/target-population-definition-examples/> [5 September 2022].
- Sykes, L.M., Gani F. & Vally, Z. 2016. Statistical terms Part 1: The meaning of the mean, and other statistical terms commonly used in medical research. *South African Dental Journal*, 71(6):274-278.
- Teixeira, S.J, Ferreira, J.J.M., Almeida, A. & Parra-Lopez, E. 2019. Tourist events and satisfaction: A product of regional tourism competitiveness. *Tourism Review*, 74(4):943-977.
- The Meeting Magazines. 2020. *How to exceed attendees' needs and expectations before your association's event*. <https://www.themeetingmagazines.com/acf/exceed-attendees-needs-expectations-%E2%80%A8before-associations-event/> [18 October 2022].
- Tikkanen, I. 2007. Maslow's hierarchy and food tourism in Finland: Five cases. *British Food Journal*, 109(9):721-734.
- Topole, M., Pipan, P., Gašperič, P., Geršič, M. & Kumer, P. 2021. Culinary events in the Slovenian countryside: Visitors' motives, satisfaction, and views on sustainability. *Acta Geographica Slovenica*, 61(1):107-126.
- Torkildsen, G. 2005. *Leisure and recreation management*. 5<sup>th</sup> ed. New York: Routledge.
- Trauer, B. 2004. Conceptualizing special interest tourism - frameworks for analysis. *Tourism Management*, 27:183-200.

- Undgerboek. 2022. *What drives attendees to events?*  
<https://ungerboek.com/resources/what-drives-attendees-to-events> [16 October 2022].
- United Nations World Tourism Organisation (UNWTO). 2022. *Gastronomy and wine tourism*.  
<https://www.unwto.org/gastronomy-wine-tourism> [17 May 2022].
- Van der Merwe, L.H. 2008. The socio-economic impact of the Klein Karoo National Arts Festival. Unpublished Masters thesis, North-West University, Potchefstroom, South Africa.
- Van Vliet, H. 2021. *Why do we go to festivals?* Hogeschool van Amsterdam.  
[https://pure.hva.nl/ws/portalfiles/portal/23887190/Why\\_do\\_we\\_go\\_to\\_festivals\\_Harry\\_van\\_Vliet.pdf](https://pure.hva.nl/ws/portalfiles/portal/23887190/Why_do_we_go_to_festivals_Harry_van_Vliet.pdf) [12 March 2022].
- Van Zyl, C. & Botha, C. 2004. Motivational factors of local residents to attend the Aardklop National Arts Festival. *Event Management*, 8(4): 213-222.
- Vartanian, T.P. 2011. *Secondary data analysis*. New York: Oxford University Press.
- Veal, A.J. 2011. *Research methods for leisure and tourism: A practical guide*. 4<sup>th</sup> ed. Harlow, UK: Pearson Education.
- Vina Z Moravy Vina Z Cech. 2022. *Valtice Wine Markets*.  
<https://www.vinazmoravyvinazcech.cz/en/encyclopedia/awards-and-competitions/wine-competitions-in-cr/valtice-wine-markets> [17 October 2022].
- Vogt, W.P. 2007. *Quantitative research methods for professionals*. Boston, MA: Pearson.
- Weiler, B., Truong, M. & Griffiths, M. 2004. Visitor profiles and motivations for visiting an Australian wine festival. In *Proceedings of the 2004 First International Wine Tourism Conference*, 2 - 5 May 2004, Margaret River, Western Australia: 4 -9.
- Welthagen, L. & Geldenhuys, S. 2014. Attendee satisfaction in festival activity: Innibos National Arts Festival. *African Journal of Hospitality, Tourism and Leisure*, 4(1):1-9.
- Wesgro. 2022a. *Western Cape claims four in the top 50 most loved destinations in the world*.  
<https://www.wesgro.co.za/corporate/news/2022/western-cape-claims-four-in-the-top-50-of-the-100-most-loved-destinations-in-the-world> [10 February 2022].
- Wesgro. 2022b. *Cape Overberg Visitor Trends: Jan - Jun 2020*.  
<https://www.wesgro.co.za/tourismtradeandmedia/resources/cape-overberg-visitor-trends-jan-jun-2020> [25 August 2022].
- Whitford, J.M.M. 2013. An exploration of events research: event topics, themes and emerging trends. *International Journal of Event and Festival Management*, 4(1):6-30.
- Wine Village. 2018. *About Wine Village*. <https://www.winevillage.co.za/> [28 October 2018].
- Wooten, M. & Norman, W.C. 2008. Differences in arts festival visitors based on level of past experience. *Event Management*, 11(3):109-120.
- Yolal, M., Özdemir, A. & Batmaz, B. 2019. Multidimensional scaling of spectators' motivations to attend a film festival. *Journal of Convention & Event Tourism*, 20(1):64-83.

