ATHABASCA UNIVERSITY

TOURISTS' DESTINATION CHOICE: EXAMINING THE ROLE OF INVOLVEMENT AND PLACE ATTACHMENT

BY

ERIC PATRICK ZVANIGA

A DISSERTATION

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF

DOCTOR OF BUSINESS ADMINISTRATION

FACULTY OF BUSINESS

ATHABASCA, ALBERTA

APRIL, 2020

Approval of Dissertation

The undersigned certify that they have read the dissertation entitled

TOURISTS' DESTINATION CHOICE: EXAMINING THE ROLE OF INVOLVEMENT AND PLACE ATTACHMENT

Submitted by:

Eric Patrick Zvaniga

In partial fulfillment of the requirements for the degree of

Doctor of Business Administration

The examination committee certifies that the dissertation and the oral examination is approved

Co-Supervisors:
Dr. Anshuman Khare
Athabasca University

Dr. Dwight Thomas
Athabasca University

Committee Member:
Dr. Terry Beckman
Athabasca University

External Examiner:
Dr. Lorn Sheehan
Dalhousie University

March 26, 2020

Dedication

To my wife, Nives, who encouraged and stood by me in this journey, never doubting my success. Nives, I am not sure how to ***THANK YOU***, or how I can express my gratitude for you sticking out the DBA process out with me. We would not be at this stage in life without your support and encouragement.

We will now embark on a journey of life, learning, and discovery in tourism with new outlooks on our desires and the motivators and influencers of destination choice provided by others.

To my late parents, Eric and Bride, who provided me with the work ethics and drove me to pursue my dreams. I know that my success is because of your lifetime of mentoring.

To Santo and Italia, Nives' late parents, for motivating Nives to commit to her views and therefore hold out with me in good and bad times during this learning journey.

Finally, to our extended families, when Nives and I were not available for family events, thank you for your support from both Nives and myself in the pursuit of my life goal.

Our Doctorate in Business Administration would not have been possible without all of the support and mentoring. For that, Nives and I are incredibly grateful.

Sincerely,

Dr. Eric P. Zvaniga, DBA

Acknowledgements

Thank you to my Doctoral committee members, Dr. A. Khare, Dr. D. Thomas, and Dr. T. Beckman, who guided and supported my efforts. I would also like to acknowledge the Athabasca University staff, faculty, and my peer DBA students, who also made my journey successful. To Dr. K. Devine, as my incoming program Director, for accepting my university transfer to Athabasca, allowing me to complete this lifetime milestone. To Dr. K. Lamertz, for being an exceptional support and resource program director while was completing the DBA with Athabasca University.

To the extended committee members, Dr. Lorn R Sheehan, Dalhousie University, as my External Examiner for my final dissertation and final oral exam. To Dr. J. Summers, University of Southern Queensland, the External Examiner for the proposal exam. The comments provided valuable insights into tourism research and future exploration ideas for this field of study.

A very special thank you to Dr. M. Gross, and the authors Gross, Brien, and Brown (2008), in freely providing access to your prior research and the research instrument. This jumpstart, in support of my new inquiry, and my eventual contribution to Tourism and Tourists' Destination Choice, hopefully, will provide your team with new ideas and areas of explorations, in addition to the industry and academic community.

To the World Tourism Organization (UNWTO), your datasets allowed me to set a direction in my research, providing me past insights into tourist travel patterns and destination choices.

I need to call-out my students in the Faculty of Management at UBC Okanagan, between 2017 and 2019, who jumped in as volunteers when needed. Without your efforts to gather completed surveys, and assist in translations, the process would have overwhelmed me. To; Liming (Ann) Huang, Yaxin (Louisa) Li, Yu Teshima, Lilian Liu, Kanchana (Grammy) Pintapakang, Ruizhi (Aliena) Huang, and Yaxin (Morgan) Wang, who helped with the translation of the survey, and the survey distribution. To Shiva Zargar, MSc, who worked to help me edit, and to make suggestions for clarity in the final dissertation document. All of you provided independent and objective insights, which helped formulate the final result. I am genuinely grateful to all of you.

Finally, I must give a special thank you to my primary industry partners, in the Okanagan region, specifically the major partners in Kelowna and Summerland, for providing access to your guests in support of the research on the Okanagan Valley during December 2018 to February 2019. To the Thompson Okanagan Tourism Association (TOTA), for information support, your descriptions of industry needs and desires. All of the efforts helped develop and guide this research.

All, ***Thank You***.

Sincerely,

Dr. Eric P. Zvaniga, DBA

Abstract

The current research investigated the impacts of involvement and place attachment factors on tourists' destination choice. The study was conducted by collecting survey data about observed variables in involvement and place attachment, that may have influenced the tourists' choice for the Okanagan Valley, BC, Canada's wine region. The first objective of this research explored the tourists' experiences in the off-season period, winter, to further development in existing measures for involvement and place attachment relationships, as previously examined by Gross, Brien, and Brown (2008). The second objective explored areas around the region's wineries to cultivate new tourist interaction points of possible influencers from the plentiful Okanagan Valley *scenic vistas* and *recreational* opportunities.

This study focused on the area called the ***valley floor*** of the Okanagan Valley, BC, from December 2018 to February 2019. By design, data collection avoided the influence of higher elevations, defined as ***mountaintop*** destinations and resorts. This study had an available population of tourists during the research period of approximately 1400 individuals who were visiting the region in the winter season. The final dataset identified the representative population sample of n=252. The survey instrument presented Likert scaled (1-10) questions inquiring about destination involvement and place attachment.

This study found influential *Involvement* and *Place Attachment* evidenced, highlighting influencing factors in *Tourists' Destination Choice*.

Culinary desires and activities in winter accounted for an explained result of **52.9%** influencing involvement. Expectations of the location's scenic vistas and the abundance of awe-inspiring landscapes, paired with the culinary experiences, were anticipated in the tourists' destination choice. The tourists' positive recognition of the Okanagan Valley as a globally desired wine destination indicated that **10.0%** of the tourists found their expectations for memorable experiences. The tourists also indicated that planned and realized events supported **4.5%** of the overall influence on the place.

The results generated from this study support the region's goals to consider factors related to tourists' involvement and place attachment as influences in travel destination choice, which can be connected to findings of Gross and Brown (2006, 2008) and Gross et al. (2008). The Government of Canada's new *Tourism Strategy* (May 2019) called for research and innovations to increase visitors in the off-peak seasons, for rural/rural-remote areas of Canada. This study results support the Government of Canada's call.

The results increase the understanding of salient dimensions for tourists' destination choice in the winter.

Keywords: lifestyle, place attachment, attractions, culinary, recreation, scenic vistas, wine, wine regions

Table of Contents

List of Tables

List of Figures

Chapter 1. Introduction

This dissertation makes use of quantitative methods to examine tourists' involvement and place-attachment, and their relationship to the foundational influencers in their destination choice. Ongoing reporting and understanding of the influencers for tourists' destination choices is essential in all tourist regions. The concept is expanded upon in the Thompson Okanagan Tourism Association website's *Our Story* section, where brand goals discuss the economies that these visitors can influence by increasing year-round visits (TOTA, 2020). Partnerships and reporting that increase awareness about the Okanagan Valley, a region in the Canadian province of British Columbia, are essential to support a healthy tourism industry. One of the goals stated by TOTA is directed to the exploration of opportunities that will expand the number of viable tourist days from 110 to 200+ days per year (TOTA, 2020).

The country and regional destination management/marketing organizations are referred to as Destination Marketing Organizations (DMOs; Appendix D) and the local firms, being referred to as Destination Tourism Organizations (DTOs; Appendix D), continually strive to expand their current knowledge of tourist visits and tourist characteristics or behaviours. The DMO represents tourism organizations and providers as members to provide international and domestic marketing and management directions, such as the Thompson Okanagan Tourism Association (TOTA). The DTO represents the organizations that directly or indirectly provide products, services or tourism offerings to the tourists, such as hotels, wine tours, or recreational sites for hiking.

The region (Okanagan Valley) in this study primarily supports summer visitations, approximately 110 days per year (June – Sept); however, by enhancing offerings and strategies for both shoulder (spring-fall), and off-season (winter) periods, it may be possible to further enhance tourism sustainability (TOTA, 2019, 2020; Government of Canada, 2019).

Extending the prior research of Gross and Brown (2006, 2008) and of Gross, Brien, and Brown (2008) this dissertation uses a quantitative model to further develop indicators from their studies. This study also explores two additional measurements of regional scenic vistas[1] and recreational opportunities. The objective of adding these proposed influencers was to develop and support additional knowledge about the significance of local scenic vistas and recreational attributes. The dimensions of scenic vistas and recreational offerings suggested influences on the tourists' destination choice.

The tourism industry constantly investigates tourists' motivators of destination choice and offerings. These motivators could influence an individual's informed choices about their target destination. The current research looks to advance the industry and academic understandings of the relationships in factors influencing a tourist's destination choice. The goal is to identify involvement desires for various attractions, lifestyle choices, culinary desires, scenic vistas, and recreational activities. The goal also investigates influences that could create an attachment to the place, thereby informing and influencing the choice of destination. Dwyer, Chen, and Lee (2019) described

[1] Meaning: in the current research, *Scenic Vistas* are those landscapes creating *awe-inspiring emotions.*

outcomes developing a place attachment as instrumental in informing related concepts such as a sense of place, suggesting that emotional attachment from social interactions and involvement plays a critical role in destination choice. According to their findings, a corresponding study in a different location and season was necessary to provide additional clarification of identified limitations and gaps (Appendix C).

This study revisits the involvement and place attachment research completed by Gross and Brown (2006, 2008) and Gross, Brien, and Brown (2008). The study by Gross and Brown (2008) specifically builds upon the work of Kyle, Graefe, Manning, and Bacon (2003a), who explored the works of many of the Kyle co-scholars studying involvement and place attachment relationships in tourism. The Gross and Brown (2008) study referenced Kyle, Bricker, Graefe, and Wickham (2004a), who used the relationships among various leisure activities to develop a predictive model. These co-scholars of Kyle et al. (2003b, 2004b, 2004c, 2004d) generally suggested that involvement factors, especially for *centrality to lifestyle* within involvement, are a better predictor of place identity and dependence, and therefore place attachment. The Kyle co-scholars are referenced in this document to provide additional context as required; however, the current study uses Gross and Brown (2006, 2008) and Gross, Brien, and Brown (2008) as the basis to move forward. Within the review of literature and during some analysis, direct references are also made to Kyle (2003a) and to Kyle et al. (2004a), who explored factors of influence in involvement and place attachment, as referenced by Gross et al. (2008) and Gross and Brown (2006, 2008).

The research here addresses the limitations of Gross et al. (2008), and thus this study differs in both location and seasonal period. The limitations and gaps for many researchers, noted in Appendix C, included geographic location, seasonal influence, and influences of relationships among prominent regional characteristics, such as recreation, scenery, and agra-tourism offerings.

First, the current research examines the concepts of tourists' involvement and place attachment dimensions, outlined in Gross et al. (2008), by appraising destination choice influences. This context discussed by Gross et al. (2008) reviewed two concepts used in the measurement of involvement and place attachment. Gross et al.'s focus on these concepts in tourism suggests that the dimensions, usually studied as individual concepts, have only recently been studied in combination, as previously introduced by Kyle, Graefe, Manning, and Bacon (2003a).

Secondly, this document extends the prior research by using a modified Gross et al. (2008) model to explore two additional dimensions indicating the scenery and recreational desires of the tourists. The current research intends to develop a new dataset and results at the location and in the winter season, which further improves the understanding of influencers persuading tourists to visit the Okanagan Valley, BC, Canada. The investigation supports the exploration of both location and season limitations, previously named by researchers, such as Sparks (2007) and Getz and Brown (2006). Additionally, the current research addresses concerns surrounding important

influences of choice, as raised by the local destination marketing organizations (DMO's) and the local/regional tourism and industry members, called DTOs (Appendix D).

Background

Beyond wine tastings, current industry-focused offerings target both tourists and locals with perceived desires of attractions and culinary involvement. Tourists identify themselves as seeking out authenticity and local flavours, and those activities, locations, or vistas provide a unique and memorable *taste of place* (Karagiannis & Metaxas, 2017, Kivela & Crotts, 2006). Karagiannis and Metaxas (2017) further referenced Kivela and Crotts (2006), who revealed that taste and culinary engagements could have created disappointment in the destination image. Karagiannis and Metaxas go on to refer to industry definitions from the Ontario Culinary Tourism Alliance (2013), where culinary experiences identify the tourist as seeking the authenticity of the location; or as one of the OCTA members referred to as corresponding with the *taste of the place* (Karagiannis & Metaxas, 2017).

In the context of tourism, Lovell and Bull (2018) identify research from Cohen (1988) interpreting MacCannell (1973) and suggesting the tourists' search for authenticity is a quest for places and involvement not available in their day-to-day environments or, as Cohen states, in their worlds. Cohen (1998) follows what MacCannell (1973) refers to as 'staged authenticity' or service, suggesting this offering occurs when tourists experience what locals deliver—in other words, a managed offering. Karagiannis and Metaxas (2017, Table 1) show some influencers of involvement and

place attachment, such as open spaces and quality of services, related to the tourists as influencers, and were the characteristics of place that can fulfil tourists' aspirations. Using the Karagiannis and Metaxas (2017) study, and that of Gross et al. (2008), the relationships of involvement dimensions (lifestyle, attractions, culinary, recreational, and scenic vistas), are modelled into the current investigation. These influencing characteristics, combined with the dimensions of place attachment (identity and dependence), are an attempt to define the influencing factors in the tourists' destination choice for the Okanagan Valley, BC.

The principal researchers' investigations with a variety of British Columbia and Canadian tourism destination marketing organizations, including TOTA, along with many local tourism-focused businesses, subsequently referred to as DTOs, revealed deficiencies in developing a collective understanding of tourists' destination choice stimuli. In current tourism value propositions, many of the tourists' place dependencies still find a base in the fundamental measures of service quality at the location. For example, the service quality measurement definitions are evident in the UNWTO (2016, 2019) *Methodological Notes of the Tourism Statistics Database*. The measures show that a location's ability to deliver tourists' outcomes during a visit frequently finds a basis in service quality or SERVQUAL (Parasuraman, Berry, & Zeithaml, 1991). Of course, these strategically vital promotional links to a destination and the tourists' perceptions (Stokols & Shumaker, 1982; UNWTO, 2017) provide directions to DTOs fulfilling the tourists' desires. However, if the DMO's understanding of destination choice stimuli is

incomplete, strategic and sustainable decisions by DTOs seeking to attract tourists may result in missed opportunities. These could be significant as core criteria in attracting shoulder and off-season visitors, especially in nonmetropolitan or rural regions.

Industry Context

A conversation with the regional Destination Marketing Organization, the Thompson-Okanagan Tourism Association (TOTA), about their past market research (Destination BC, 2008, 2012; TOTA, 2012) revealed some ongoing problems in understanding of tourists' destination choice stimuli, especially as traveller demographics are continually evolving. This understanding has improved over the years from 2012—for example, with the recognition[2] of TOTA as a UNESCO 2019 Tourism Biosphere Certification, targeting environmental and ecologically aware tourists (TOTA, 2020).

The Okanagan's biosphere certification is a sustainable tourism initiative, as certified by the Responsible Tourism Institute[3], the international certification body that maintains a *Memorandum of Understanding with UNESCO*. The recognition of sustainability aligns with the *United Nations 17 Sustainable Development Goals* and the *Paris COP21 Accord to Fight Climate Change*. The certification allows tourism industry stakeholders in the Thompson - Okanagan region to be recognized as engaged and involved through certification processes. The processes create adherence to sustainable practices and the development of new offerings within a biosphere context. This initiative continues to advance the Okanagan Valley as a world leader for sustainable tourism. The

[2] TOTA – Biosphere reference retrieved at https://www.totabc.org/recognition
[3] Responsible Tourism Institute retrieved at https://www.responsibletourisminstitute.com/en

Responsible Tourism Institute (November 2, 2017) accredited the Okanagan Valley as part of the Thompson-Okanagan region to be the first destination in the Americas to have successfully achieved the *Sustainable Tourism Destination Certification*. More recently, in 2019, TOTA BC, as representative of the destination marketing organization, became an affiliate member of the UNWTO (TOTA, 2020; UNWTO, 2019). The recognition for TOTA creates a significant strategic advantage for tourism in the Okanagan Valley, BC.

In addition to promoting certified, sustainable practices, most of the regional tourism industry organizations continue to identify a need for tourist desires and outcome profiles. The industry continues to express the need for knowledge about the tourists' desire-related motivators of destination choice. These industry organizations revealed the importance of awareness about tourists'desired outcomes to establishing real-time visitor management plans, new sustainability guidelines, and destination strategy. In the current research, the new modelling techniques, new data points/analysis, and new factors of influence are core needs if the Okanagan Valley wants to continue evolving *valley* offerings, creating a world leadership position.

In the development of this research, the researcher partnered with a wine producer (DTO) who revealed recent results from a dataset from the Okanagan Valley, where summer/fall surveys (2016) showed that 69% of visitors selected the Okanagan Valley only for a vacation and not for a wine visit. Furthermore, within that dataset, 79% indicated they only decided to make the winery visit 30 days before arrival or once they arrived. The wine producer and this researcher want to understand new opportunities that

may exist to develop and to initiate new strategies within regional offerings. In prior conference proceedings, this researcher suggested the exploration of a qualitative investigation for tourists' reasons in choosing the region if not the wineries (Zvaniga, 2018). This inquiry is further explored, quantitatively, in this current research.

The current study explicitly investigates the relationships between involvement and place attachment through an identified factor modelling technique combining known dimensions with two new dimensions: scenic vistas and recreational offerings. Although researchers are continually examining the choices made by tourists, new understandings of gaps in offerings and limitations in measurements can expand tourism destination choice models. This current study supports past research gaps and limitations by continuing to align apparent differences between the consumer and industry professionals to formulate critical success factors for destination measurements (Bornhorst, Ritchie, & Sheehan, 2010; Getz & Brown, 2006). The current research intends to provide new data from the Okanagan Valley, BC, Canada. The research is conducted in the winter and identifies the tourists' opinions in the valley's off-season, specifically on the *valley floor* and not the *mountain tops*.

The Royal Museum of BC describes the interior of British Columbia (BC), Canada, and the Okanagan Valley, classifying the area as a long north-south trench and part of the interior plateau, framed by the Coastal Mountains to the west and the Cascade/Rocky Mountains to the east. The Royal Museum of BC states the Okanagan *valley floor* is a physiographic definition of the area as defined by the floodplain of the

Okanagan river basin and includes some of the benches or terraces adjacent to that area, at lower elevations. It is not the higher elevations, commonly referenced as mountain terrain or *mountain tops*. The *valley floor*, as it is frequently referred to by locals, has become a vital land area that economically sustains the region through winery/vineyards, agriculture crops, and tree fruit industries (Royal Museum BC, 2019; Mission Hill Family Estates, 2019; Experience Wine Tours, 2019).

Research Question and Objectives

This study improves the understanding of influencers, involvement and place attachment, that persuade tourists to visit the Okanagan Valley. The current investigation supports the exploration of a new location, the *valley floor* of the Okanagan Valley, BC, and the winter season, identified as a gap by Gross et al. (2008). Additionally, the current research addresses concerns surrounding essential influencers of choice, as raised by the local destination marketing organizations, and the local/regional tourism associations.

Primary Research Question

What factors of involvement and place attachment influence the winter tourist's destination choice of the Okanagan Valley, BC, Canada wine region?

Secondary and Exploratory Research Questions. Do recreational offerings and scenic vistas influence involvement factors in the Okanagan Valley?

Does a visit in the winter season in the Okanagan Valley fundamentally change weighting of factors of influence for lifestyle, culinary preferences, and attractions investigated in Gross et al. (2008)?

Primary Research Objective

The primary research objective is the further development of influencing factors in tourist destination choice, motivated by involvement and place attachment relationships in a wine region, as previously presented in the research. Moreover, this research seeks to explore the added influence of regional scenic vistas and recreational offerings in wine regions.

Secondary Research Objective

The secondary objective is to develop new tourist interaction points by researching recreational opportunities and scenic vistas in association with previously identified influences in the Okanagan Valley. The current research investigates the relationships of these factors, assumed to be emotional inspirations from scenic vistas and recreational offerings available in the tourists' destination choice. Often these variables, documented as gaps and study limitations, exist in past research (Appendix C). The recreational opportunities and scenic vistas as factors could help to identify the Okanagan Valley's distinctive scenic features, recreational trails, and other outdoor activities.

Research Region

The Okanagan Valley, BC, Canada, selected as the study region during the winter season, has the potential to support additional research to explore new/different tourist experiences (Bruwer, Pratt, Saliba, & Hirche, 2017). For example, in the Okanagan region, what factors, apart from wine offerings, might outweigh the tourist engagements influencing the choice?

The Okanagan Valley, as a wine region, provides attributes similar to those of other wine regions globally, and it presents numerous scenic vistas and recreational venues for visitors. However, as previously stated in this research, *mountain top* venues supporting winter recreational activities were avoided as influential spots, to assess whether tourists were explicitly influenced by *valley floor* offerings. The selected locations were on the *valley floor* to focus on the assessment of offerings in the winter season, which might be influencing tourists' destination choice of the Okanagan Valley, BC—a globally recognized wine region, with evident wine and non-wine tourist offerings and activities. With adequate mountain top accommodation, this study assumed they would stay in the mountain villages, which could be a limitation to be identified later in the study.

The Current Research Summary and Significance

Industry and Researcher Relevance

In Canadian wine region research, a call to action from the 3rd UNTWO Wine Tourism Conference (September 2018) asked for new research to measure and understand wine tourism consumer trends. The purpose, in the current study, provides a new research location, season, and model, which allows for identification and comparisons of factors influencing a tourist's destination choice in a Canadian wine region, the Okanagan Valley, BC. Subsequently, the new Government of Canada Tourism Strategy (2019) called for enhanced understanding of non-urban tourism and shoulder/off-season influences in tourists' destination choice. The new Canada Tourism

Strategy identifies the need for further understanding of measures in tourist involvement and place attachment that inform the influencing factors of tourists' destination choice.

The objectives of this research were accomplished in the Canadian winter season and focusing on the Okanagan Valley, BC, specifically with the visitors/tourists on the *valley floor.* This study includes references to scenic vistas and recreational activities as variables in tourists' involvement. These references may also include possible relationships to other known factors of influence, such the place identity, and dependence, indirectly reviewed by factor analysis of this study. Mlozi and Pesämaa (2013) observed the importance of tourists' participation in activities (or involvement) to assist in the development of place identity and place dependence. Acknowledging this observation, Stylidis indicated a need in the everyday experience of the place, between the tourists and the residents, to create the correct tourism development (Stylidis, 2016). This current study researches involvement constructs, derived from prior researched latent constructs, and includes lifestyle desires, available attractions, and culinary offerings (Gross et al., 2008). Indicating that the construct measure is essential to validity, the accuracy of the measures for participation in activities may differ between locals, and tourists, meaning destination desires could differ significantly within these groups of consumers (Stylidis, 2016). Stylidis measures the effectiveness of local government, tourism services, and people, which may vary in importance to the destination image (Stylidis, 2016).

The emotional or memory effects relating to the importance of involvement in events were significant to the tourists' formation of destination choices, beyond the vista or *gaze* of the moment, such as scenery or involvement within experience activities (Kim & Ritchie, 2014). In the current study, the further development of place identity, place dependence, and involvement factors informing the tourists' destination choices should advance the industry and academic understandings of tourists' destination choices in wine regions like the Okanagan Valley. This study in the Okanagan Valley examined the dimensions previously studied by Gross et al. (2008), addressing two of their critical limitations to validity, due to the singularity of locations and season in their results.

Reviewing the literature for the latent constructs of *place identity* and *place dependence* as factors representative of *place attachment*, the importance of the construct has been widely studied (Dwyer et al., 2019). The identity and dependence constructs concerning how the tourists relate to a region's physical attributes provide additional insights into place attachment. Further developing the independent constructs may play a more significant part in future research, as the Dwyer et al. (2019) research did not discount the importance of a focus on new relationships to those that currently exist within tourism research. These authors conclude that the experiences and influencing outcomes for place attachment continue to host a variety of challenges for researchers. The continued development of new understandings in Junot, Paquest, and Fenouillet (2018) and their research in place attachment supports sustainability, resilience, and competitiveness in tourism. In the current research, place attachment is also comprised of

place identity and place dependence constructs commonly found in the tourism literature. These concepts were highlighted in terms of attitude and visits to cultural heritage tourism sites by Buonincontri, Marasco, and Ramkissoon (2017). Buonincontri et al. (2017) indicated that tourism research often addresses the significance of place attachment concepts as originating from *Attachment Theory* (Bowlby, 1980), where the tourists' reason for a visit and the emotion or attachment feelings can be compared to the concepts of the mother-infant link defined by Bowlby (1980).

The current research model in this document further explores other dimensions of scenic vistas and recreational offerings based on the original research of Gross et al. (2008), with permission. There is a vigilance for the addition of new independent variables in involvement, in an attempt to form a comprehensive line of inquiry inclusive of both involvement and place identity/dependence informing destination choice, as was called for by Mitchell and Hall (2003). Mitchell and Hall (2003) indicated that dining out, a commonly referenced activity for international visitors according to a Tourism New Zealand (2002) report, shows the culinary experiences at 54.1%. Mitchell, Hall, and McIntosh (2000) suggested that further consumer behaviour research can help provide valuable insights into who the wine tourist is and what motivates them to visit a winery. Mitchell, Hall, and McIntosh suggest the same could be true when reviewing the characteristics of food tourists. Regarding food influences on tourists, Hall and Sharples (2008) further identified the place, and unique taste in the regional offerings, like foods, to be frequently closely aligned to the wine concept of *terroir*. The term *terroir* in

tourism (Mitchell, Hall, & McIntosh, 2000; Mitchell & Hall, 2003), identified in research from Sparks (2007) as *tourist terroir*, represents the inclusion of distinct physical, cultural, and environmental characteristics about a destination. Sparks (2007) referenced the term *tourist terroir*, suggesting that as an attribute of wine tourism, the terminology defines a wine region's appeal and the experiences of the visit.

The landscape or *winescape* also combines the region's physical, cultural, and natural environments as a necessary element in destination choice, as per Bruwer and Joy (2017). Bruwer and Joy (2017) narrated this reference from Sparks (2007) as a need *still open to ongoing deliberation*, about the importance of the tourists' experiences and resulting destination choice. Bruwer and Joy (2017) did conclude that in wine regions, *winescapes*, scenic vistas, or landscape dimensions outweigh other characteristics of the tourist experience.

The Motivation for the Study

Destination Marketing Organizations and other Destination Tourism Organizations need to investigate a variety of dimensions that could present the desired opportunities for tourists' involvement regionally. The Okanagan Valley, a UNESCO World Biosphere, requires clarity of the influence of factors in destination choice, including attributes such as wineries, landscapes (scenic vistas) and recreational opportunities (TOTA, 2019, 2020). Experiential positive memories needed to be had by tourists to change the focus of tourist organizations about messaging and offerings, globally and in non-urban (rural/remote) regions (Kim & Ritchie, 2014). Research

examining the potential tourists' stimuli for destination choice, represented by attractions, culinary desires, and lifestyles, as well as scenic vistas and recreational offerings, can create change in the tourism industry, and potentially create positive impacts in the off-season (winter) visits by tourists.

Research Method Overview

The quantitative (deductive) research method utilized survey data gathered in the identified wine region, the Okanagan Valley, to conduct a structured analysis. The structured analysis, or *Structured Equation Modelling* (SEM) technique, uses a conceptualized model (Figure 1), often referred to as a factor model. A statistical technique, SEM, informs and simultaneously evaluates multiple measures or data results, using multiple regression analysis. The statistical technique looks for relationships between measured variables and latent constructs (modelled variables) that may not be evident or obvious using other methods.

Thompson (2004) published an understanding of concepts and applications for exploratory and confirmatory factor analysis, identifying that there are two major classes or the analysis. The concepts of exploratory factors analysis (EFA) proposed by Spearman (1920) and confirmatory factor analysis (CFA) more recently developed by Jöreskog, Magidson, and Sörbom (1979) form the foundation for the use of these methods (Thompson, 2004). This set of relationships will provide a consistent and comprehensive justification of the actual phenomena of observed variables, such as survey question responses. The SEM method of analysis, often thought of as a causal

model, attempts to make sense of the observed real-world experiences. Nunkoo, Ramkissoon, and Gursoy (2013) concluded that SEM, a popular social science technique, when applied correctly in tourism, can identify marketing, consumer behaviour, and psychology findings, albeit with some potential impact on the quality of results. In tourism research similar to this current study, Gross et al. (2008) and Sparks (2007) used structural equation modeling to analyze the cause-effect relations between modelled latent constructs. Sparks (2007) used these cause-effect methods of TPB to identify and confirm the expectancy-values in wine tourism experiences. Using SEM methods to distinguish tourists' attitudes from perceived experiences, it becomes evident that those unique to a particular place would allow destination organizations to distinguish sustainable tourists' attitudes (Gross et al., 2008). In marketing and management research, the SEM modelling technique is considered the quasi-standard for analysis of latent constructs (Hair, Ringle & Sarstedt, 2014).

The current study examined relationships among the tourists' lifestyle, attractions, culinary interests, and involvement in scenic vistas and recreation opportunities and the place characteristics. Visitation influencers as Getz and Brown (2006) showed support of wine region visits and did so based on the perceived destination images and not only a visit to a wine cellar's doors. Alant and Bruwer (2004) extended the research, exposing differences between first-time and repeat visitors to wine regions. The *cellar doors,* as they define the phrase, are the various motivations for stopping, tasting, and dining at winery operations (Alant & Bruwer, 2004). The tourists visiting a wine cellar door, both

first-timers and repeat visitors, investigated for visit stimuli (Alant & Bruwer, 2004). However, involvement and destination attraction must consider the people and place emotional bonds and location uniqueness that serve visitors' wellbeing (Junot, Paquet, & Fenouillet, 2018; Stokols & Shumaker 1982).

The current study identified a dataset from a random survey population (n=252) after approaching an available population of visitors in the valley, approximately 1400 visitors who were accessible to the researcher from the various partner locations (Appendix H). The sample population is further explained in Chapter 3.

Organization of this Research

The research, organized to present prior literature and industry background information, identified industry issues, framing the context of the latent constructs for tourists' destination choice. The identified problem and research questions hypothesize that prior research yields similar results when conducted in different regions and seasons, thereby addressing some of the limitations and gaps in that research. Destination organizations requested that this research also explore their desires to enhance understandings of destination choice stimuli, of adjacent influencers for *Scenic Vistas* and *Recreational* offerings incentivizing and shaping the tourists' choices.

In summary, this research examines the influence of stimuli on tourists' destination choices. The current research extends, with the author's permissions (Appendix I), the research design of Gross et al. (2008, Figure 1). Examining the dimensions of involvement and place attachment in a wine-producing region of Canada

during the winter season, the current research addresses some of the Gross et al. (2008) conclusions. Gross et al. (2008) suggest that new research might seek to define these relationships of involvement and place attachment more precisely. The inquiries of the current research parallel the investigations of Massa, Helms, Voronov, and Wang (2017), who examined distinctiveness and unique regional features, artifacts, and stories as persuading and motivating factors in tourists' choice of destination.

Collaboration with local destination marketing and tourism organizations assisted in the identification of current business problems, and the development of the research questions. The current study develops the characteristics of a place and helps in creating an understanding of tourists' needs and desires in this wine region, while aligning to the Government of Canada (2019) tourism strategy suggesting additional insights into rural/rural-remote locations and off-season tourist attractors of choice.

Chapter 2. Literature Review

In the Okanagan Valley, and within the BC tourism industry, discovery investigations with tourism marketing organizations revealed a lack of standards for measurements, which in turn creates an incomplete understanding of tourists' destination choice stimuli. Many value proposition statements regarding the tourists' sense of involvement and place attachment outline the fundamental qualities of the location targeting the perceived desires of the tourists. Of course, understanding the tourists' desired outcome is strategically vital to creating the correct promotional associations to a destination. Knowledge of the tourists' perceptions and their realized experiences provides potential positive directions to destination marketing organizations and tourism industry-focused organizations (Stokols & Shumaker, 1982; UNWTO, 2017); however, if their understanding of destination choice stimuli is incomplete, strategic and sustainable decisions for attracting the tourists result in missed opportunities. The authenticity of the place, reflected by engagement with local cultures and lifestyles, has a profound effect; research has shown tourists' involvement with authentic regional attractions to be significant in the formation of their place attachment, leading to destination choice (Ram, Björk, & Weidenfeld, 2016).

Gross, M. J. (2005) laid a foundation at the 2005 CAUTHE conference in Northern Australia for the analysis of tourism industry perceptions for lifestyle tourism, a framework later published by Gross and Brown (2006). Progressing the research, Gross, Brien, and Brown (2008) identified the core influences from involvement and place

attachment in tourists' destination choice. In Gross et al. (2008), the critical factor of involvement identifies dimensions as centrality to lifestyle, attractions, culinary, and self-expression. The critical factor for place attachment identifies the dimensions as place identity and place dependence. Evidence in other research was sufficient to show connections to the influences discussed by Gross et al. (2008), such as the opening of opportunities to explore other relationships between scenic vistas and recreational experiences (Getz & Brown, 2006; Bruwer & Joy, 2017).

The measures of place identity and dependence, developing place attachment, can categorize the relationships of the tourists' perceived experiences. These perceived and realized experiences emerged in part from their feelings of personal or cultural ties, and ultimately from predictability in the choice of a destination (Stokols & Shumaker, 1982). Abridged by Junot, Paquest, and Fenouillet (2018), applying place attachment theory, the choice of a destination is to instruct interactions and bonds with specific places, sourced from feelings of commitment, responsibility, and management. Within the tourism literature, place identity and place dependence are influential latent factors indicating the importance of place attachment as an influencer of a tourist's destination choice.

Approach to the Literature Review

The deductive approach supports the research suggestions of Gross et al. (2008) explicitly in the context of their limitations to focus on new seasons and locations, evident in most tourism research. This current study reveals issues and communication plans to address the perceived tourists' desired outcome and to identify the influencers

motivating the tourists' destination choice. In the academic literature, many of the gaps and limitations (Kim & Ritchie, 2014; Sparks, 2007; Getz & Brown, 2006) indicated various factors acting as influencers of tourists' destination choice, and these factors still require new knowledge development before the industry can apply them. Furthermore, commonly identified gaps/limitations in tourists' destination choices are directly related to identifiable latent factors of choice. The factors articulate the knowledge required to inform the tourists' destination choice, engaging inquiry about underlying variables identifying involvement and place attachment influences. Finally, the literature reviews identified specific and significant latent factors, such as lifestyle, attractions, and culinary events, which act as primary influencers affecting the tourists' choices, as considered by researchers like Gross et al. (2008).

The reviewed literature identified a variety of theoretical approaches in tourism research to understand tourist behaviour. These theories range from tourism theory, general systems theory, service quality theory, communications theories and planned behaviour attachment theory to conformational theories supporting this investigation using a positivist method. Across many industry sites and in some academic literature, commonly found approaches view the concept of service quality (SERVQUAL) as the influencer of destination choice (Parasuraman, Berry, & Zeithaml, 1991). Although this does have an impact in terms of satisfaction and *word of mouth (WOM) or electronic word of mouth* (eWOM), it may not advance the needed behavioural influencers as measures of destination choice.

Industry Challenges

The Business Council of British Columbia (2012), *Opportunity BC 2020: Tourism Sector* indicated that Destination Marketing Organizations (DMO), although they appear coordinated, might struggle with structural models of operations, which can produce challenges in coordinating efforts to define and attract tourists. The effective use of resources and a shared focus on critical success factors are imposing development and implementation issues. In exploring factors of choice in 2012, the Thompson-Okanagan DMO identified some key success influences for tourist visits and returns that are reflective of involvement and experience outcomes. These included tourists' interests in cuisine, attractions, lifestyle, recreation, and scenery. TOTA's report (Destination BC, 2012; TOTA, 2012) concluded that knowledge can be gained from understanding data adjacencies, such as related offerings like cycling and exercise lifestyle matches with the Okanagan Trails. A data adjacency represents the measures or observed data points that are next to or on the edge of those observations and may or may not have any significance. These relationships would allow for marketing messages that target the different links with various tourist populations in the region (p.15).

The TOTA 2012 report referenced in the Destination BC website included information on the top factors for choosing a BC destination. The factors consist of familiarity, activities, and seasonal knowledge, in addition to the conveyed accuracy in trip planning (Destination BC, 2012; TOTA, 2012). Similarly, 2018 information from Destination BC indicated that 48% of the visits to Okanagan wineries initially were set up

as non-winery-related visits. These findings would support the need to revisit the motivating factors of destination choice in the Okanagan Valley to explore and further explain the relationships between involvement and place attachments as influences of tourists' destination choice.

The role of people as the human actors in tourism, possibly in awe from environmental interactions, cannot be underestimated. Human actors can be overwhelmed by emotional responses to a destination. This consideration has not been thoroughly investigated, although it has often appeared in prior research as limitations (Appendix C). For example, the literature and industry promotional materials often use the term t*erroir*—the natural environment of a region—and its presentation as the value proposition for visits to the destination. Destination marketing organizations and tourism industry organizations, using t*erroir,* want to use the correct motivating messages in developing an intimate connection to people-place-product/service offerings (Charters, Spielmann, & Babin, 2017). These organizations also recognize that not every interaction would be favourable and, therefore, advantageous to the region; however, they strongly believe that promoting the t*erroir* of a well-established wine region actually reflects aspects of a place that make it positively unique (Massa et al., 2017).

Other measurement types used in promotional messages, fashioned from service quality scales, often solely depended on measures received from customer surveys, which *can be highly misleading,* stated Shahin and Janatyan (2011). Shahin and Janatyan noted the importance of both expected services and perceived services, comparing anticipated

services versus those received, to highlight the importance of correct usage of service quality (SERVQUAL) constructs (Parasuraman, Berry, & Zeithaml, 1991). Their research in a travel agency analysis of customer dissatisfaction supported these observations (Shahin & Janatyan, 2011).

Alternately, in a review by Pizam and Tasci (2019), they reflect on SERVQUAL and the *tangibles* dimension, and indicate support for their concept of *servicescape*, complemented by the *tangibles* dimension in SERVQUAL for measurements and outcomes. However, Pizam and Tasci do acknowledge that *servicescape*, when discussed in a destination context, can resemble destination image, and therefore potentially create conceptual confusion between the offerings of a service as an action versus landscape scenery. To address this, Pizam and Tasci (2019) also suggested that using only SERVQUAL may omit some measures of their *experiencescapes* concept. *Experiencescapes*, as they suggest, move *servicescape* to the experience domain of marketing. In this context, multiple disciplines, like human resources and organizational behaviour, combined with marketing, explore measurements and ideas in destination contexts. Pizam and Tasci summarize that the usage of SERVQUAL constructs, especially *tangibles*, may give credit to intangible items; they further observe that *servicescape* measures can create questions of accuracy in various study measures, but they also emphasize the importance of the experiential component of services as a quality indicator (Pizam & Tasci, 2019). They conclude that e*xperiencescapes*, natural and

cultural components that increase the experience for different stakeholders, have been neglected in much of the existing research.

In the Okanagan Valley, and within the BC tourism industry, discoveries from investigations with these tourism-marketing organizations revealed a lack of standards for measurement, which in turn created an incomplete understanding of the stimuli driving tourists' destination choice. Current tourism value statements from these DMOs consider the tourists' valuation of service quality to match their perceived desired outcomes. More precise understandings of the tourists' desired outcomes could be strategically fundamental to creating promotional links to a destination. The influence of tourists' choices and realized perceptions provide a positive directional statement to the tourism industry; however, if their understanding of destination choice stimuli is incomplete, strategic and sustainable decisions for attracting the tourists could possibly result in missed opportunities (Stokols & Shumaker, 1982; UNWTO, 2017). The authenticity of the place, the accuracy of the information for planning, and its wide variety of offerings that reflect local cultures and lifestyles have shown tourists' involvement with regional attractions to be more positively significant.