Yuan, J., Cai, L.A., Morrison, A.M. & Linton, S. 2005. An analysis of wine festival attendees' motivations: A synergy of wine, travel and special events. *Journal of Vacation Marketing*, 11(1):41-58.

Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. 2013. *Business research methods*. 9<sup>th</sup> ed. Mason, OH: Cengage Learning.

# APPENDICES

## APPENDIX A: CPUT ETHICAL CLEARANCE



---

P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 6801680 • Email: saliefa@cput.ac.za  
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: BUSINESS
--	-------------------

At a meeting of the Research Ethics Committee on 18 May 2016, Ethics

Approval was granted to VAN ZYL, Lara (200722158) for research activities

Related to the MTech/DTech: MTech: TOURISM & HOSPITALITY MANAGEMENT at the Cape Peninsula University of Technology

Title of dissertation/thesis:	A comparison of the motives and satisfaction levels for visitors to attend a food and wine event in Cape Town and Johannesburg  Supervisor: Prof K Swart & Mr C Hattingh
-------------------------------	--

Comments:

Decision: APPROVED

 <hr/> Signed: Chairperson: Research Ethics Committee	<hr/> 18 May 2016 Date
---	---------------------------

---

Clearance Certificate No | 2016FBREC355

## APPENDIX B: SAACI LETTER OF SUPPORT

### LETTER OF SUPPORT



3 May 2016

To whom it may concern,

I, Adriaan Liebetrau, Chief Executive Officer of the South African Association for the Conference Industry (SAACI) am pleased to provide this letter of support to Miss Lara van Zyl who will be conducting her MTech degree on Gauteng Good Food & Wine Show 2016 to compare the motives and satisfaction levels for visitors to attend a food and wine event in Cape Town and Johannesburg and segment visitor motives to develop a typology of visitors attending wine events in South Africa.

Research like this would be of great value to our members in particular event organisers and the convention bureaus, as there is limited research currently available on food and wine events in South Africa and information like this will assist with planning and marketing of these types of events. This support is given on the agreement that Miss van Zyl will be willing to share her findings with SAACI and that we will be able to distribute it to our members.

Please do not hesitate to contact me should you have any further queries.

Kind regards

  
Adriaan Liebetrau  
Chief Executive Officer



The Southern African Association for the Conference Industry (SAACI) is a Non Profit Company - Section 21 Reg No 2001/019411/08 PBO No: 930 007 905

Association Hub  
158 Jan Smuts Avenue  
4th Floor, East Wing  
Rosebank, Johannesburg  
Tel: +27 (0)11 880 5883  
E-Mail: info@saaci.org  
Web: www.saaci.org  
www.saacicongress.org  
www.saaci-academy.org

**Executives:** Wayne Johnson (Chairman), Dorcas Dlamini (Vice Chairman), Glenn van Eck (Treasurer),  
Zelda Coetzee (Immediate Past Chairperson), Denise Kemp (Public Officer), Adriaan Liebetrau (Chief Executive Officer)  
**Directors:** Gwynneth Arendse-Mathews (Conferencing & Events), Keith Burton (Vice-Treasurer),  
Aidan Koen (Northern Territories), Nonnie Kubeka (Government Representative), Nick Papadopolous (KwaZulu-Natal),  
Kim Roberts (Advisory Board Representatives), Andrew Stewart (Eastern Cape)

SAACI Head Office  
P.O. Box 381  
Parklands, 2121

Facebook: SAACI Official  
Twitter: @SAACIOfficial  
LinkedIn: SAACI Official  
Instagram: SAACIOfficial



## APPENDIX C: PERMISSION FROM WINE VILLAGE



Hemel en Aarde Village  
P O Box 465  
HERMANUS  
7200  
South Africa  
2002/058600/23

Tel 028 316 3988  
Fax 028 316 3989  
wine@hermanus.co.za  
www.winevillage.co.za  
VAT # 4450176823  
Exporters Code 20089636

For the Largest Selection of Fine South African Wines

---

22 July 2016

### TO WHOM IT MAY CONCERN

I, Paul du Toit from Wine Village, the organiser of the Hermanus Wine & Food Festival hereby acknowledge that Miss Lara van Zyl has requested my permission and assistance to conduct her MTech degree on the Hermanus Wine & Food Festival 2016.

As one of the oldest wine festivals in the country as well as being rated in the top 10 Wine Festivals in South Africa, we believe this survey will be of great value to us as organisers, as well as in contributing to research being done in South Africa on food and wine events.

I have granted her permission to conduct research on site at the Hermanus Wine & Food Festival 2016 by asking attendees to complete questionnaires.

This agreement is made on the basis that Miss van Zyl will be willing to share her findings with us, the organisers of the Hermanus Wine & Food Festival once the research is complete.

Please do not hesitate to contact me should you have any further queries.

A handwritten signature in black ink, appearing to read "Paul du Toit".

Paul du Toit  
0828203331

## APPENDIX D: SURVEY QUESTIONNAIRE HWFF



### QUESTIONNAIRE FOR MTECH RESEARCH PROJECT:

#### A COMPARISON OF THE MOTIVES AND SATISFACTION LEVELS FOR VISITORS TO ATTEND TWO DIFFERENT FOOD & WINE EVENTS IN THE WESTERN CAPE

##### HERMANUS WINE & FOOD FESTIVAL 2016 - ATTENDEE QUESTIONNAIRE -

1. Who did you attend this event with?	
Partner	1
Family	2
Friends	3
Alone	4
Colleagues	5
Other - please specify	6

2. What is the size of your group that you attended this event with? (incl. yourself)	
1	1
2 - 3	2
4 - 5	3
More than 5 people- please specify	4

3a. Province/Nationality	
Western Cape	1
Gauteng	2
Eastern Cape	3
Free State	4

North West	5
Mpumalanga	6
Northern Cape	7
KwaZulu-Natal	8
Limpopo	9
Outside SA Borders	10

<b>3b. If Western Cape, which town?</b>	

<b>3c. If a foreigner, please specify country of residence</b>	

<b>4. Do you regularly attend food &amp; wine events?</b>	
Yes	1
No	2
If yes, how many per year?	3

<b>5. When did you decide to attend this event?</b>	
Spontaneous decision	1
A month ago	2
More than a month ago	3
Other - please specify	4

<b>6. How many times have you attended this event?</b>	
First time	1
Between 2 - 5 times	2
Between 6 - 10 times	3
More than 10 times - please specify	4



<b>7. Which exhibitor stands did you enjoy the most?</b>	
The wine tasting stands	1
The food tasting stands	2
The consumer stands	3
Other - please specify	4

<b>8a. <u>Event Marketing</u> - How did you find out about the event? (multiple responses)</b>	
TV	1
Radio	2
Newspaper	3
Internet	4
Family/friends/word-of-mouth	5
Computicket	6
Social media	7
Other - please specify	8

<b>8b. Do you follow the event on social media?</b>	
Yes	1
No	2

<b>8c. If yes, which social media platforms do you use to follow the event? (multiple responses)</b>	
Facebook	1
Twitter	2
Other - please specify	3

9. How would you evaluate the Hermanus Wine & Food Festival according to the following aspects?	TOTALLY DISAGREE	DISAGREE	NEUTRAL	AGREE	TOTALLY AGREE
It is a well organised event	1	2	3	4	5
It improves every year	1	2	3	4	5
Information about the event was not readily available	1	2	3	4	5
Event ticket prices were reasonable	1	2	3	4	5
This event has a positive impact on the local economy	1	2	3	4	5
It is different to other food and wine events	1	2	3	4	5
The live shows met my expectations	1	2	3	4	5
The exhibitors were of a high standard	1	2	3	4	5
The venue used is ideal for this type of event	1	2	3	4	5
My visit to this event today met all of my expectations	1	2	3	4	5
Friendly & professional personnel in and around the venue	1	2	3	4	5
There is adequate parking available at the venue	1	2	3	4	5
There was not sufficient signage in the venue	1	2	3	4	5