Initial discussions in 2018 with a BC-based partner suggested they often see tourism guests preparing for a visit to the winery as just an additional attraction destination within the overall regional visit. The other tourist involvement/engagement activities, developing the tourists' destination choice, may be overlooked as only adjacent

motivators to the destination visit. In 2012, TOTA[4] reported in an executive summary stating visitors to TOTA are most likely to participate in sightseeing, nature, visiting wineries, and hiking in their trip (Destination BC, 2012). The phrase of concern to the principal researcher in the current study is *most likely to participat*e, which remains relevant as of the date of this research. The emerging problem, both in academic literature and in industry messages on this topic, is the need for a more full and accurate understanding of what or who the more significant influencers of destination choice are; or perhaps a more persuasive combination of influencers. The Canadian Tourism Strategy reinforced the need to understand offerings, and influence travel to rural, non-urban centres and the rural-remote areas of Canada using enhanced knowledge of the tourists' influencers of destination choice (Government of Canada, 2019).

Impact of Destination Choice in Tourism Results

UNWTO (2020) highlighted trends in tourism with statistics that show the worldwide markets surging from US$2.0 billion in 1950 to US$1.7 trillion in 2018. The UNWTO indicates a shift in tourism destination management towards the quality of offerings, as strategic and necessary actions to long-term sustainability. During 2016, Canada had flat growth in international tourism spending, while still ranking sixth in outbound international spending (UNWTO, 2017).

TOTA (January 2020) released 2019 results for the Okanagan Valley, showing 9.5 million stays, with 20% originating from international markets. Within the Canadian

[4] https://www.destinationbc.ca/content/uploads/2018/05/In-Market_Regional_Report_TOTA_2012.pdf

markets, 21% originated from BC. Destination Canada (June 2019) also indicated a 3.9% increase in GDP impacts from tourism activities in Canada, which represents tourism spending of CAD$20B. International visitors accounted for 18% of the total spending; however, the current report also indicated a 1.2% decrease in international visitors, year over year (YoY). Given the economic impacts and origin percentages, the need to understand the influences of tourists' ideas on travel worldwide continues to be necessary, especially as travel motives change, as possible wealth distribution increases, and as the overall demographics and generational mix in the population shifts globally from baby boomers to other groups (UNWTO, 2019).

Tourist attitudes about a destination's value appear to have a significant economic impact, suggesting a perception about destination choice could change the local population's employment and, therefore, the quality of life for some communities (Bianchi, Pike, & Lings, 2014). Understanding the involvement and place attachment influencers (positive or negative) for tourists can be an asset for destination development and overall tourists' satisfaction. The tourists' loyalty and satisfaction perception of a destination provides evidence toward relationships between both visit satisfaction, and referral or revisit intentions. In their structural model, Prayag and Ryan (2012) built a summary of direct and indirect effects on overall satisfaction, place attachment, and involvement to confirm prior assumptions and evidence-based conclusions about the correlated relationships of latent measurements. Academics continue their calls for increased analysis associated with the importance of choice, such as landscapes in wine

regions (Bruwer & Joy, 2017). The importance of tourists' choices is echoed in industry messaging about the tourism influencers to a place or *Place DNA* as referenced by Destination Think[5] during the BC Tourism Industry Conference (2018). Global governing bodies for tourism want to measure tourist trends and destination desires, to inform partners and tourism operators of the tourists' destination choice influencers (UNWTO, 2018, 2019).

Academic Literature and Theory

Theoretical Perspective

The research identified by Gross et al. (2008) in tourist involvement and place attachment reflects the tourists' lifestyle aspirations and could be influenced by their involvement guided by their emotions when investigating wine-branded regions, according to Sparks (2007). This body of research also examined the product or place-centred approaches by marketers (Joy, Belk, Charters, Wang & Pena, 2018), and the knowledge of behavioural intentions, often based on destination image or the perception of that image as an influencing factor, as stated by Kim and Ritchie (2014).

In 2003, Kyle, Graefe, Manning, and Bacon examined just one initiator of tourist involvement as the related activity of recreational tourism in the promotion of a destination. Kyle et al. (2003a) discussed these as relationships with a sociological emphasis on symbolic meanings, or as providing a shared identity, perhaps from different cultural outlooks or past experiences. This idea from Kyle et al. (2003a) was studied by

[5] https://destinationthink.com/

Chung and Koo (2015), who then considered more in-depth criteria about the influences of tourists' decision-making theories. Based on involvement and perceived values to lifestyle aspirations, these authors explored the trade-offs in the efforts, like planning, and in the quality of delivery expected/received, which could influence tourists' choices. Chung and Koo summarized which types of influence in lifestyle are useful when being considered as a choice influencer. Using another SERVQUAL construct, *Reliability*, they identified the value of ease of use and accuracy of the information in social media messages. This use as a service quality measure to develop choice, and behavioural intent, was seen as positive or presenting correctness in measurements.

Botti et al. (2014), examining the scale on which tourists make place choices, indicated attributes described as attractors, which can reveal competitive destination patterns. Botti et al. suggest that perspectives on competitiveness and attraction to a destination should provide desirable/measurable geographical, quality, and service offerings for the destination choice. These measures may or may not support the value propositions of the destination (Botti, Esposito de Falco, & Vesci, 2014).

The adoption of a value-based model, derived from prospective and mental accounting theories, support assertions as to how tourists maximize value (Chung & Koo, 2015). Chung and Koo (2015) claim that social media shows substantial impacts when tourists are prospecting a destination choice. Chung and Koo indicated that a positive effect on destinations arises from the perceived value obtained from online travel

searches by tourists and appears evident in the final decision-making processes (Chung & Koo, 2015).

Other research provides empirical evidence that destination loyalty is a predictor for the destination's perceived value and the tourist's consideration of a repeat visit to a specified location (Ozdemir, Çizel, & Bato Cizel, 2012). Chi (2012) showed significant statistical relationships between the destination's perceived value measures of the tourists' choice and the number of repeated visits to the destination.

Developments in strategic theories and marketing communications help define the destination's attractiveness or its *place identity.* A strategic and competitive plan for destinations, and discovery of motivational patterns, would assist in further defining destination choice influences (Pearce & Packer, 2013). Utilizing UNWTO (2007) guidance, Passafaro et al. (2015)[6] included ecologically related behaviours (or lifestyle aspirations) in attitude measurements that influence and inform tourists' awareness of destination offerings. Knowledge of the resulting attitudes showed influences in tourist choices for a destination were supported when a destination had positive environmental and social behaviour messages (Passafaro et al., 2015).

Theoretical Foundation

Tourism Theory and General Systems Theory

Lohmann and Netto (2016) describe Tourism Theory as encompassing a holistic view of fundamental tourism characteristics. These include people's movement,

[6] Passafaro, P., Cini, F., Boi, L., D'Angelo, M., Heering, M. S., Luchetti, L., Triolo, M. (2015)

transportation modes, destination activities, and accommodation styles (p.3). Lohmann and Netto explore the General System Theory's (Bertalanffy, 1969) application of models used to determine influences towards tourist choices. The studies of systems and tourism theories often include social influence, both within the tourists' community of origin and from the culture at the destination, such as the inclusion of environmental desires when selecting a destination. Leiper (2000) suggests that academic studies of tourism and tourism industry reports may or may not be shaded grey when empirical evidence and theoretical analysis lead to concluding statements in the research.

Tourism Theory primarily focuses on various seasonal periods, scenic vistas, and recreational attractions, any of which may provide increased knowledge of tourists' destination choice—thus improving strategies (Lohmann & Netto, 2016). In terms of seasonal periods, Lohmann and Netto found that research commonly focused on a single season. Many of these researchers—notably Gross et al. (2008), Koenig-Lewis and Bischoff (2005), and Sainaghi and Mauri (2018)—suggested future research to examine additional seasons.

Service Quality Theory

Many researchers have also explored destination choice theories with only an examination of tourist constructs for service quality as formed in the service quality (SERVQUAL) measures of Parasuraman et al. (1991). Research exploring the impacts between the tourist and employee interactions have identified gaps in the Parasuraman et al. (1991) model—explicitly surrounding the tourist experience versus tourist desires to

meet lifestyle aspirations (Line & Runyan, 2012; Shahin & Janatyan, 2011). Similarly, Kaltcheva, Winsor and Parasuraman (2013) indicated that their study limitations, using a tourist's service quality scenario, were meant to be measuring behavioural intentions, as opposed to actual behaviours or experiences.

Findings in current research show marketing messages about a destination or offering often utilize many new social conduits to spread service quality ratings. Massa, Helms, Voronov, & Wang (2017) revealed the *sense of awe* at the quality of wine and experience had led to memorable emotional experiences or *eye-opening* moments. This increased curiosity by tourists using the social conduits WOM/eWOM to assess destination activities appears to have increased the perceived prevalence of awe-inspiring moments, potentially motivated by connections to social movements, such as instant messaging of experiences before/during/after a destination visit. (Massa et al. 2017).

Expectancy-Value and Social Movement Theories

With the development of new technologies and the continued development of social media tools, there can be significant impacts on tourists' perceptions when choosing or experiencing a destination (Kaltcheva, Winsor, & Parasuraman, 2013; Line & Runyan, 2012). Actions of tourists need to be recognized, especially with silent exits or when a destructive voice arises in social media. WOM/eWOM now plays an expanding role, especially with negative emotions embedded (Kaltcheva, Winsor, & Parasuraman, 2013; Line & Runyan, 2012). In understanding tourists' attachment to a destination, theories based on expectancy-value and social movement of Klandermans

(1984) show that what attracts participation (involvement) is the willingness to participate, often when social or rewarding motives are not harmful to the tourists' social image (Kaltcheva, Winsor, & Parasuraman, 2013; Line & Runyan, 2012). Kim and Ritchie (2014) based research on memorable tourism experiences (MTE), preferring to advocate memories as a strong predictor of future destination choices. However, these memorable tourism experiences were also affected by *word of mouth* or *electronic word of mouth* (WOM/eWOM) from our social networks. Discussing hedonic experiences, Kim and Ritchie (2014) suggest that strong influences, those satisfactory desires and potentially realized as gratifying outcomes at a destination, play a significant role in tourists' choice and emotional behaviours. Destination identity, including the ability to create experiences supported by local lifestyles, cultures, and foods, makes the destination more memorable, and the tourists' experience more satisfactory, thus increasing loyal behaviours and social network messages (Kim & Ritchie, 2014). The service promises made and kept underpin findings that conceptualize the importance of a satisfying experience by the tourist, and the memories created. These support the formation of place attachment to the destination (Dolnicar & Ring, 2014).

Theory of Planned Behavior

The influential tourism research surrounding behavioural, service quality, and strategic theories revealed the need for a grounding theory (Anuwichanont et al., 2011; Sparks, 2007). Anuwichanont et al. (2011) and Sparks (2007) use the *Theory of Planned Behavior* (Ajzen, 1991) as the theoretical framework of their quantitative studies. Ajzen's

(1991) *Theory of Planned Behavior* (TPB) considers organizational concepts, environmental needs of individuals, and the effect on their behavioural outcomes in the context of this study's tourism focus; as such, TPB is the theoretical framework for the current quantitative study.

Identifying criticism with the Theory of Planned Behavior (Ajzen, 1991) as an approach to predicting intention, some researchers do not believe intention or choice in a destination could be about an emotional driver, but instead about motivations perceived or validated in the experience. These differences in thoughts and interpretation of the evidence are a perception of tourists' reasons for a destination choice. Often these interpretations are driven by the constructs and components for specific theories, which may not include required relationships of influential factors that could best reflect the individuality of the tourist (Hultman, Kazeminia, & Ghasemi, 2015). Similarly, in many research sources about tourism, we often find the notion associated with the SERVQUAL attributes of Assurance and Tangibility, as a representation of a tourist's desire to connect/choose a destination (Parasuraman et al., 1991). SERVQUAL do not personify tourists' behavioural influences for destination choice, but instead to the location's hospitality offerings and trip arrangement activities. These measures are most evident when reviewing sources of data, like those of the UNWTO (2018) country-by-country reported data, where insights are commonly retrieved at the country point of entry or from travel providers and accommodation locations. These collections of data present

merely a count of tourists' arrivals, and not the choice factor influencers studied extensively in tourism.

Using the TPB theory and, with it, its ability to predict intentions allowed an investigation of tourism dimensions for behaviour, and ultimately, destination choice. Discussions in wine tourism, for example, suggested the personal development of the tourist and the emotional connection of the people to a place as relationship intrinsic to the motivation of tourists' destination choices. Extending the research into adjacent visual and physical experiences during tourists' visits could influence destination choices. Involvement and place attachment factors investigated in wine-branded regions reflect additional influences of choice formed from emotional drivers, both perceived and validated in the tourists' experiences at the destination (Sparks, 2007). Sparks (2007) also suggests that the formation of attitudes in the tourists, the subjective norms, and perceived control are supported by the *Theory of Reasoned Action* (Ajzen & Fishbein, 1970) in addition to the *Theory of Planned Behavior* (Ajzen, 1991). These theories, say Sparks (2007), attempt to explain the relationship in the human actor's (the tourist's) attitudes and behaviours.

Early research by Ajzen and Fishbein (1970) also identified close links to the tourists' attitudes, beliefs, feelings, and behaviours. Using these ideas in the research of systematic theories like TPB, states Sparks (2007), along with involvement and experiential constructs, can better predict the effects of subjective norms and influences of other tourist engagement behaviours, like WOM/eWOM, related to the intentions to

visit or revisit. Therefore, in consideration of the past research with TPB, the identified Gross et al. (2008) research, and research focused on engagement behaviours of the tourist in wine-branded regions, the TBP theory is a critical part of the understanding of tourist behaviours (Sparks, 2007). This current research uses the *Theory of Planned Behavior* (TPB) as a grounding theory.

Summary of Industry and Academic Literature

In summary, sociological and symbolic meanings (Kyle et al., 2003a) derived by tourists through experiences can provide a shared identity with a place. The perceived values of the destination could influence decisions by tourists based on motivating factors of expressions, experiences, and lifestyles. These expanding dimensions in choice lead researchers like Gross et al. (2008) to identify the terms *place attachment* and *involvement* as factors that develop a strong bond between tourists and their destination choice. Tourist involvement and various activity options are expanding dimensions deemed central to their lifestyle, through surrounding attractions and culinary desires. Today's understanding of the value propositions for tourists considers the previously utilized service quality measures as factors influencing the choice. In pairing tourist active lifestyle factors and their identity/dependence on place attachment could form new market segments defining the tourists' destination choice. The pairings can also support new strategies towards changing interests for landscapes (*x*-scapes) and recreational offerings (BC Tourism Industry Conference, 2018; Hall & Page, 2014).

Today's technology and social media help tourists become self-informed. However, global tourism organizations like the UNWTO (2019, 2020) still indicate a need for research into the factors that allow tourism providers and marketers to know their visitors' desires for better targeting of the media messages. The Government of Canada (2019), in the Federal *Tourism Growth Strategy*, specifically calls for ideas to develop shoulder and off-season tourist draw in non-metropolitan centres. Understanding tourists' lifestyle behaviours as a determinant provide a new awareness of involvement and place attachment in destination choice and development (Gross & Brown, 2008).

Involvement, Place Attachment, and Destination Choice

In the late '90s and early 2000s, Kyle, Bricker, Graefe, and Wickham (2004a) had just started to examine dimensions of place attachment and involvement relationships of the tourist, suggesting many unidimensional measures inaccurately reflecting relationships. It did not y provide the data critical to the insights or desires of the tourists from involvement in the planning and actual result of these experiences. Further developing involvement and place attachment theories and relationships, the research led to a model combining early works in involvement factors, adapted from McIntyre and Pigram (1992), and in place attachment, adapted from Williams and Roggenbuck (1989). The investigative modelling resulted in an exploratory model that related vital factors (expression, attraction, and lifestyle) in involvement to the core factors (identity and dependence) defining place attachment (Kyle et al., 2004a).

Identification of leisure tourists and their interests increasingly recognizes three categories as reasons for travel: pure leisure (rest), recreational, and pilgrimage (Hall & Page, 1999, 2014). Hall and Page noted that tourists interested in social-impact and environmental perspectives were changing leisure tourists' interests. The economic impacts of attracting tourism to a destination required new knowledge of factors influencing the choice. As a result, new factors surfaced that correlated experiences, lifestyle desires, and service/product consumption with dimensions of involvement and place attachment. Tourists view these attractions or events as engaging and pleasurable, often discovering these offerings in the wine regions and where a focus on authenticity of place exists (Gross & Brown, 2006, 2008; Gross et al., 2008; Jun, Kyle, Graefe, & Manning, 2015; Stebbins & Elkington, 2014).

In subsequent research, Gross, Brien, and Brown (2008) extended involvement and the place attachment dimension. In focusing on a wine region within Southern Australia, their exploratory factor analysis (EFA) investigation measured involvement and place attachment influences from a quantitative set of observed variables. Explores in this investigation are factors of regional attractions, lifestyle offerings, self-expression desires, and food/wine (culinary) engagements to indicate the tourists' perceived and realized experiences. They concluded that leisure tourism, operationalized into two groupings, with one serving the destination image and the other focused on local/regional offerings, highlighted influential relationships between place attachment and involvement in the development of tourists' destination choice. The authors suggested that tourists

seek out authenticity and local flavours, which provides for a unique and memorable *taste of place* experience, as confirmed by Karagiannis and Metaxas (2017).

These lifestyle aspirations for activities can drive tourist stimuli in place attachments through the experiences of memorable events (Tsai, 2016; Alant & Bruwer, 2004). The DMO/DTO managerial implications from this finding was most potent in tourist influence when associated with thrilling, exciting, and enjoyable activities (Kim & Ritchie, 2014). A case study of tourists seeking recreational experiences reviewed visits to Harz National Park, Germany, and concluded that scenic attractions and recreational interests could be associated with tourist involvement levels and the resulting relationships to place attachment (Lee & Lee, 2017). Scenic attractions, referenced as *winescapes* (Bruwer & Joy, 2017), can offer a place of an awe-inspiring scenic vista, a uniqueness that symbolizes the destination image and enhances the tourist experience and develops lasting memories (Mitchel & Hall, 2003; Lee & Lee, 2017; Tsai, 2012). These *landscapes* or *winescapes* will present many opportunities for direct involvement in scenic vistas, and for the possible recreational offerings that create a salient dimension of a *memorable place* for the tourists (Kim & Ritchie, 2014). The above researchers and others have identified that landscapes can produce emotional bonds that link primarily to place identity, indicating that place attachment based on recreational activities and visual features will enhance the tourists' experience. Bonaiuto et al. (2016) suggest that *place*

identity is the physical world, made as one's self-defining activities, and significantly associated with emotions towards the place.[7]

Research over the past decade has led to a consensus that the aspects of scenic and recreational travel need further investigation. Researchers now commonly cite the Harz National Park case study (Lee & Lee, 2017) and the Appalachian Trail, USA (Kyle et al., 2003a; Kyle et al., 2004d), to suggest that involvement in recreational activities, and its centrality to lifestyle, may be a better predictor of place identity; hence, place attachment (Kyle et al., 2003a).

Involvement

Tourists' involvement in a destination may result from the importance of surrounding lifestyle choices, such as food and wine (culinary). Picturesque, scenic vistas, the cultural identity of a chosen place, and the desire to combine nature with exercise often express the significance of lifestyle desires in the tourists' destination choice. The tourists' involvement revolves around the interests in the attractions of the region, the ability of these attractions to link to a self-enrichment feeling supporting lifestyle choices, and exploratory desires for culinary, scenic, or recreational pursuits (Tsai, 2016). Linkages to place-based identity and its significance to a destination indicate the tourists' involvement and perceived benefits of a location are created with higher overall involvement in the destination, highlighting the benefits of involvement in natural areas and environmental offerings of a region (Wyman & Stein, 2010). These

[7]Bonaiuto, M., Mao, Y., Roberts, S., Psalti, A., Ariccio, S., Cancellieri, U., & Csikszentmihalyi, M. (2016)

stimuli or objects shape the tourists' subsequent interactions and involvement responses. Research has concluded that stimuli formed from destination activities or events present evidence of both implicit and explicit tourist attitudes toward involvement and eventually place attachment. These stimuli for tourists result in memorable experiences, according to Kim, Chen, and Hwang (2011) and Tsai (2016), and can create place attachment, ultimately leading to tourists' destination choice.

Place Attachment

The influence of tourists' place attachment, the place-related concept of choice, remains underexplored in terms of the people-to-place relationships for perceived authenticity, satisfaction, and behavioural intentions. Kyle et al. (2004c) referenced Altman and Low (1992) where Low is indicating that the symbolic and cultural people-to-place relationships are seen as an emotional connection. Symbolic country or destination associations, according to Zeugner-Roth and Zabkar (2015), can show acceptable measurement properties, independent from the destination they describe; the tourist perception of a country drives behaviours and motivations toward places. Kyle et al. (2004c) further referenced conceptualizations about place attachment from Williams and Roggenbuck (1989), presented in the *Abstracts - 1989 Leisure Research Symposium, National Recreation and Park Association* (p. 32), identifying two dimensions of attachment. Kyle et al. (2004c) indicated, the first was from Proshansky (1978) for place identity, where self-expression is evident from the settings emotional attachments. The second, place dependence, referred to by Schreyer, Jacob, and White (1981), and Stokols

and Shumaker (1981) related to setting specifics for self-expression. Aleshinloye et al. defined the emotional connection as tourist bonding and interplaying actions towards a place, and eventually an attachment to the place (Aleshinloye, Rineiro, Woosman, & Tasci, 2019; Rollero & De Piccoli, 2010).

More recently, Junot et al. (2018) summarized the various definitions and interrelationships of the place identities, dependence, and environmental behaviours to define place attachment as the overall well-being influencers of pro-environmental behaviours. These strengthen stimuli supporting the quality of life (pp.50-51). Gross et al. (2008) also defined place attachment as an affective (emotional) bond. Gross et al. (2008) called this a link between people and specific places affecting the choice of visits or revisits. Aleshinloye et al. (2019) comprehensively reviewed the definitions of place attachment within many of the literature sources referenced in this document. They identified levels of satisfaction and environmental intentions of the tourists, explaining how these interact with involvement and place attachment. Equally defined are the emotional bonds and perceived situations of a place, leading to the conclusion that place attachment perceptions can explain loyalty to a destination. This loyalty occurs when the perceived place identity and place dependence become significant factors of the tourists' destination choice. The construct of place attachment, as used in leisure travel literature, is defined as an antecedent of tourists' loyalty to a location and is an essential indicator in tourism retention, perceived value, and satisfaction (Aleshinloye et al., 2019; Prayag & Ryan, 2012).

Destination Choice

The research of Tsai (2012) corroborated the correlation between tourist involvement and place attachment previously identified by Gross et al. (2008) and Kyle et al. (2003a). Tsai (2012) suggested that managers of destination marketing and tourism organizations should be able to plan and create appropriately to develop comprehensive understandings of tourists' destination choices (Tsai, 2012).

Research from past studies (Bruwer & Joy, 2017; Ekinci & Hosany, 2006; Gross & Brown, 2006; Prayag & Ryan, 2012) showed that tourists consider *centrality to lifestyle* an essential determinant of destination choice. Furthermore, lifestyles established through involvement of experiences at heritage destinations support the relationships to the sense of place attachment, from a dimension of place identity and cultural heritage. Researchers have concluded that *centrality to lifestyle* is a strong predictor of place attachment driven by the characteristic of place authenticity as perceived by the tourists' visiting. Tourists' destination and lifestyle choice research combinations appear to be limited, expressly, by influences of area attractions, service offerings, or promotional events. However, local food experiences that are both authentic and local to a place assist the tourists in acquiring a clear understanding of the place (Buonincontri et al., 2017; Kyle et al., 2003a; Jun et al., 2015; Tsai, 2016).

Further identification of adjacent indicators of tourist motivators in a place, offering an awe-inspiring uniqueness and symbolizing the destination image, may enhance the tourist experience (Tsai, 2012). In linking indicators of tourists' positive

experiences, such as local culture and involvement opportunities, their memories enhance the tourist's attachment to the place, thereby increasing loyalty behaviours (Kim & Ritchie, 2014). Establishing tourists' involvement shows the importance of surrounding lifestyle choices, such as food and wine, the picturesque identities of a chosen place, or the desire to combine nature with exercise (Tsai, 2016). Canadian wine regions are creating new emotional experiences with regional activities in which the tourists participate to gain a more luxurious experience. Research about the emotions of tourists helps in the definition of the regional identities, revealing the influencers of visitor behaviours, supporting choice (Massa, Helms, & Wang, 2017).

Factors of Influence

Discussions and results of influencing factors call for new locations and new seasonal knowledge. Much of the literature reviewed still identifies findings that suggest the past visitor experience, conveyed in WOM/eWOM or derived from SERVQUAL indicators. Tourists' perceptions concerning involvement and place attachment should be critical measures for the DMOs' and DTOs' success, yet many may be missing the evidence supporting stimuli that create visits.

These emotional memories, or experiences that the tourists form when planning and then find in the reality of the visit, show evidence that relates to involvement and place attachment bonds in various locations and seasons. This evidence, required for both involvement and place attachment factor analysis, identifies the influencers of tourists' destination choice. The current research follows modified versions of a survey instrument

and research model defined by Gross et al. (2008) to allow for comparisons of past evidence and to develop new influencing factor relationships in tourists' destination choice.

This leads to the following analysis in the current study of involvement and place attachment influencers in tourist destination choice, which is hypothesized to:

***H*1$_{a}$** Involvement and place attachment factors developed in the winter season of the Okanagan Valley have weighed relationships and significance similar to the comparable factors of Gross et al. (2008).

Represented in Gross et al., these factors are centrality to lifestyle (or lifestyle), attractions, food and wine (or culinary), place identity, and place dependence. Ram et al. (2016) concluded that the perceived authenticity of attractions is a crucial influencer in tourists' attachment to a place. The experience (involvement) and the influence of place identity and dependence factors (place attachment) supporting perceived and realized outcomes presented evidence of emotional reaction in the tourists (Wearing, Stevenson, & Young, 2009). Experiences form research trends to develop relationships between the place identity and place dependence. Results show the tourists' expressed values formed in their memories, suggesting tourism destination choice is at an intersection of place attachment and involvement (Wearing & Wearing, 1996). Still, a variety of questions remain unanswered in research as to what influencing factors impact destinations choices, especially in different locations and seasonal periods; as an example:

Is visualizing the landscapes, the region's natural beauty, a means to establish destination choice factors for wine regions as in Bruwer et al. (2017)?

The research of Jun et al. (2015) and Bruwer and Joy (2017) frequently identify the dimensions of recreational experiences and the landscapes or scenic vistas surrounding the significance of these activities in creating memorable experiences. The next hypothesis investigates the effects of other potential factors of influence such as scenic vistas and recreational opportunities in the Okanagan Valley based on the Gross et al. (2008) findings.

***H*1$_{\mathbf{b}}$** Factors developed in the winter season of the Okanagan Valley for the influences of scenic vistas and various recreational opportunities have no significant impact on the weighting of involvements and place attachment factors found in ***H*1$_{\mathbf{a}}$** Gross et al. (2008).

The original Southern Australian location and summer/fall seasons (Gross and Brown, 2006) indicated vital influencing factors in the tourists' destination choices. Gross et al. (2008) refined similar factors to identify five categories of influence that define tourists' involvement (centrality to lifestyle, attachment, and food & wine) and place attachment (place identity and place dependence). Other research suggested that effects from recreational attractions and scenic interests of the tourists ultimately result in destination choice (Lee & Lee, 2017). Scenic vistas and recreational opportunities as potential motivators of involvement and place attachment influencers should create a broader model of the core factors for tourist's destination choice.

In the current research, exploration of scenic and recreational influences may alter previous findings for destination involvement and place attachment as developed by Gross et al. (2008). This research could produce new insights into tourists' destination choice influencers; as such, the current study explores these two new factors for their significance as influencers in tourists' destination choice.

The following hypothesis investigates the impacts of regional scenic vistas and recreational offerings in the Okanagan Valley and the influences on tourists' destination choice.

H2 Tourists who value local scenic vistas are more likely to have higher involvement as a significant factor in their destination choice.

H3 Tourists who value local recreational offerings are more likely to have higher involvement as a significant factor in their destination choice.

The examination of potential and influential tourists' stimuli, such as scenic vistas and recreational offerings as influences for a destination, may familiarize the tourists' involvement and place attachment through engagement and experiences. In researching definitions of a wine region, these definitions were found to vary in the use of a common terminology. The definitions appeared to appeal to more than the *winescapes or x-scapes* visitors experience, by also combining the region's physical, cultural, and natural environments for all scenic vistas and locations offerings (Sparks, 2007). Necessary as attributes in the finalization of a tourist's destination choice, Bruwer and Joy (2017) narrate this reference from Sparks (2007) as *still open to ongoing deliberation* when

related to the combination of stimuli found to be most influential in the tourists' experience. Bruwer and Joy did conclude that in wine regions, *winescapes*, scenic or landscape dimensions outweigh other characteristics of the tourist experience. The *tourist terroir* is a combination of distinct physical, cultural, and environmental characteristics about a destination, acting as a critical attribute of wine tourism regions (Mitchell & Hall, 2003).

Today's tourists may still be choosing their destinations as an escape for learning and growth and the experience of authenticity often found in the pilgrimage (Wearing, Stevenson, & Young, 2009). *Urry's Tourist Gaze* (Urry, 1990) theorizes that a tourist will sense perceived experiences as a visual representation of the physical experience (Urry & Larsen, 2011). The pilgrimage to the destination does help confirm and further define the visualization or memory—the *tourist terroir*, identified by the travelled experience (Wearing, Stevenson, & Young, 2009).

While the view of the tourist has changed and views have evolved towards active participation, researchers[8] still have conflicting views on the influence of involvement (Ek, Larsen, Hornskov, & Mansfeldt, 2012). Further investigation is needed to examine whether memorable experiences, adjacent to those factors showing the active tourist involvement, change the measure of involvement, and therefore figure as significant influences on tourists' destination choice (Kim & Ritchie, 2014).

[8] Reference Links: authors who referenced Campos, Mendes, Oom do Valle, and Scott (2016) findings. Compos et al. go on to reference Perkins and Thorns (2001).

Tourists who value local scenic vistas (landscapes or winescapes) are more likely to have higher levels of involvement factors, and a higher level of place attachment to a region (Statistics Canada, n.d.). General scenery or landscapes outweighed all other destination choice dimensions in comparison to *winescapes* properties in the Okanagan Valley (Bruwer & Joy, 2017).

Moving forward with Destination Choice

The objectives of the current research were to assist destination marketing and tourism organizations (DMOs/DTOs) in identifying factors influencing tourist destination choice. The research for this study re-examines these significant factors in involvement and place attachment as developed by Gross et al. (2008). The research also adds an investigation of scenic vistas and recreational influences as potential involvement influencers. Finally, the research for this study also seeks to address other identified limitations/gaps (Appendix C) in a comprehensive model of tourists' destination choice.

When discussing a wine region's tourism and *winescapes*, Bruwer, Pratt, Saliba, and Hirche (2017) suggested that wine tourism remains a strong element of tourism, yet to develop into an in-depth theory. Their inference about regional wine destinations relates to the aspects of *winescapes* and falls within a broader context of tourism *x-scapes* and scenic vistas. Bruwer et al. (2017) infer that including other services and offerings beyond the wine *cellar door* should be explored; by modelling experiences against lifestyle and attractions motivators, there is an opportunity to develop additional measurement accuracy for destinations. Research by Getz and Brown (2006) for the

Okanagan Valley requests a larger sample population to assess the motivations for tourists' visits to the wine region (Appendix C). Support from a larger population sample is needed to explain the broader influence of factors influencing tourists' destination choice (Getz & Brown, 2006; Sparks, 2007).

Investigated in this Empirical Study

This study extends the Gross et al. (2008) study in a new destination and season—winter in the Okanagan Valley, BC Canada—with the hypothesis $H1_{a, b}$ as a goal. Other additions include exploratory components for non-wine and wine-related regional offerings, as latent factors influenced by scenic vistas (H_2) and recreational opportunities (H_3). These hypotheses investigate the effects on involvement and place attachment relationships as currently understood and their bearing on tourists' destination choice. The tourist's involvement motivators, and those of place attachment, apart from the wineries, are an essential and critical component to improve the DMOs' and DTOs' understanding of results regionally and to advance tourism theories of influencers in tourists' destination choice. Other gaps/limitations found in the literature (Appendix C) acknowledge a requirement for enhanced knowledge in tourists' measures of perceived lifestyle aspirations to further develop involvement and place attachment factors.

Destination Marketing Organizations (DMOs) and Destination Tourism Organizations (DTOs) classify the characteristics of this region, the Okanagan Valley, as one that creates a sense of place and involvement (BC Tourism Industry Conference, 2018). The additional investigation, beyond Gross et al. (2008), into local recreation and

scenic characteristics exposes new elements that stimulate tourists to get involved in both wine- and non-wine-related activities. The tourists' choices, confirmed by measurements for involvement and place attachment, influence the decisions to frequent a destination and support the predictability assessments for visits by DMOs/DTOs. The limitations/gaps explored in this current study lay the foundation for future research on tourist destination choice influencing factors and travel motivations. The current research model addresses the foundational and core influencers in tourist destination choice in comparison to the model of Gross et al. (2008). The limitations/gaps (Appendix C) investigated also attempt to clarify the findings of past research by developing new understandings in relationships between involvement and place attachment for tourists' destination choice.

In the Okanagan Valley, the principal researcher's initial discovery investigations with a variety of British Columbia tourism organizations (DMOs and DTOs) revealed an absence of clear standards and understandings for the consistent measurement of tourists' destination choice stimuli. Current tourism value propositions from the regional tourism organizations use the fundamental service qualities of the locations for their offerings to deliver the perceived desired outcomes by tourists. The tourists' perceptions (Stokols & Shumaker, 1982; UNWTO, 2017) provide potential positive directions to DMOs and DTOs; however, if the understanding of destination choice stimuli is inconsistent or incomplete, missed opportunities for strategic and sustainable decisions in attracting tourists may result. The foundation or core influencers in tourist destination choice are

those factors of involvement for centrality to lifestyle; attractions; culinary; place attachment for place identity; and place dependence. Identified gaps in research indicate potential limitations for the influences from scenic vistas and recreational experiences (Bruwer & Joy, 2017; Lee & Lee, 2017). The current research model investigates and reports the foundational influencers in tourist destination choice for the winter season of the Okanagan Valley, BC.

Chapter 3. Research Method

This study applied a deductive, quantitative approach to further evaluate previously defined influential factors of involvement and place attachment (Gross & Brown, 2006, 2008; Gross et al., 2008). This new study was conducted in a Canadian wine tourist region during the winter season. The current research also identifies the effects of recreational offerings and scenic vistas on tourists' destination choice. Factor analysis, and the grouping of reported variables, examined significant effects in involvement and place attachment. This study utilized factor analysis to determine stimuli and characteristics of the tourists' destination choice. The quantitative research method allowed the investigator to use a positivistic view of a real-world social phenomenon. The empirical-based research and results for dimensional (factor) relationships represent real-world influences and behavioural actions from the perceived and realized experiences of tourists. The extended value propositions for involvement and place attachment from these constructs in tourism destination choice provide valuable tourist data and behavioural knowledge for the tourism industry and future researchers.

Approach and Procedure

The study surveyed visitors to the regional area identified as the Okanagan Valley, BC. The study consisted of two survey stages: the first was a pilot survey, conducted at two partnering locations in the Okanagan Valley, and the second stage was a visitor survey from December 2018 to February 2019. The pilot survey helped to clarify the organization of the questions and survey instrument. These clarifications allow for

internal validity checks and *Structural Equation Modeling* (SEM) improvements used in the final analysis. Selected across a range of population demographics and locations, the pilot survey used a sufficient sample size of n=20, creating a representative set of the final study population expected in the region. The final survey instrument, also in *simplified* Chinese, including suggested modifications by partners, allowed for a 20% increase in survey responses for surveys deployed during the winter. The pilot survey, conducted with groups who represented industry/cultural visitors, helped to address and explain additional validity and reliability needs for the current research.

The term *simplified Chinese* represents a version of the survey that recognizes the traditional Chinese language used for mainland Chinese nationals. A team of Chinese first language speakers, using repetitive iterations developed from the English version of the survey instrument, conducted translations and retranslations to validate both wording and meaning in all phrases. The *simplified Chinese* version allowed for traditional Chinese-speaking visitors (Taiwan, Hong Kong and Macau) and those visitors more comfortable speaking simplified Chinese (mainland China and Singapore) to engage in the survey as visitors to the region. Table 11 presents an analysis used to discover potential reliability and validity concerns from the translated *simplified Chinese survey version.* The use of the translated survey version occurred with international visitors frequenting partner locations in the Okanagan Valley, as part of organized BC/Canada winter tours. Since these global tourists primarily used organized tours, the anticipated *Arrival Mode* variable should indicate an *Organized Tour Group*. The simplified Chinese

translation eased the data collection during a low-tourist-volume period in the Okanagan Valley by transforming the instrument into a useful document for some of the international visitors.

Following an instrument reliability test and confidence review to support the research goals, the next stage developed the final survey instrument from the pilot survey findings using the partner modification suggestions. The modifications, resulting from the pilot feedback of November 2018, were reflected in the revised and final survey instrument. In addition to the simplified Chinese language translations, changes also supported many of the survey partners' objectives for informing the factors of tourists' stimuli in destination choice—especially relating to specific group demographics and visitation reasons.

In support of the current research and in compliance with the ethical requirements of the Athabasca University governing body (AUREB), each survey distributed addressed the procurement of the consent form or acknowledgment indicator in the survey from all participants. The survey required all individuals to indicate acceptance and to agree they were over 19 years of age. The survey cover message informed all individuals that no identification characteristics were collected for the population, thereby keeping the participants completely anonymous.

The survey required minimal training events for the partner staff or student volunteers who were distributing the survey. With automated collections for web-based responses, only hardcopy surveys required a partner location drop-box, which was

collected at regular intervals by the principal researcher in this study. The staff and volunteers, when face-to-face with a potential survey respondent, were instructed not to interrupt the questions or responses in the completion process. Instead, if the respondent asked a question, they were advised to tell the respondent to select the best answer, or if unsure, to select not applicable (N/A), then continue with the survey. Any hard-copy surveys were entered into the dataset by a third party. Some data cleaning, a normal part of data entry, was anticipated. When responses were unclear, the not applicable (N/A) entry was used. Data entry changes occurred in only 20 survey responses. Responses of low or unintelligible quality were rejected as incomplete or as not adhering to the consent form requirements and the overall instrument requests.

This study utilized the survey instrument to gather data for the analysis of a dependent variable representing the tourists' destination choice as derived from independent/exogenous variables forming seven proposed factors/endogenous of tourists' involvement and place attachment. In the development of this study, initial Monte Carlo modelling was used to identify a representative sample size from an expected visitor population in the region. Given the suggested seven factors for involvement and place attachment, the SEM (Figure 1) analysis used the estimated population sample size of n=800, with an average standard error (SE) power above 0.80 and a confidence interval (CI) below 0.15. Efforts undertaken to maintain a statically sized sample of greater than 150 respondents occurred based on the number of observed variables and latent constructs. The model fitness techniques lowered the final dataset size requirements to

n=151, required for statistical significance; the research maintained a sample of *n*=252 for analysis.

The survey instrument used a 10-point Likert scale to capture the tourists' experiences and impressions, with an optional N/A response, coded as zero (0). The Likert-scaled questions had a lower boundary of one (1), indicating less importance to the tourist. The upper boundaries of ten (10) on the scale indicated more importance to awareness and aspiration for the choice criteria of the tourist. The new survey instrument, developed from an instrument in prior research with permission from Gross et al. (2008), modified their original line of inquiry. The new instrument used in this current research was derived from the new model and used a series of questions similar to those of Gross et al. (2008) to support the current research. The survey instrument was changed to a 10-point Likert scale from the 5-point Likert scale used by Gross et al. (2008), to allow for the granularity requested by industry partners in this research. This survey instrument supported the foundational validation data and model modifications to achieve the validity and reliability of results.

The current survey results from this research were used to attain an improved final model fit and to reduce the variables required for a valid SEM analysis. With the final dataset available, another model fit analysis was completed to set the final and simplified model, Figure 1, which needed fewer variables than assessed initially. The final results, controlled by demographics of *Gender*, *Age, Origin*, *Marital Status,* and

Arrival Mode, ensured the integrity of the study and the overall reliability/validity of the study's results.