**10. Please rank all of the following motives in terms of their importance level in your decision, namely the most important (1), then (2), and so forth, until the last one. If you think there are other motives not on the list which are important in your decision, please add them at the end of the list, and then rank all of them in the same way.**

MOTIVES	RANK
To enjoy the live entertainment	
To relax and enjoy a different environment	
To enjoy the atmosphere & spend time with family/friends	
For wine tasting	
To enjoy the food	
To meet people with similar interests	
The opportunity to buy promotional items/products	
The event is unique - no other like it in Hermanus	
There was nothing else to do this weekend	
A reason to visit Hermanus for the weekend	
To increase food / wine knowledge	

To exchange ideas with wine / food experts	
For the free giveaways	
Other - please specify	

<b>11. Would you come to the Hermanus Wine &amp; Food Festival again?</b>	
Yes	1
No	2
Maybe	3
If no, please specify why:	

<b>12. What would you like the organisers to add to make the Festival more appealing?</b>

**13. Attendee demographics****13a. Gender**

Male	1
Female	2

**13b. Age**

18 - 20	1
21 - 30	2
31 - 40	3
41 - 50	4
51 - 60	5
Above 61 - please specify	6

**13c. Level of education**

High School or lower	1
Diploma	2
Bachelors degree	3
Honours degree	4
Masters degree	5
Doctorate degree	6
Other - please specify	7

**13d. Marital status**

Single	1
In a relationship	2
Married	3
Divorced	4
Widow/widower	5

<b>13e. Occupation</b>	
Student	1
Educator	2
Clerical/sales	3
Manager/executive	4
Business professional	5
Medical professional	6
Government employee	7
Self-employed	8
Unemployed	9
Retired	10
Other - please specify	11

<b>14. Interviewer to note: Historical racial category</b>	
African	1
White	2
Coloured	3
Indian	4
Asian	5

**THANK YOU FOR YOUR TIME AND WILLINGNESS TO PARTICIPATE IN THIS SURVEY**

## APPENDIX E: SURVEY QUESTIONNAIRE CTGFWS



### QUESTIONNAIRE FOR MTECH RESEARCH PROJECT:

#### A COMPARISON OF THE MOTIVES AND SATISFACTION LEVELS FOR VISITORS TO ATTEND TWO DIFFERENT FOOD & WINE EVENTS IN THE WESTERN CAPE

#### CAPE TOWN GOOD FOOD & WINE SHOW 2015 - ATTENDEE QUESTIONNAIRE

1. Who did you attend this event with?	
Partner	1
Family	2
Friends	3
Alone	4
Colleagues	5
Other - please specify	6

2. What is the size of your group that you attended this event with? (incl. yourself)	
1	1
2 - 3	2
4 - 5	3
More than 5 people- please specify	4

<b>3a. Province/Nationality</b>	
Western Cape	1
Gauteng	2
Eastern Cape	3
Free State	4
North West	5
Mpumalanga	6
Northern Cape	7
KwaZulu-Natal	8
Limpopo	9
Outside SA Borders	10

<b>3b. If Western Cape, which town?</b>

<b>3c. If a foreigner, please specify country of residence</b>

<b>4. Do you regularly attend food &amp; wine events?</b>	
Yes	1
No	2
If yes, how many per year?	3

<b>5. When did you decide to attend this event?</b>	
Spontaneous decision	1
A month ago	2
More than a month ago	3
Other - please specify	4

<b>6. How many times have you attended this event?</b>	
First time	1
Between 2 - 5 times	2
Between 6 - 10 times	3
More than 10 times - please specify	4

<b>7. Which exhibitor stands did you enjoy the most?</b>	
The wine tasting stands	1
The food tasting stands	2
The consumer stands	3
Other - please specify	4

<b>8a. <u>Event Marketing</u> - How did you find out about the event? (multiple responses)</b>	
TV	1
Radio	2
Newspaper	3
Internet	4
Family/friends/word-of-mouth	5
Computicket	6
Social media	7
Other - please specify	8

<b>8b. Do you follow the event on social media?</b>	
Yes	1
No	2



<b>8c. If yes, which social media platform do you use? (multiple responses)</b>	
Facebook	1
Twitter	2
Other - please specify	3