Theoretical Framework

The framework of the study is based on the prior research of Kyle et al. (2003a) and further shaped by the research of Gross et al. (2008). Their conceptualized framework models regarding tourist involvement and place attachment suggested that tourists' behaviours remain relatively unchanged when inquiring about tourists' destination choice stimuli. Building upon Gross et al. (2008), the current research instrument of inquiry included two additional dimensions added for the examination of possible effects of scenic vistas and recreational offerings.

The final instrument of inquiry expanded in demographic variables as requested by many of the research partners during the pilot reviews. These allow for the development of a future and a broader range of inquiry into involvement and place attachment stimuli. The new/extended research model provided a consistent representation of the earlier study while allowing the current research to address prior identified limitations/gaps (Appendix C; Gaps #2, 4, 8, & 10) in a new geographic region and seasonal period. The enhanced research model also examined what relationships existed among the primary characteristics, using the independent variables in scenic vistas and recreational offerings for the region. Figure 1, the conceptual research model, shows five (5) latent constructs, (i.e. Place Identity, Place Dependence, Lifestyle, Attractions, and Culinary) creating the alignment ($H_{1a,b}$) of Gross et al. (2008). In the

current research, two (2) new relationship suggestions for involvement are included, based on dimensions of scenic vistas (H_2) and recreational offerings (H_3) as encouraging factors that may influence the tourists' destination choice.

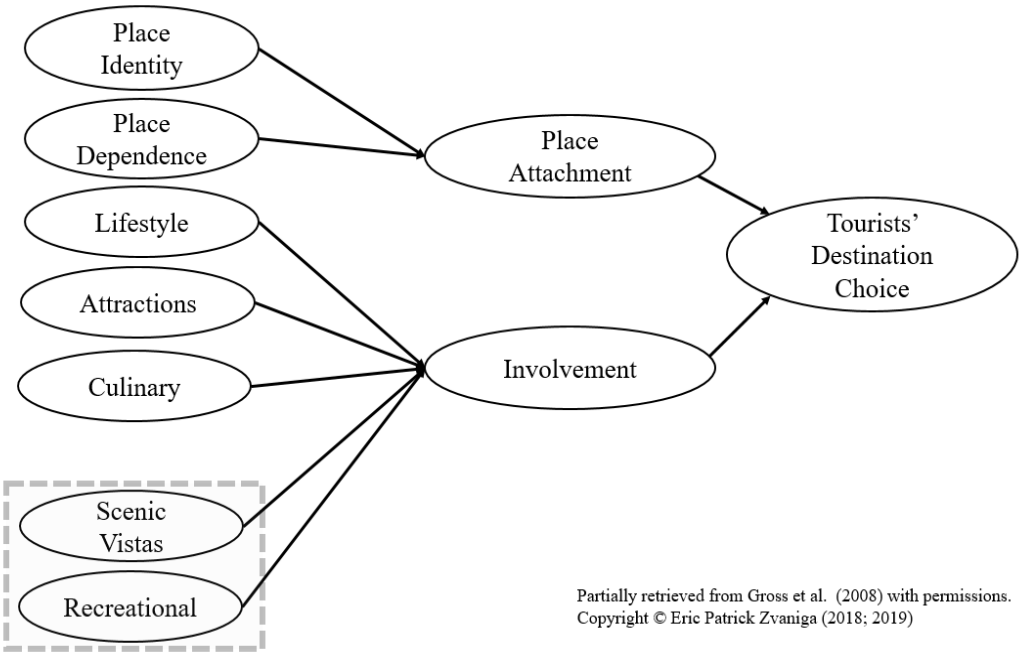


Figure 1. Conceptual Research Model (Appendix A).

Research Method and Design

This current research uses a quantitative approach that identified two additional choice influencers in local recreational offerings and scenic vistas. The current research frames tourist involvement as regional consumers assigning a weight to items of perceived value, such as scenic vistas and recreational opportunities. Moreover, the past original research called for an additional focus on lifestyle, culinary, and attractions factors that influence involvement, and on place identity and dependence motivators,

which influence place attachment. The research design considered the identified influences of the Okanagan Valley, classified as world-renowned scenic vistas and recreational offerings, such as trails (TOTA, 2020).

Research Method

The current research method and design of this study explored the effects of location and season by using a tourism-focused geographic location and a tourism off-season, the Canadian winter. The current research applies new empirical data collected to expand on prior research relationships between tourists' involvement and place attachment, evaluating the influences of the tourists' engagement before and during their visit to the area. This research examines tourists' desires for regional offerings that influenced the tourists' choices—specifically, the relationships between tourists' involvement variables identifying lifestyle aspirations and engagement desires. The analysis investigated tourists' involvement and place attachment stimuli for destination choice, providing new awareness about the visitors in the region.

The study uses factor analytic methods to inform latent factors based on observed variables, linked to the research model. The use of *Structural Equation Modeling* (SEM) allows for multidimensional statistical analysis of the measured variables as applied to modelled factors. The SEM analysis used SPSS© 26, SPSS AMOS©, and R©. The methods measured hypothesized relationships between data variables associated with identified factors (latent variables), some from prior research, such as Gross et al. (2008). The SEM model, Figure 1, was simplified using modelling techniques to create the

maximum benefit from this technique of analysis. Current parameters were estimated and tested for the model fit to data. Utilizing the final questionnaire data and degrees of freedom, the justifications for aspects and relationships in the model created final assignments. The observations were repeatedly reset to link observed variables to latent factors in the conceptual model. Model fit techniques simplify and create a better model of observed variables and conceptualized latent constructs, as shown in Table 1, in a process identified by Hoyle and Isherwood (2013). Using Kline (1994) to explain the utility of factor analysis for simplifying correlation matrices, an exploratory factor analysis (EFA), Hoyle and Isherwood (2013) used the primary constructs and dimensions for the model. In effect, the process identifies what constructs or dimensions and observed variables account for correlations in the model. Additionally, using Kline (1994) identified that model fit analysis techniques defined by Spearman (1920) would need confirmatory factor analysis (CFA) to study the loadings of observed variables to factors, further determining the best fit of variables.

The research methods for the factor analysis approach to the model did not assume any expectations concerning observed variables and factor impacts. The first stage of the research was to evaluate the model fitness by using a sequence of decisions from observed variables to support identified latent factors. Evaluations of various rotations were used in the factor analysis extraction processes to assist in the determination of the best extraction type for the final model (Thompson, 2004).

In recognition of the modelling complexity, as Thompson (2004) states, it also required research using general linear modelling (GLM) to apply CFA techniques in addition to EFA. EFA does not assume a declaration or how to explain the components of the model; however, CFA states an expectation of the number of factors, the minimum variables to define each factor. To determine if the factor is correlated, researchers must repeatedly test the fit of the model, where CFA allows the researcher to explore path models (called structural models). The structural paths of the model link the latent variables to assist in confirming the expectations for the number of factors (Thompson, 2004).

The research method was employed to validate and simplify the Gross et al. (2008) model while expanding the latent factors for influences to include scenic and recreational observations. A simplification of the proposed model, once actual observed data was available, allowed for the analysis in the current research and a comparative analysis with Gross et al. (2008). Standard statistical tests evaluated the descriptive variables for confidence, standard deviations, and skewness. Descriptive measures and predictive relationships were used to develop and support relationships between observable variables, both exogenous and endogenous, thereby supporting the final research model shown in Figure 9 and Appendix E.

Table 1

Initial SEM - Fit Results

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	156	3490.531	924	.000	3.778
Saturated model	1080	.000	0		
Independence model	90	13872.707	990	.000	14.013

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.933	.698	.747
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Baseline Comparisons

Model	NFI Delta 1	RFI rho 1	IFI Delta 2	TLI rho 2	CFI
Default model	.748	.730	.802	.787	.801
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.106	.102	.109	.000
Independence model	.229	.225	.232	.000

The current study used model-fit methods, as discussed in various statistical sources (Hair, Ringle, & Sarstedt, 2014; Ho, 2013; Thompson, 2004; Westland, 2010, 2012), and by using SPSS AMOS© processes. The model fit processes, completed for the study, as suggested in analytical assessments, provided the results in the approximation of models and observations suggested by Junot et al. (2018) and as initiated in Table 1.

Research Design

The final research model presents the independent variables for involvement and place attachment. This model allows for an expanded understanding of the independent

variables affecting the dependent variable of tourists' destination choice. The representative sample size from the population's survey responses, estimated as n=300, is based on the use of Monte Carlo sample sizing and the proposed number of observed variables equal to 45. Monte Carlo is a technique using randomly generated numbers approximating the solution data for a problem at hand, prior to the actual data collection.

The final dataset, providing an acceptable sample size, is representative of the total survey population available to the researcher in the study location. The largest sample size available was used for analysis, as it reduced bias, limited errors in the analysis, and supported validity (Cooper & Schindler, 2013; Nicolaou & Masoner, 2013; Westland, 2010, 2012).

The current research methods, expected to inform the constructs of prior research for involvement (centrality to lifestyle; attractions; culinary/food & wine) and place attachment (place identity; place dependence) as independent variables in support of the dependent variable of tourist destination choice. These five significant regression paths from Gross et al. (2008) are carried forward in the current research to investigate $H_{1a.}$ Investigation in hypotheses H_{1b} shows the Gross et al. (2008) variables explored for new latent relationships with scenic vistas and recreational offerings. The model design separately studies the added relationships of scenic vistas (H_2) and recreational offerings (H_3) as potential motivators in destination choice. This design and resulting insights should assist Destination Marketing Organizations and Tourism Organizations in further investigations of tourist experiences and, ultimately, destination choice stimuli.

The survey instrument, modified with permissions from Gross et al. (2008), also captures population demographics for income, education, and employment. These were selected in addition to demographic characteristics from the past research instrument and included in the survey instrument to construct a broader range of data for both current and future analysis and in support of partnering organization requests for additional segmentation of the collected data.

Participants

The dependent variable of tourism destination choice and the influencing independent variables representing involvement and place attachment were collected utilizing a survey instrument deployed in the selected region. An expected population higher than the modelled 800 Okanagan visitors was approached to collect the final research dataset for this wine region, with the cooperation of collaborating organizations. All surveys required a review of a cover letter[9], prepared by the Principal Investigator, as part of the consent process. The cover and consent messages align with the requirements from the approved ethics guidelines. The consent outlined the survey objectives and provided the researcher's contact information regarding the survey. The consent message also outlined the research intent and confidentiality provisions (Brotherton, 2015).

Survey responses are to be considered valid with an acceptance of the consent, which includes a declaration of the consenting participants being over 19 years of age.

[9] Reference; AUREB Certification # 23198

The questionnaires primarily were delivered electronically, but in some cases hardcopy versions were required when seasonal access to partner locations had limited permissions or when technology deployment options at the various locations were limited. The participating destination tourism organizations (DTOs) notified their guests of the survey's availability and requested that each guest complete a survey. Some partnering organizations offered minor incentives, such as a percentage discount on a service, which was supported by the researcher's processes and ethics requirements.

When offering small incentives, the partner or principal investigator valued the incentive under CAD$20. The incentives existed primarily of gift cards or partner-provided products, such as stay discounts in the form of percentage-off coupons. No link in the dataset or to the participants' acceptance of an incentive can identify the research participant. Collections of the incentive required a deposit of a survey or survey confirmation number in the anonymous collection boxes managed by the partners, who retained all coupons submitted.

Sample and Population Selection

A significant part of the approached population, ultimately represented in the research dataset, was collected within the middle section of the Okanagan Valley, BC. The data was collected in the period between December 2018 and February 2019. The data collection in the region represented a designated wine region in Canada and a UNWTO/UNESCO Biosphere region globally. Confidentiality agreements and partner requests restrict the identification of the participating partners who are to be categorized

by location/type within the dataset. In the development of the research proposal, one consenting partner, a DMO, the Thompson-Okanagan Tourism Association (TOTA), is identified with permission. All remaining locations have been generalized.

Dissemination of the Survey

The partners forming the research locations in the mid-Okanagan Valley agreed to the researcher's request and allowed their guests to take the survey in an online format. When online response was not possible, the partner location made an onsite hardcopy available. In the majority of cases, the guests were asked to participate upon arrival or by signage. Some partner locations provided an event or face-to-face opportunity to engage guests, like breakfast or evening socials. Supported by the partner staff and research volunteers, the guests who were interested in completing the survey were provided with the appropriate information or the document. Survey collection spanned many weeks at each location within the seasonal period, increasing the variety of visitor demographics. These weeks may not have been consecutive, influenced by the holiday periods of Christmas, New Year's, and Chinese New Year's.

Data Collection and Survey Instrument

The questionnaire was initially designed using a 5-point Likert scale as per Gross et al. (2008). After partner discussions and requests for greater granularity, the instrument was modified to use a 10-point Likert scale. The initial section of the instrument provided a consent form, followed by core demographic questions. The last and optional section of the survey instrument endeavoured to capture a broader range of demographics for

income, education, and employment. Collection events and methods used to gather surveys were similar across all partner locations while acknowledging partner restrictions and guidelines. The survey instrument was completed in an online version, accessed by a QR code or web URL address. In a few cases, completing the survey occurred via a hardcopy distribution. All surveys occurred on or near the date of the tourist's visit to the Okanagan Valley.

Data Analysis

The SEM data analysis methods allowed for comparative analysis across the current research and with the Gross et al. (2008) study. Utilizing *Structural Equation Modeling* (SEM) to allow for multidimensional statistical analysis, software tools, such as SPSS© 26, SPSS AMOS©, and R©, measured hypothesized relationships between data variables, and latent factors captured from the primary survey dataset. Statistical tests were evaluated for predictive relationships, in addition to descriptive measures, to support relationships in observable variables and modelled latent variables. This dependent variable, tourism destination choice, influenced by independent variables of involvement and place attachment, was controlled by primary demographics data for *Age, Gender, Origin,* and *Arrival Mode,* used to ensure the integrity and internal validity of the current research.

The involvement dimensions in this current research consist of five latent variables representing lifestyle, attractions, and culinary (food & wine) interests and the expanded latent variables in involvement arising from the scenic vistas and recreational

opportunities. The dimensions measured by place identity and place dependence, as latent constructs, inform place attachment. Included in the demographic indicators were *Origin* indicators that controlled for tourists who are from the global regions (77), North America (137), or self-identified as originating within 100KM of Kelowna (38). The100KM option allows for the separation of local (mid-Okanagan Valley) visitors during analysis, as required. Without the local visitors, *n*=214, which is still a significant and robust sample size for analysis in the study's model.

Study Validity

The external validity *e* allowed generalization of the findings, providing results independent of the industry influences. Revalidated using coefficients of reliability, the instrument modifications and research methods used *Cronbach's alpha* tests (Thompson, 2004). Reliability analysis was conducted with this statistical method to yield a result at the higher end of the acceptable range for *Cronbach's alpha.* The overall *Cronbach's alpha* above the accepted norm of 0.700 supported a high internal consistency (Hair, Anderson, Tatham, & Black, 1998; Lance, Butts, & Michels, 2006). Factors for confident *eigenvalues* above the statistical significance threshold of 1.0 identified their significance in the model and were retained for analysis (Table 4).

Industry Contributions Significance and Theory Advancement

The relationships of tourist involvement and place attachments, through the inclusion of categorical questions relevant to prior research models, assist in contributing to current theories and industry knowledge. The factor categories in the regional area and

survey date range may directly support the Government of Canada (2019) Tourism Strategy focused on rural regions and shoulder or off-season periods. The redirection of tourists to rural and remote regions like the Okanagan Valley were strongly echoed on August 12, 2019, by Destination BC (a provincial DMO) in support of sustainable tourism and economic growth. Destination BC indicated steady growth in tourism with global tourism visits to Canada, and more specifically, BC, increased 39% year over year (YoY) in the prime season (summer).

In Canada in 2019, increases were observed in the three major urban centres. The current 2019 statistics for quarter two (2), however, now show a 1% decline in tourism YoY in Canada. The current research in this study supports the national and regional strategies to attract or target national and global tourists. DMO reports show these participants as contributing to regional growth and sustainability (TOTA, 2020).

The core objectives of this current study provide insights for the region's wine producers, communities, and tourism-based businesses (DTOs), and the DMOs. All of these stakeholders are searching for new information, in current and future investigations, on influencers of tourists' experiences and ultimately destination choice. The current research partners have gained a better understanding of visitation categories as motivators influencing the tourists' destination choice of the Okanagan Valley. Globally, regional DMOs can use the study results to create a focus from the current research to extend their analysis of involvement and place attachment latent constructs. The research examined

and explored newly exposed relationships in combination with those previously studied, for involvement and place attachment, as influencers of the tourists' destinations choice.

Ethical Research

The current research tracked the required elements of ethical research, as set forth by the university review board and research guidelines. Athabasca University Research Ethics Board (AUREB) guidelines supported the execution of the research strategy, both during and after the collection of survey data. The AUREB approval number (#) 23198 was granted as of October 30, 2018, for one year and extended in August 2019 to December 31, 2019. The research instrument provided for the required consent mechanisms when surveying individuals age 19 and older in Canada. The letter of consent was part of the collection of survey data and required review and acceptance before a survey could be completed or accepted. Participants who declined consent were thanked, and exited from the online survey instrument or did not return a hardcopy version. All collected data, including individuals not consenting or declaring themselves not of age, is stored in a password-protected environment, vaulted at two locations. The selection of the regional area for the study did not occur with the researcher having any vested interest, thereby allowing for researcher objectivity from multiple perspectives—the results of the pilot survey review allowed for the validation and refinement of the survey instrument. The pilot survey used in this research, adapted with minor modifications from Gross et al. (2008), supported the research design and assessment. During the study progression, the researcher revisited collaborating organizations and

formalized the process for data collection. These visits allowed a review of the objectives with partner staff who were engaged in survey instrument distribution. The visitation helped to reach the outcomes and timelines of the current research study. Ethical research was re-confirmed as the dissertation progressed, and the study adhered to university AUREB policies and guidelines.

Transition to Findings and Conclusions

The current research presents new understandings of significant factors for tourists' involvement and place attachment, identifying with the tourists' destination choice. Researchers referencing Gross et al. (2008) have studied the relationships between tourists' involvement and place attachment, also indicating their season and location variances (Appendix C; Aleshinloye, Ribeiro, Woosnam, & Tasci, 2019).

This study's conclusions, for the winter season data, provide extensions to prior research and open opportunities for future studies based on the model and results. Suggestions and discussion in post-publication reviews with industry should help to create improved Destination Marketing Organizations or Destination Management Organizations strategies and their processes. Post-publication reviews with industry tourism organizations should support new and improved strategies for tourist attractions to the Okanagan Valley, BC, and in other similar wine regions, across the globe and during multiple seasons.

Chapter 4. Findings

The results found in the current study, using quantitative research methods, are developed from the primary data collected from December 2018 to February 2019. The data collection period, the winter season of the Okanagan Valley, BC, considered tourists centred at Kelowna in the mid-valley area between Vernon and Penticton, BC, Canada.

A rural location in Canada, the Okanagan Valley, BC, is located outside the offering areas of the three (3) major Canadian urban centres (Vancouver, Toronto, and Montreal). The 2019 strategy of the Government of Canada targets the tourist off-season and rural or rural-remote locations within Canada. The supporting funding initiatives of CAD$58M provide for three (3) pillars where pillar #1 suggested culinary tourism trails, with onsite winery experiences, farms/agra-tourism, and local product developments. Pillar #2 looks for big, ambitious projects to attract investment, and ultimately support job growth. Pillar #3 in the tourism sector, which represents approximately 1.8 M middle-class jobs, is the last focus of the Government of Canada (2019) strategy. These pillars were attempting to create new opportunities for job creation and to find suitable sources for year-round qualified staff.

Investigations conducted during the current research suggested some gaps (Appendix C; Gaps 2, 4, 8, & 10) in prior research results. These gaps presented a unique opportunity in the current study to explore both a different season, the winter, and a global wine destination, the Okanagan Valley, BC, for the influencers of tourists' destination choice. In Gap #8, following their Okanagan Valley research, Getz and

Brown (2006) invited future research to expand the populations' samples to inform DMOs and DTOs on motivators for a visit to the Okanagan region. In Gap #10, Sparks (2007) identified structural barriers, including season and climate, that would inhibit certain activities. In wine region tourism, Sparks (2007) identified similarities to Getz and Brown (2006) about core experience dimensions acting as a pull factor in the wine experience. Sparks (2007) concluded by stating it would be useful in future studies to be more longitudinal. Gross et al. (2008) identified limits from their single-site study, suggesting more destinations to establish generalizability in the models and to avoid impacts that may occur from seasonal findings, especially in the tourism industry. Gross et al. (2008) suggested it is possible to find different results, in other seasons and locations, in an industry that is also highly seasonal.

The location and season of the current research, in the wine region of the Okanagan Valley, BC is essential, as it explores the region's factors motivating tourists during a specific season, winter. Created around similar motivational constructs to Gross et al. (2008), and in considerations with the research from Getz and Brown (2006). Okanagan Valley research from Martin (2002) had focused on event experiences in the Okanagan, including wine offerings, across all seasons, suggesting promoters increase messages for cuisine. With current tourist behaviours and motivational reasons for travel changing (UNWTO, 2019), this current research provides an updated review of the Okanagan Valley during the winter off-season. The current research in tourist choice dimensions forms a new lens on regional identities, local cultures, and offerings in the

slower winter tourist season; as such, the current research expands on tourist involvement and the dimensions of place attachment to assist in understanding tourists' destination choice influencers.

The current research was reviewed with TOTA (the Okanagan DMO), and in detail with the primary research partner to develop new understandings of influencers in tourists' destination choice. These efforts assisted in providing better insights into destination choice variables, and therefore tourists' motivations for destination choices. By exploring all seasons, using an expanded area of the Okanagan Valley location and additional rural Canadian locations, the current research will further advise the desired outcomes of the *Government of Canada Tourism Strategy* (2019). The current research directly targets the goals of the Government of Canada initiative and provides fresh insight to travel motivators in tourists' choice.

The data collection focused on the *valley floor* tourist, in the off-season period (winter), with collaborating partners from hospitality DTOs, and some winery operations (Appendix H). Frequently, research for wine regions is conducted in summer and fall, usually a peak tourism period globally, while for mountain regions, research is often developed in the winter season to capture winter recreational engagement by the tourists. The winter, classified as an off-season, is not commonly studied in wine regions; as such, the Okanagan Valley (*valley floor*) aligns with the strategic efforts by the Government of Canada (2019), and regional tourism organizations. This effort could reveal new knowledge that would provide insights supporting current and new strategies, creating

new messaging and offerings. A current regional DMO initiative expresses the need for movement towards 200+ days per year of tourism. The current reality is about 110 days of Okanagan Valley tourism (TOTA, 2019, 2020). A move towards 200+ days would level out the tourists' impacts and fashion a sustainable industry, year-round.

The current research approached approximately 1400 individuals, 600 above the planned 800, who were additionally accessible to the researcher in the winter period. These individuals were asked to complete a survey at various partners/venue locations in the valley, which created the available *n*=283 surveys. Some of the visitor population, 49 respondents, identified an *Arrival Mode* from *Organized Tour Groups* and used the *simplified* Chinese survey instrument. The availability of a *simplified* Chinese survey instrument at the partner locations facilitated additional data collection for tourists from Southeast Asia and China. The impacts of a multi-language survey instrument are discussed later in this chapter.

In the final dataset, a random population of *n*=252 created a research sample, which revealed measures of destination choice, factors that were influencing the experiences, and the desired outcomes of tourists frequenting the Okanagan Valley, in winter as the population sample was taken on the *valley floor* and in many hotel locations. The dataset may have captured some of the mountain visitors, but given the partner locations for data collection, a generalized group of tourists was approached in the Okanagan Valley and not just the winter mountain attractions or locations. The dataset is representative of a general population, visiting the Okanagan in winter.

The population was engaged and welcomed in the Okanagan Valley at several partners, covering a variety of tourism industry organizations, from hotels to wineries while touching academic institutions, and a few winter recreational groups. The final dataset, *n*=252, was analyzed using SPSS 26© and SPSS AMOS©. A final sample size of *n*=252 is large enough to ensure significant statistical powers and confidence levels.

Partnering Organizations - Identification and Engagement

The partners who agreed to participate in the survey distribution provided access to their clients for this study. In many cases, their staff distributed survey links or hardcopy surveys. In some cases, they permitted research volunteers to access the guests. A midtown Kelowna hotel was the most accommodating and engaged of the research partners, in providing both guest and tour-group access through the day-to-day guest registration process. This hotel and related winery utilized a *high touch* customer service model in the day-to-day processes, *believing in giving all our guests an experience nothing short of the Canadian hospitality*. They provided guests with access to events, personalized welcomes, and a family-friendly atmosphere, increasing guest engagement during the stay. These events, outside the check-in and breakfast areas, allowed the researcher, support staff, and hotel staff to request participation in the survey.

A critical factor in guest experience, the term *high touch* in hospitality and tourism is used when the company seeks to create a unique and personalized experience. *High touch*, in hospitality and tourism, addresses the needs and wants of contemporary consumers who are looking for something new (Neuhofer, Buhalis, & Ladkin, 2013).

This hotel's *high touch* customer service model of engagement was a required component of comprehensive survey collections in an off-season (winter) period. The other research partners and venues used in the collection of data made significant efforts to attract participation. For the partners without a *high touch* customer service model, the resulting numbers of responses were minimal; however, they were representative of the Okanagan Valley winter tourist population, and therefore included in the final dataset.

Revalidation of the Conceptualized Model

Revalidating the model fit and model analysis assumptions for the current survey instrument helped to develop the simplified model, needing only 31 variables. These 31 variables/questions were used as exogenous variables to develop the endogenous variables that formed the seven factors of the model. The SEM model, Figure 1, was simplified using modelling techniques, creating the maximum benefit from this technique where parameters are estimated and tested for the model fit to observed data. The current study validated the model fit in an attempt to reduce the number of variables to support the factors. The research methods employed also looked to validate and simplify the Gross et al. (2008) model while expanding the latent factors for influences of scenic and recreational observations.

Model-fit Details

The techniques used a review of the covariances between error pairs of the same factors. This shaped a simplification of the model, as observed pairs, with larger values in the estimate matrices of standardized residuals, which were then identified for model

necessity and subsequent inclusion. The assessment of error variables, with covariance weights above 30.0 on the same factor, were investigated and then removed from the model. The assumptions used in the model fit process (Table 2) reviewed for error pairs with an ML <30.0, thereby generating a simplified and better-fitting model for this study. Systematically progressing through the model-fit activity provided the evaluation of CMIN/DF, CFI, PCFI, and RMSEA measures to be assessed for reasonableness and acceptable goodness of fit.

The model fit process and the critical assessment of the results used approximate values of CFI greater than 0.90 and RMSEA values less than 0.08, as suggested by Junot, Paquet, and Fenouillet (2018). CMIN/DF required an upper threshold significantly below five (5) to provide a good model fit. The final value is 3.417, which is a 0.361 reduction from the initial model. MacCallum, Browne, and Sagawara (1996, Table 2) suggest the sample size of approximately 200 to 300 would reject the model fit under these conditions, and with the current CMIN/DF *p*-value as significant (p=0.000), a poor fit is also indicated; however, others, like Westland (2015) would indicate with n=252, results may never indicate p >0.050. CFI and PCFI at >0.866 and >0.769, respectively, is considered an acceptable fit measurement (Westland, 2015).

Table 2

SEM - Fit Final Results

Fit Summary – Initial

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	156	3490.531	924	.000	3.778
Saturated model	1080	.000	0		
Independence model	90	13872.707	990	.000	14.013

Baseline Comparisons

Model	NFI Delta1	RFI rho 1	IFI Delta 2	TLI rho 2	CFI
Default model	.748	.730	.802	.787	.801
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.933	.698	.747
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.106	.102	.109	.000
Independence model	.229	.225	.232	.000

Fit Summary – Final

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	112	1411.351	413	.000	3.417
Saturated model	496	.000	0		
Independence model	31	7934.603	465	.000	17.064

Baseline Comparisons

Model	NFI Delta1	RFI rho 1	IFI Delta 2	TLI rho 2	CFI
Default model	.822	.800	.867	.850	.866
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.888	.730	.769
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.098	.093	.104	.000
Independence model	.253	.248	.258	.000

Suitable values for PCFI, those approximately 0.800, suggest the model is approaching the desired model. The RMSEA is acceptable at 0.098 and is less than the required 0.100. Model-fit parameter improvements and acceptable results eliminated 13 original observations, defining the interrelationships of variables to latent constructs. The finalized 31 observed variables allowed the development of data within all factors for involvement and place attachment constructs.

The final model, found in Figure 9 and Appendix E, used a total tourist visitor population available, approximately 1400 individuals. The current research used the Structured Equation Modelling *general rule of thumb* to determine a valid sample size (Gross et al., 2008; Sparks, 2007; Bruwer et al., 2017). In the development and design of the final model, the SEM modelling *general rule of thumb* suggested a minimum of four observed variables for each of the latent variables. The sample population, n=252, randomly drawn using complete survey and from the total submitted tourist responses (n=283) of submitted surveys, resulted in a final dataset of n=252. The final dataset supported the requirements for a statistically significant confidence level when using Structural Equation Modeling (SEM) methods. The model fit process established the need for 31 observed variables (x5) to address the seven latent constructs, thereby generating a minimal sample size of n=155. The final sample size of n=252 is large enough to ensure significant statistical powers and confidence levels.

Standard statistical tests evaluated the descriptive variables for confidence, standard deviations, and skewness. Descriptive measures and predictive relationships

were developed to support relationships between observable variables, both exogenous and endogenous, in support of the final research model (Figure 9; Appendix E). The external validity explores the ability to generalize the findings, providing results independent of the industry influences. Instrument modifications and research methods used coefficients of reliability, *Cronbach's alpha* tests (Thompson, 2004). Reliability analysis conducted with this statistical method yielded a result at the higher end of the acceptable range for *Cronbach's alpha.* Individually, each externally oriented observation by pattern factor provided a high *Cronbach's alpha* result. These results indicated 0.954 for *culinary*, 0.918 for *experience*, 0.928 for *place* (I&D), and 0.940 for *recreational* relations. All observations in each of the above analyses are correlating strongly and positively as expected. The overall *Cronbach's alpha* test produced a result of 0.967, as shown in Table 3, supporting a high internal consistency, well above the accepted norm of 0.700 (Hair et al., 1998; Lance, Butts, & Michels, 2006).

Table 3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.967	.968	31

Analysis for reliability also investigated the dimensionality of the scale, determining it to be multi-dimensional. *Figure 2* shows the clustering of the primary latent variables represented as Factor 1 – *Culinary*, Factor 2 – *Experience* (Lifestyle and Attractions), and Factor 3 – *Place* (Identity and Dependence / I&D). The representation for these factors indicates multiple dimensions as influencing both involvement and place attachment. The current study, reviewed for validity and reliability, used the coefficients of reliability, *Cronbach's alpha,* to study and establish validity. The results indicated high reliability of items for the factors as developed in the analysis. The similar methods of testing allowed for comparative results between the current research and the prior Australian wine-region study by Gross et al. (2008).

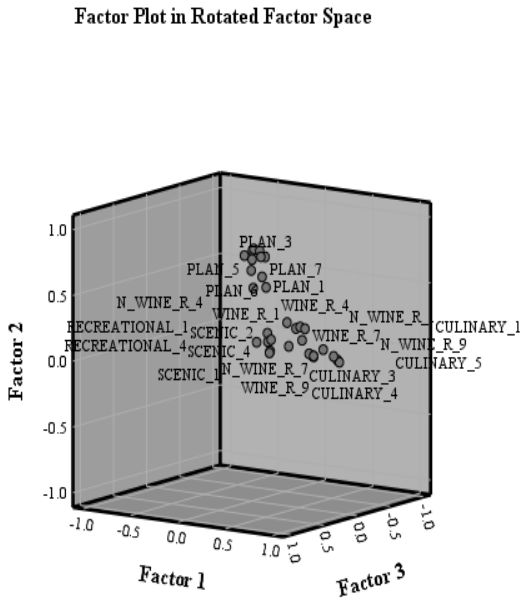


Figure 2. Rotated Factor Matrix.

Four (4) factors have confident *eigenvalues* above the statistical significance threshold of 1.0, which identifies their significance in the modelling. In *Table 4*, the relative strength of the first factor, themed as *Culinary*, in the analysis indicates the overwhelming influence of involvement as a tourist influencer at 52.9%. The remaining three (3) factors for themes of *experience*, *place*, and *recreation* represent influences of approximately 18% of the total variances explained in the analysis. The factor categorizations for #2 and #3 emerged from pattern analysis shown in Table 20 (Appendix F), as reflected in the Final Research Model (Appendix A). The emerging factors formed groupings from the conceptual factors of attractions and lifestyles to *Experience*, and place identity and place dependence, to *Place* (I&D).

Table 4

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1-Culinary	**16.400**	**52.903**	**52.903**	**16.113**	**51.976**	**51.976**	**10.582**
2-Experience	**3.112**	**10.040**	**62.943**	**2.772**	**8.941**	**60.917**	**10.914**
3-Place (I&D)	**1.408**	**4.542**	**67.485**	**1.122**	**3.621**	**64.537**	**10.404**
4-Recreational	**1.068**	**3.447**	**70.931**	**0.864**	**2.787**	**67.325**	**9.726**
5-Scenic Vistas	0.833	2.688	73.619	0.496	1.601	68.926	7.410
6	0.821	2.649	76.268				

Extraction Method: Principal Axis Factoring (SPSS 26 ©)

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Frequencies and Descriptive Analytics (*n*=252)

The dataset and population characteristics provide insights into the frequency of occurrences for population distributions and descriptive characteristics. Demographic data, used as control groups for the dataset analysis, indicate the respective values and counts of vital demographic categories. Tables 4 to 8 indicate responses in each of the fundamental demographics and control categories for *Gender, Age, Origin, Arrival Mode, and Marital Status*. The *Gender* responses were dominated by females, who outweighed the males by a ratio of approximately 1.6:1. The demographic variable *Age* indicated that 85% of the population ranges from 19 to 59 years of age.

Table 5

Gender

		Frequency	Percent	Cumulative%
Valid	1 Female	153	60.7	60.7
	2 Male	92	36.5	97.2
	3 Gender Diverse	1	0.4	97.6
	4 Prefer Not to Answer	6	2.4	100.0
	Total	252	100.0	

The 30 to 39 age group was 32% or 1/3 of the total population. In the dataset, 245 respondents identified their *Gender* as female or male. In the *Culinary* analysis (*n*=252), *Gender* and *Age* weighted the female demographic as the majority. Assessing the possible impacts of the dominant female group resulted in two analyses conducted to develop *Gender* dominant factors by female and male populations. Although the same

four (4) factor categories remained as dominant in relationship to overall results, the order was different.

Table 6

Age

	Frequency	Percent	Cumulative%
19 to 29	50	19.8	19.8
30 to 39	81	32.1	52.0
40 to 49	43	17.1	69.0
50 to 59	40	15.9	84.9
60 to 69	23	9.1	94.0
70 +	9	3.6	97.6
Prefer Not to Answer	6	2.4	100.0
Total	252	100.0	

The results of this analysis for *Gender* did indicate the female-only versus male-only responses vary from the overall results, particularly in the male gender, where they overwhelmingly show influences from desires for *Recreational* offerings.

With females representing 60.7% of the respondents, the overall findings (*n*=252) are significant and are used for further analysis; however, notice should be given to the strength of Factor #4 for the male populations in the overall results—further discussions by *Gender*, pp.119-121. The *Origin* demographic recorded the place identified as the tourists' point of departure and assumed to be the nation of residence.

Table 7

Total Variance Explained by Gender

Overall Factor	All Genders		**Female Only**		Factor
	Total	% of Variance	Total	% of Variance	
1-Culinary	16.400	52.903	16.051	51.776	1-Culinary
2-Experience	3.112	10.040	3.364	10.850	2-Experience
3-Place (I&D)	1.408	4.542	1.661	5.358	3-Place (I&D)
4-Recreational	1.068	3.447	1.134	3.657	4-Recreational

Overall Factor	All Genders		**Male Only**		Factor
	Total	% of Variance	Total	% of Variance	
1-Culinary	16.400	52.903	16.851	54.357	1-Recreational
2-Experience	3.112	10.040	3.099	9.996	2-Experience
3-Place (I&D)	1.408	4.542	1.513	4.879	3-Culinary
4-Recreational	1.068	3.447	1.201	3.873	4-Place (I&D

The dataset was dominated by 65% Canadian origins, primarily BC, and 35% from other locations for the population visiting from December 2018 to February 2019. The Okanagan Valley, surrounded by high mountain elevations, having limited accessibility during adverse weather conditions, indicated the locals represented 15% of the visitors.

Of note is the more substantial 25% of the surveyed population from Japan, Asia, or Southeast Asia within the current research. This percentage closely aligns with UNWTO, and Destination Canada reported data on Asia/Japan arrivals at 21% (UNWTO (2016), and a similar Destination Canada (2018) Asia/Japan result of 21%. The Asia-

Pacific tourist growth, expected to continue from 2018 onward, supports the current *Origin* results (Destination Canada, 2018).

Table 8

Origin

	Frequency	Percent	Cumulative%
Local, within 100KM	38	15.1	15.1
British Columbia (BC)	87	34.5	49.6
Rest of Canada	39	15.5	65.1
USA	7	2.8	67.9
Rest of Americas	4	1.6	69.4
EU or UK	2	0.8	70.2
Japan, Asia, or SE Asia	63	25.0	95.2
Oceania	1	0.4	95.6
Rest of World	11	4.4	100.0
Total	252	100.0	

Table 9

Arrival Mode

		Frequency	Valid %	Cumulative %
Valid	Family Car	134	53.2	53.2
	Rented Car	5	2.0	55.2
	Other	3	1.2	56.3
	Bus	6	2.4	58.7
	Organized Tour Groups	65	25.8	84.5
	Air	39	15.5	100.0
	Total	252	100.0	

The *Arrival Modes* equating to the *Family Car* and *Organized Tour Groups* dominate the *Arrival Mode* used to enter the valley, and aligns with responses from BC

within 100KM, and Japan, Asia, and Southeast Asia tourists (JASEA). Arrivals by *Air*, which did represent the third group of travel, could suggest further investigation of the cost of travel, and ease of access, to be investigated in future studies.

Table 10

Marital Status

		Frequency	Valid %	Cumulative %
Valid	Married or Common Law	162	64.3	64.3
	Single, Never Married	55	21.8	86.1
	Separated or Divorced	25	9.9	96.0
	Widow or Widower	2	.8	96.8
	Prefer Not to Answer	8	3.2	100.0
	Total	252	100.0	

The family unit was dominated by *couples or families* arriving in the Okanagan Valley, then followed by the *single, never married* visitor, who were mostly represented by the Japan, Asia, and Southeast Asian tourists. These results could suggest further investigation in future studies of the family unit, such as younger ages and genders.

Gender – Age - Origin

A review of *Gender - Age - Origin* across dominant genders (Male/Female) indicated the population's central tendency to be more concentrated or skewed to arrivals from outside the 100KM or not the *local* vicinity for the study. The demographic data indicated that 75% of the respondents were from outside the 100KM area. The province of BC represented 34.5%, while another 25% of the respondent tourists were

representative of JASEA place of origin. Noted is the strong representation from the Rest of Canada (RoC) at 15.5%, and dominated by the male population.

Origin – Age – Marital Status

Reviewing these dominant *age* groups, filtered by the primary *origin* groups, the indicator of *Married or Common Law* leads the results, suggesting an orientation to family travel. In a deep dive into the single 19-29 group, the population from Japan, Asia, and Southeast Asia, dominated by both single females and single males, identified themselves as ages 19-29.