<b>9. How would you evaluate the Cape Town Good Food &amp; Wine Show according to the following aspects?</b>	<b>TOTALLY DISAGREE</b>	<b>DISAGREE</b>	<b>NEUTRAL</b>	<b>AGREE</b>	<b>TOTALLY AGREE</b>
It is a well organised event	1	2	3	4	5
It improves every year	1	2	3	4	5
Information about the event was not readily available	1	2	3	4	5
Event ticket prices were reasonable	1	2	3	4	5
This event has a positive impact on the local economy	1	2	3	4	5
It is different to other food and wine events	1	2	3	4	5
The live shows met my expectations	1	2	3	4	5
The exhibitors were of a high standard	1	2	3	4	5
The venue used is ideal for this type of event	1	2	3	4	5
My visit to this event today met all of my expectations	1	2	3	4	5
Friendly & professional personnel in and around the venue	1	2	3	4	5
There is adequate parking available at the venue	1	2	3	4	5
There was not sufficient signage in the venue	1	2	3	4	5



**10. Please rank all of the following motives in terms of their importance level in your decision, namely the most important (1), then (2), and so forth, until the last one. If you think there are other motives not on the list which are important in your decision, please add them at the end of the list, and then rank all of them in the same way.**

<b>MOTIVES</b>	<b>RANK</b>
To see the live shows by celebrity chefs	
To relax and enjoy a different environment	
To enjoy the atmosphere & spend time with family/friends	
For wine tasting	
To enjoy the food	
To meet people with similar interests	
The opportunity to buy promotional items/products	
The event is unique - no other like it in Cape Town	
There was nothing else to do this weekend	
A reason to visit Cape Town for the weekend	
To increase food / wine knowledge	
To exchange ideas with wine / food experts	
For the free giveaways	
Other - please specify	

**11. Attendee demographics**

**11a. Gender**

Male	1
Female	2

**11b. Age**

18 - 20	1
---------	---

21 - 30	2
31 - 40	3
41 - 50	4
51 - 60	5
Above 61 - please specify	6

<b>11c. Level of education</b>	
High School or lower	1
Diploma	2
Bachelors degree	3
Honours degree	4
Masters degree	5
Doctorate degree	6
Other - please specify	7

<b>11d. Marital status</b>	
Single	1
In a relationship	2
Married	3
Divorced	4
Widow/widower	5

<b>11e. Occupation</b>	
Student	1
Educator	2
Clerical/sales	3
Manager/executive	4
Business professional	5
Medical professional	6
Government employee	7
Self-employed	8
Unemployed	9
Retired	10
Other - please specify	11

**11. Attendee demographics****11a. Gender**

Male	1
Female	2

**11b. Age**

18 - 20	1
21 - 30	2
31 - 40	3
41 - 50	4
51 - 60	5
Above 61 - please specify	6

**11c. Level of education**

High School or lower	1
Diploma	2
Bachelors degree	3
Honours degree	4
Masters degree	5
Doctorate degree	6
Other - please specify	7

**11d. Marital status**

Single	1
In a relationship	2
Married	3
Divorced	4
Widow/widower	5

<b>11e. Occupation</b>	
Student	1
Educator	2
Clerical/sales	3
Manager/executive	4
Business professional	5
Medical professional	6
Government employee	7
Self-employed	8
Unemployed	9
Retired	10
Other - please specify	11

<b>12. Interviewer to note: Historical racial category</b>	
African	1
White	2
Coloured	3
Indian	4
Asian	5

***THANK YOU FOR YOUR TIME AND WILLINGNESS TO PARTICIPATE IN THIS SURVEY***

## **APPENDIX F: LETTER FROM GRAMMARIAN**

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

30 October 2022

### **LANGUAGE & TECHNICAL EDITING**

#### **A COMPARISON OF THE MOTIVES AND SATISFACTION LEVELS OF VISITORS ATTENDING FOOD & WINE EVENTS IN THE WESTERN CAPE**

**Supervisor: Dr Chris Hattingh-Niekerk**

**(External): Prof Kamilla Swart**

This is to confirm that I, Cheryl Thomson, executed the language and technical edit of the above-titled Master's dissertation of **LARA ANN LE ROUX, Student number 200722158**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Cheryl Thomson', with a stylized flourish at the end.

CHERYL M. THOMSON

Email: cherylthomson2@gmail.com

Cell: 0826859545