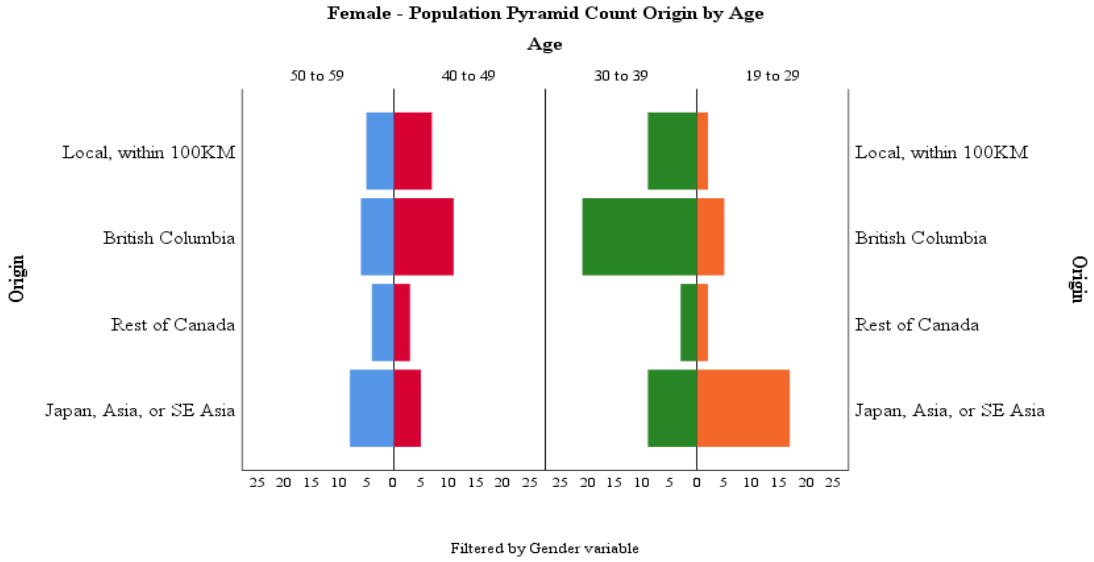


Figure 3. Origin by Age – Female.

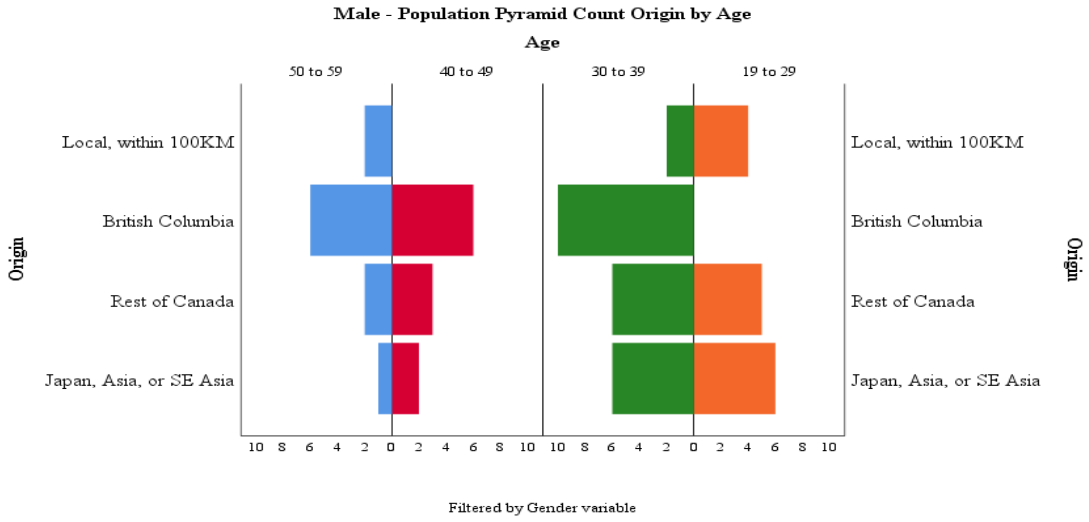


Figure 4. Origin by Age – Male.

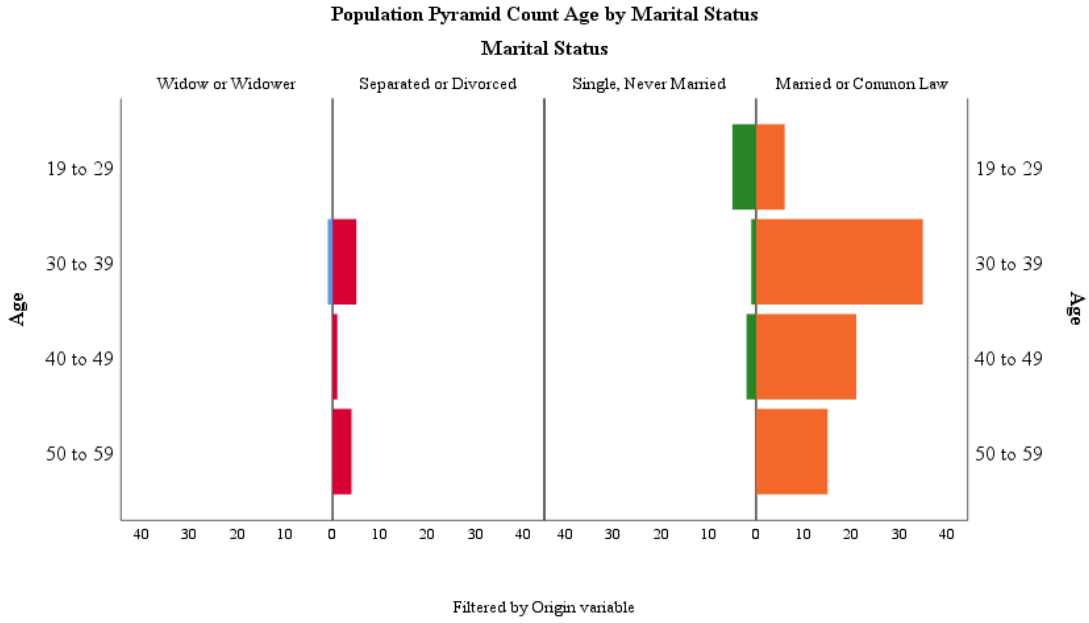


Figure 5. Age by Marital Status.

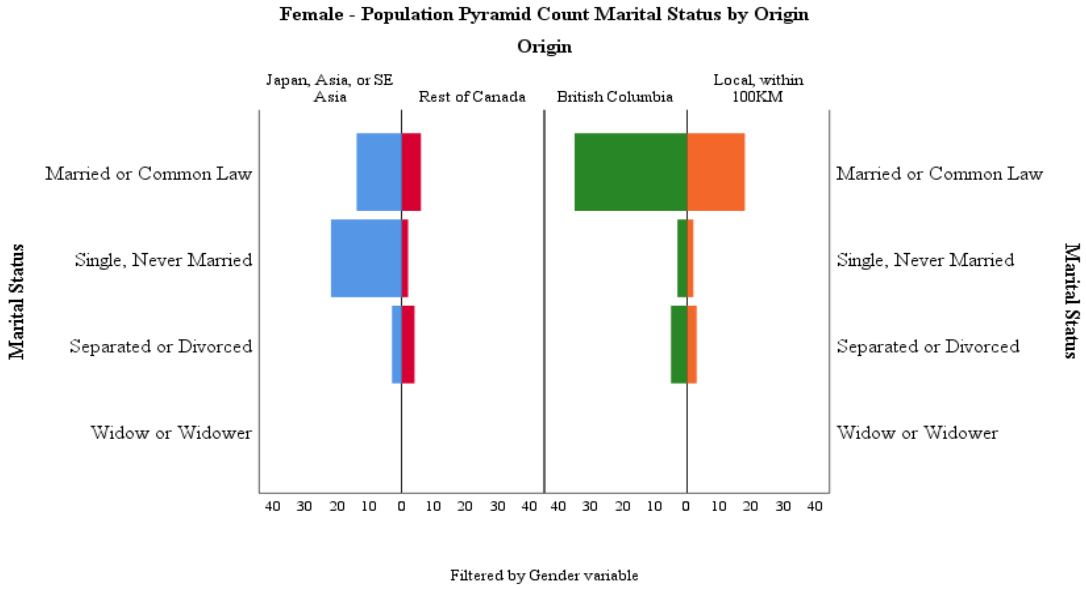


Figure 6. Marital Status by Origin – Female.

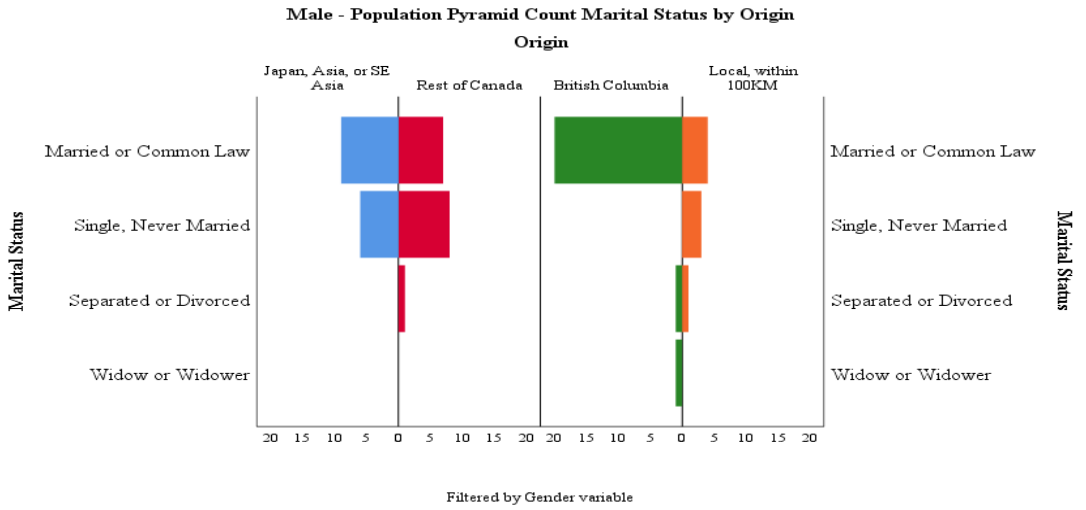


Figure 7. Marital Status by Origin – Male.

Arrival Mode – Origin - Age

The *Arrival Mode*, led by the family car, is the preferred mode of transportation for Canadian tourists to the Okanagan Valley, at 49.5%. In the dataset, the *Arrival Mode* by *Organized Tour Groups* represented 25% of tourists, with *Air* equating to 15%.

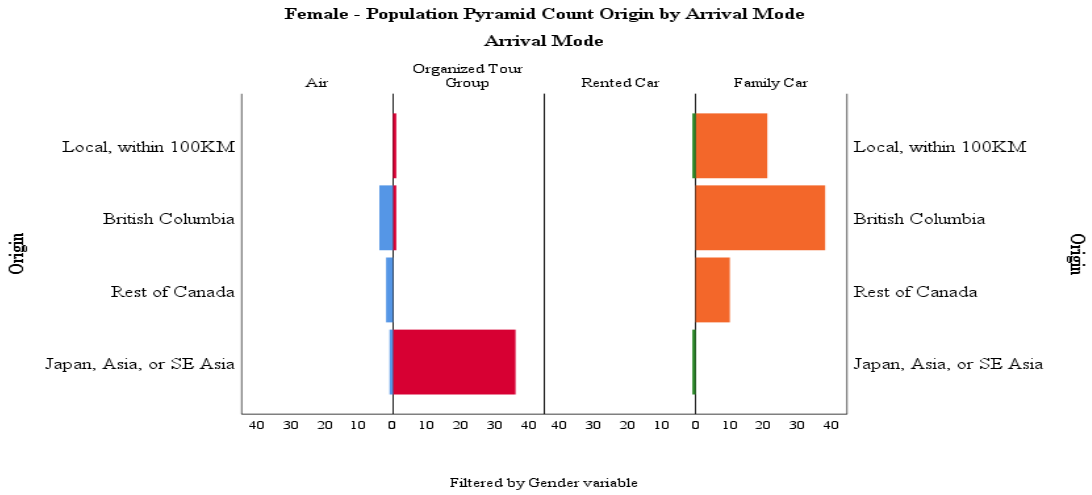


Figure 8. Origin by Arrival Mode.

The Multi-Language Instrument (*n*=252 versus *n*=203)

The survey instrument, translated into two (2) languages, used a multi-language analysis to ensure there was no unintended bias in the findings of this current study. The translated survey was back-translated by different individuals to ensure consistent definitions and meanings. The use of a survey instrument translated to Simplified Chinese was instrumental in gaining responses from the international visitors frequenting partner locations in the Okanagan Valley. Often these tourists were part of an organized BC/Canada winter tour and not there to begin a work-study opportunity as individuals. Since these global tourists primarily used organized tours, the *Arrival Mode* variable

indicated *Organized Tour Groups* for the 49 respondents, who subsequently used the *simplified* Chinese survey instrument. An analysis of the dataset without the *simplified* Chinese 49 survey responses used the loadings from the correlation matrix for both cases. Table 11 shows results with and without the 49 respondent data records.

The results from the comparative analysis of the multi-language survey and the structured model of observed variables for Factor 1 (*Culinary*) were evaluated using the same PAF techniques—pattern matrixes generated from the SPPS output to identify the loading observations for Factor 1. Given the overall strength of Factor 1 (*Culinary*) in the *n*=252 dataset, it only indicated as approximately 1.6% stronger than the *n*=203 dataset.

Table 11

Factor Correlation Matrix (n=252 versus *n*=203*)*

(n=252*)*

Factor	1	2	3	4	5
1		.399	-.500	-.600	.452
2	.399		-.543	-.478	.347
3	-.500	-.543		.447	-.487
4	-.600	-.478	.447		-.436
5	.452	.347	-.487	-.436	

(n=203*)*
(Simplified Chinese responses not included)

Factor	1	2	3	4	5
1		.392	.513	-.644	.293
2	.392		.519	-.484	.174
3	.513	.519		-.463	.326
4	-.644	-.484	-.463		-.295
5	.293	.174	.326	-.295	

Extraction Method: Principal Axis Factoring. (SPSS 26 ©)
Rotation Method: Oblimin with Kaiser Normalization.

The *total variance explained*, the significant observations and scores for the *Culinary* factor, was at 52.9% versus 51.3% respectively for *n*=252 and *n*=203 datasets. Exploring factor #2 (*Experience*), the result was just less than 1% weaker in the variance

for the *n*=203. Factor 3 (*Place* (I&D)) showed minimal variances at 0.2% with *simplified* Chinese responses removed. Common to both *n*=252 and *n*=203 datasets for *Culinary* was the same observed variable set, in the same ranking order, with minimal variation in loading weights. These observations are:

a. 7.4_Wine Rating for Understanding the Regional Culture;
b. 7.5_Culinary Parings created Memorable Experience in the Okanagan Valley;
c. 7.3_Culinary Rating for Understanding the Regional Culture;
d. 7.1_Distinctive Regional Food Rating;
e. 8.3_Heritage and Unique Architectural features in Towns enhanced experiences;
f. 8.2_Considering Wine Vistas ONLY; Scenery and Landscapes are *awe-inspiring*.

The survey instrument's translation, a *dual-focus* approach in support of western terminology, provided the critical alignment of meanings and phrases. The *dual-focus* approach met the researcher's concern to maintain internal validity, and to provide a scientific approach to the multi-language survey instrument development and distribution (Erkut, 2010).

The overall analysis of PAF results between *n*=252 and *n*=203 datasets showed no significant differences that would suggest any bias in the results. As such, the final dataset used the larger *n*=252 population. The *simplified* Chinese version provided reliability and validity, using similar translation to application findings of Peng et al.,

thereby allowing for similar and consistent responses (Peng, Li, Sun, Li, Sun, Zhang, & Yu, 2011).

Factor Analytics Findings (*n*=252)

A factor reduction using SPSS© 26 developed results from the research data, using seven latent variables of involvement and place attachment. These seven latent variables are defined for Place Attachment as (place identity and place dependence) and Involvement as experience (lifestyle and attractions), culinary (food and wine), recreational, and scenic vistas).

Using SPSS©, an *Analysis-Dimension Reduction-Factor* equal to a maximum of five (5) factors exposed the primary factors of the model with *Initial Eigenvalues* equal to or greater than 1.000. The resulting *Total Variance Explained* produced four (4) factors meeting the criteria, as shown in Table 4. These factors are *Culinary, Experience* (Lifestyle and Attraction)*; Place* (I&D), and *Recreational.* The factor for *Scenic Vistas* did not have a supporting *Initial Eigenvalue* equal to or greater than 1.000. However, in the pattern loadings, some of the observations for *Scenic Vistas* did show significant loading influences in the *Culinary* factor. Initial reviews of the results for factors with supporting *Initial Eigenvalues* revealed the impacts or influences of the modelled observed variables, which would provide for the analysis of factors representing *Culinary, Experience* (lifestyles and attractions)*, Place* (I&D) and *Recreational* unobserved exogenous variables. These exogenous variables account for the majority of explained variances, at 70.9%. The total variance explained, 70.9%, would indicate these

factors provide a good representation of the data. The results in Figure 2 and Table 4 were produced using *Principal Axis Factoring* (PAF) and an oblique rotation, which allowed for new comparatives with the Gross et al. (2008) results that used similar factor and observation variables.

Factor Model

The final statistical model for the current research (Figure 9; Appendix E) shows the standardized results obtained from the surveyed populations in the Okanagan Valley winter and represented by the *n*=252 dataset. These findings present the modelled factors, to indicate the influences for involvement and place attachment to destination choice.

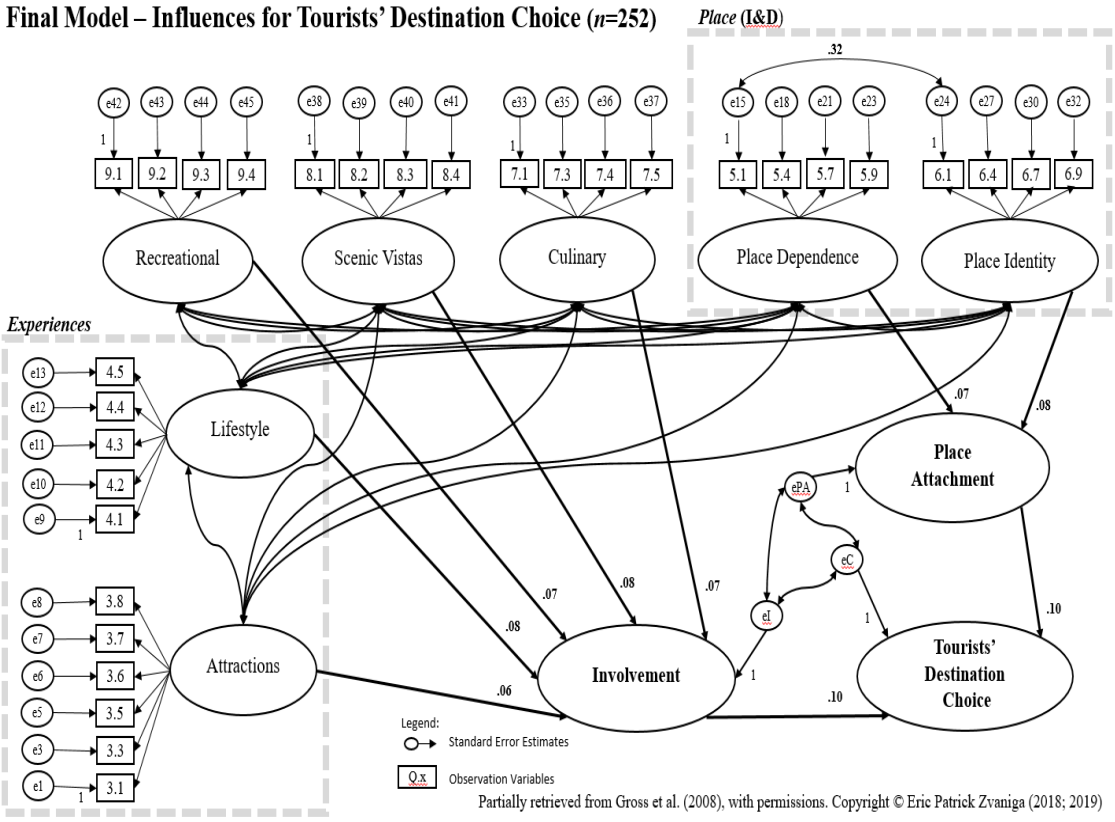


Figure 9. Final Model (the SPSS AMOS© Final Model is in Appendix E).

Table 12

Final Model (Figure 9) – Standardized Results (n=252)

Variables		Latent Variable	Estimate	Error ID	Error
Involvement	<---	Recreational	0.07		
Involvement	<---	Scenic	0.08		
Involvement	<---	Culinary	0.07		
Involvement	<---	Attractions	0.06		
Involvement	<---	Lifestyle	0.08		
Place Attachment	<---	Place Identity	0.08		
Place Attachment	<---	Place Dependence	0.07		
Destination Choice	<---	Involvement	0.10	eI	0.00
Destination Choice	<---	Place Attachment	0.10	ePA	0.00
Q 3.1	<---	*Experience* (Attractions)	0.59	e1	0.34
Q 3.3	<---	*Experience* (Attractions)	0.76	e3	0.58
Q 3.5	<---	*Experience* (Attractions)	0.74	e5	0.54
Q 3.6	<---	*Experience* (Attractions)	0.76	e6	0.50
Q 3.7	<---	*Experience* (Attractions)	0.79	e7	0.63
Q 3.8	<---	*Experience* (Attractions)	0.86	e8	0.73
Q 4.1	<---	*Experience* (Lifestyle)	0.83	e9	0.69
Q 4.2	<---	*Experience* (Lifestyle)	0.81	e10	0.66
Q 4.3	<---	*Experience* (Lifestyle)	0.80	e11	0.63
Q 4.4	<---	*Experience* (Lifestyle)	0.73	e12	0.54
Q 4.5	<---	*Experience* (Lifestyle)	0.59	e13	0.35
Q 5.1	<---	*Place* (Identity)	0.74	e15	0.54
Q 5.4	<---	*Place* (Identity)	0.69	e18	0.47
Q 5.7	<---	*Place* (Identity)	0.73	e21	0.54
Q 5.9	<---	*Place* (Identity)	0.82	e23	0.68
Q 6.1	<---	*Place* (Dependence)	0.79	e24	0.62
Q 6.4	<---	*Place* (Dependence)	0.77	e27	0.59
Q 6.7	<---	*Place* (Dependence)	0.82	e30	0.68
Q 6.9	<---	*Place* (Dependence)	0.89	e32	0.79
Q 7.1	<---	*Culinary*	0.79	e33	0.62
Q 7.3	<---	*Culinary*	0.92	e35	0.81
Q 7.4	<---	*Culinary*	0.95	e36	0.90
Q 7.5	<---	*Culinary*	0.93	e37	0.86
Q 8.1	<---	*Scenic Vistas*	0.87	e38	0.76
Q 8.2	<---	*Scenic Vistas*	0.83	e39	0.69
Q 8.3	<---	*Scenic Vistas*	0.77	e40	0.59
Q 8.4	<---	*Scenic Vistas*	0.93	e41	0.87
Q 9.1	<---	*Recreational*	0.83	e42	0.68
Q 9.2	<---	*Recreational*	0.83	e43	0.70
Q 9.3	<---	*Recreational*	0.90	e44	0.80
Q 9.4	<---	*Recreational*	0.90	e45	0.81

The KMO and Bartlett's shown in Table 13 show strong support for the sample, *n*=252. The *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* at 0.945 was above the recommended minimum of 0.600 and indicated a factor analysis to be useful with the dataset. In Bartlett's Test of Sphericity, the correlation represents an identity matrix, shown as *df* = 465 with a statistical significance value of *p* (Sig) < 0.05, also indicating a factor analysis to be useful with the dataset (Hair, 2006).

Table 13

KMO and Bartlett's Test (n=252)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.945
Bartlett's Test of Sphericity	Approx. Chi-Square	7581.603
	df	465
	Sig.	0.000

The scree plot (Figure 10) and the pattern matrix (Appendix F) identify the explored relationships between the factors and the measured variables. The resulting data assists in the explanation of why the correlations for observed variables and latent constructs of the model may exist. For each observation identified in the model, results were sorted by size, when identified with a minimum coefficient > 0.300. The data in the pattern matrix specifies the coefficient score for the observed variables and the factors they loaded on to reveal the relative impact within that factor. Each of the variables describing factor #1, *Culinary*, assists in the identification of involvement desires for regional food culture, heritage, and wine engagements. These observations of memorable

events in the region show in the pattern matrix with high correlations coefficients.

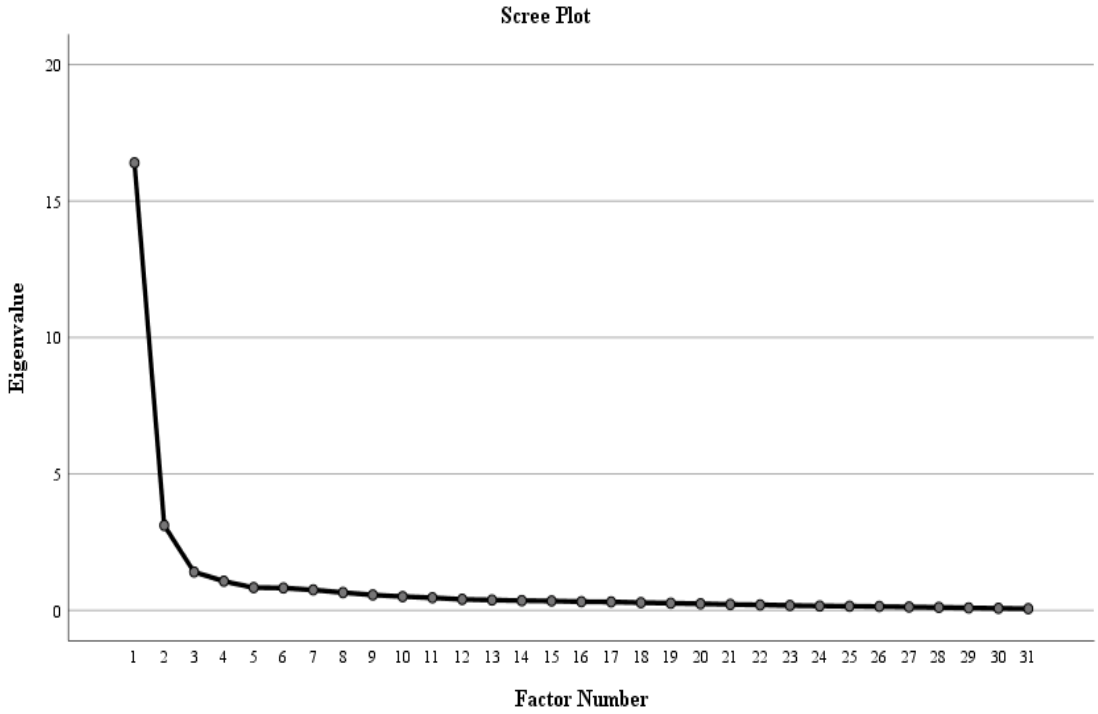


Figure 10. Scree Plot.

The grouping of observed variables found in the *Pattern Matrix* (Table 20; Appendix F) themed the resulting factors as:

- ***Culinary*** **(Factor 1 – Involvement - Food & Wine),** with some strong influences from *Scenic Vistas*, awe-inspiring landscapes, and unique regional heritages found in towns and villages.
- ***Experience*** **(Factor 2 – Involvement – Centrality to Lifestyles and Attractions)** offerings combined, to indicate the ease of planning, the

accuracy of the information, and the realized experiences in comparison to the perceived thoughts before arrival.

- ***Place (*I&D*)*** **(Factor 3 – Place Attachment – Place Identity and Place Dependence)** combined shows the influence of both wine and non-wine for the region in comparison to other tourist regions
- ***Recreational*** (**Factor 4 – Involvement)** observations are independent of all other significant factors
- ***Scenic Vistas*** (**Factor 5 – Involvement)** influences broadly impact the *Culinary* (Food & Wine) factor #1.

The research question asks about the influence of both involvement and place attachment on tourists' destination choice in the Okanagan Valley, BC, a Canadian wine region. The following sections identify the findings for each latent variable modelled in the current research. Notations are included for impacts in primary factors by *Gender*.

Culinary (Factor 1 – Involvement – Food and Wine)

The observations show the significance of tourists' involvement and desires for *Culinary* experiences, at **52.9%** of the total variance explained. The modelled variables defining *Culinary* desires and outcomes of tourists, combined with awe-inspiring landscapes, especially winery vistas of the Okanagan Valley, supported the creation of a memorable experience during the visit. Some of these scenic observations also reflected the strength of the region's unique towns and villages and the existence of a desired cultural interaction with regional heritages. Minor, less influential factors of place

dependence and place identity coefficients were related to factor #1, explaining the loading variances in the model. The place-related observations indicated a collective effect on tourist influences, with coefficients between 0.300 and 0.450. The influences of *Place (*I&D*)* focused on non-winery offerings, which appeared to the tourists to be abundant in the region relative to their perceptions of other global regions.

The FEMALE Population Impact. A review of the results with only the female population showed strength in the Origin and Marital Status demographic indicators, which may account for the similarities in factor results in the overall findings. Culinary and Experience for females was only 0.3%, notably lower than the overall results for all genders. Place (I&D) and Recreational factors show slightly higher percentages to create a more dominant group of influencing factors.

The rank and weight of female-only factors modelled had a minor percentage difference (-1.1%) in the *Total Variance Explained* results (Table 7). Female respondents concentrated in ages 19 to 39 and originating in BC or Japan, Asia, and Southeast Asia (JASEA) reported as being single. The BC female population was primarily *Age* 30-39, and reported as married or common law.

These findings, in addition to the overall 60.7% weight of female respondents, do show that the female-only respondent is representative of the overall population. Additionally, in the four (4) factors analyzed, they (females) are presenting a more substantial influence. The overall 60.7% weight of female respondents may suggest a focus on strategy and future analysis to be given to the female population only.

Experience (Factor 2 – Involvement –Lifestyles and Attractions)

The indicators of lifestyles and attractions, **10.0%** of the total variance explained, could be categorized as a factor called *Experience.* The observations inquiring about the importance of discussions with family and friends, as representative of the tourists' lifestyle aspirations, scored very high among respondents. The fact that tourists need to discuss the trip with family and friends is an indicator of the fulfilment realized through offerings promoted both in advance and during the visit. Tourists also indicated the importance of information accuracy and their ability to become immersed in the experiences available in the region. Thinking of their typical day-to-day activities, they found these readily available in the region. Factor #3 observations echoed respondents' comparison of the Okanagan Valley to other global tourist destinations, which indicated strength for *Place (*I&D*),* facilitated through the relative ease of planning for the visit. Experience also showed the influences of the awe-inspiring scenery.

Place (I&D) (Factor 3 – Place Attachment – Place Identity & Dependence)

The influences of *Place (I&D),* at **4.5%** of the total variance explained, focused on wine and non-winery offerings, which appeared to the tourists to be abundant in the region relative to their perceptions of other global regions. They indicated in the responses to have reflected on perception before the visit and experience after the visit. The loading in this factor #3 was often between 0.4 and 0.6, indicating the importance of the influence, although of lesser significance for both *Culinary* and *Experience*.

Recreational (Factor 4– Involvement)

Factor #4 in the overall results represented the *Recreational* influence at **3.4%** of the total variance, denoting engagements and connections to the regional area. In the factor, observations for recreational opportunities and experiences, including thoughts about exploring rivers and lakes, also appeared in the strength of the observed variable for lifestyle fitness to be realized through recreational offerings.

The MALE Population Impact. A review of the results with only the male population showed overwhelming strength for the Scenic Vistas and Recreational factors. This result was 54.4 % versus the overall Culinary results of 52.9%. Although the same four (4) factors occurred in the analysis, the Experience, Culinary, and Place (I&D) factors were less than 10% each and representative of only 18.5% of the Total Variance Expanded in the model.

In *Origin*, males from the Rest of Canada (RoC) and JASEA between *Age* 19–39 were dominant in the respondent population. Males *Age* 30-49 were predominantly from BC. The *Marital Status* of this part of the population was *married or common law*. Only 6% of the male JASEA population reported as *single, never married*. The higher results in Scenic Vistas and Recreational observations reflected more desires for outdoor offerings in the male population (Table 7). The data reveals the observed variables for Q8.x and Q9.x were loadings for the male demographic, to show desires for the outdoors of the Okanagan Valley and the region's potential for adventure activities. The factor strength for males might suggest an expanded season inquiry.

Factors of Minor or No Influence

Factor #5, *Scenic Vistas*, as a standalone factor at 2.7% of the total variance explained, did not indicate as significantly within the analysis. The scenic vistas identified within involvement as minor influencers for the tourists. However, two (2) of the observed variables for outcomes forming memorable scenic vistas within this factor did indicate as very significant as an observation of influence in the *Culinary* factor.

Place Attachment Findings

The current findings for P*lace* (I&D), representing place identity and place dependence (Table 4) show these constructs to represent 4.5% of the model's total variances, as reliable predictors of tourists' behaviour. In the current research model, the observations forming place identity, shown individually, are slightly more influential than the observed variables for place dependence. Observations indicated by *WINE_xx* identify place dependence and those indicated by *N_WINE_xx* indicate place identity as the descriptive influencers to place attachment.

Table 14

Place Observations – Skewness and Kurtosis (n=252)

	WINE_R_1	WINE_R_4	WINE_R_7	WINE_R_9	N_WINE_R_1	N_WINE_R_4	N_WINE_R_7	N_WINE_R_9
N	252	252	252	252	252	252	252	252
Missing	0	0	0	0	0	0	0	0
Skewness	-1.324	-1.394	-1.196	-0.995	-1.414	-1.483	-1.362	-1.077
Std. Error of Skewness	0.153	0.153	0.153	0.153	0.153	0.153	0.153	0.153
Kurtosis	1.408	1.274	0.741	0.806	1.783	1.789	1.251	0.826
Std. Error of Kurtosis	0.306	0.306	0.306	0.306	0.306	0.306	0.306	0.306

In Table 14, the negative skewness is an indication of the observations distributed or heavily weighted towards the lower end of the scale, or to the left of a normal curve. The size of the skewness values is an indication of possible issues in this analysis and predictions of overall population results as the distance of departure from horizontal symmetry is significantly left of a normal curve. The statistically accepted measure of -1.96 to +1.96 (Measure/SE) for skewness shows the data differs from normality; as such, the data is nonparametric.

Kurtosis is a measure of how flat or peaked the existing distribution is for the place attachment constructs. In the table, results for observed variables using the statistically accepted measure of -1.96 to +1.96 (Measure/SE) for kurtosis shows the data differs from normality; as such, the data is non-parametric. Overall, the observed variables suggest the data has heavier tails or is less peaked. The observed data for place attachment indicators include all records of the n=252 dataset, with no missing data.

The z-scores equaling the measure divided by SE (Std. Error) indicated the dataset in this current research differs significantly from normality, with results exceeding the statistically accepted measure between -1.96 to +1.96. Using a Shapiro-Wilk test of origin data from the USA and arrivals data indicating rented cars returned $p>0.05$, while all other control variables were <0.05, indicating the dataset to be nonparametric (Nordstokke, Zumbo, Cairns, & Saklofske, 2011).

Nordstokke et al. (2011) suggest a Levene's test for the equality of variance in the data. *Origin* and *Arrival Mode* have p-values of 0.001; therefore, the difference in the

variances between groups is statistically significant. The difference is also significant for *Gender* and *Age*, except for the *Recreational* factor #4, where *p*-values are > 0.05. The inspections of skewness, kurtosis, and the use of Levene's testing present the statistical significance of the dataset following the verification of the variances and the equality between variances (Nordstokke & Zumbo, 2010; Nordstokke, Zumbo, Cairns, & Saklofske, 2011; Appendix E).

Figure 11 identifies a box-and-whiskers plot of the *Place* (I&D) results for the female and male genders in relationship to both age and origin control demographics. It is indicating the central points spread of the data by demographic controls. Using this method of analysis for the factor coefficient scores allowed for an estimate of the variances between scores and in conjunction with the control demographics.

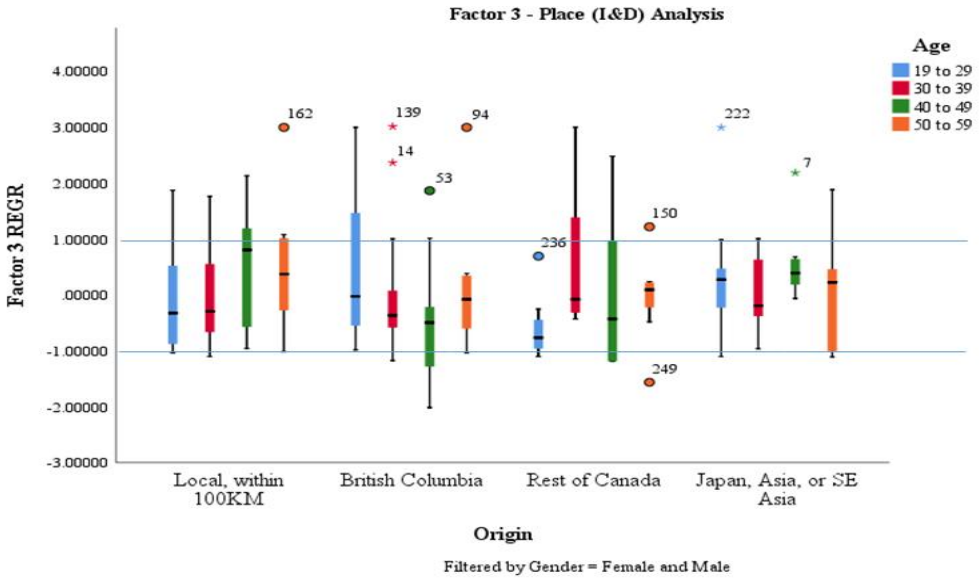


Figure 11. Place (I&D) Analysis.

As observed in the box plots, responses from both locals—those within 100KM of the Okanagan Valley—and visitors from Japan, Asia, and Southeast Asia (JASEA) are very consistent with scores surrounding the mean score for *Place* (I&D). However, the responses of both British Columbia (BC) and the rest of Canada's visitors varied significantly around the mean score by the demographics of *Age*. The *Age* groups for British Columbia (BC) and the rest of Canada also have the majority of the outlier responses in the dataset for the observed variables.

Culinary Factor Findings

Utilizing the factors exposed in the analysis and explained by total variances, categorization of the observed data for *Involvement* identified three (3) factors representing *Culinary, Experience* (lifestyle and attractions) and *Recreational* influences (Figure 9; Appendix E). With *Culinary* as a primary factor exhibiting robust loading characteristics in the model, discussion of this factor in more detail, related to involvement, follows in the study. The S*cenic Vistas,* which represent a possible factor of involvement in the model, did support the culinary factor through the heavy loadings of some observations. Although *Initial Eigenvalues* for *scenic vistas* do not support this factor as a standalone influencer of tourists, the scenic factors do influence both involvement and place attachment variables related to the tourists' choice.

In Table 15, the negative skewness in the *Culinary i*nvolvement is an indication of the observations being distributed or weighted towards the lower end of the scale, or to the left of a normal curve. The distance of departure from horizontal symmetry has a

slight form to the left of normality. The statistically accepted measure of -1.96 to +1.96 (Measure/SE) for skewness shows that the data differs from normality, and as such the data is non-parametric.

Table 15

Culinary – Skewness and Kurtosis (n=252)

		CULINARY_1 7_1	CULINARY_3 7_3	CULINARY_4 7_4	CULINARY_5 7_5	SCENIC_2 8_2 *Awe-inspiring*	SCENIC_3 8_3_Heritage
N	Valid	252	252	252	252	252	252
		0	0	0	0	0	0
Skewness		-.850	-.986	-.995	-.966	-.939	-1.087
Std. Error of Skewness		.153	.153	.153	.153	.153	.153
Kurtosis		-.180	-.302	-.252	-.276	.076	.166
Std. Error of Kurtosis		.306	.306	.306	.306	.306	.306

Kurtosis is a measure of how flat or peaked the existing distribution is for the place attachment constructs. In the table, results for observed variables using the statistically accepted measure of -1.96 to +1.96 (Measure/SE) for kurtosis shows the data, although slightly kurtosis, indicating normality in distribution, as such is parametric. The observed data for *Culinary* indicators of involvement include the *n*=252 dataset, with no missing data.

A Levene's test, done for *Culinary* equality of variance in the data, showed *Origin* and *Arrival Mode* have *p*-values of 0.001; therefore, the Levene's test indicates if

the difference in the variances between groups is statistically significant (Nordstokke et al., 2011). It also indicated the same *Gender* and *Age* with the exceptions for the *Recreational* factor #4, where *p*-values are > 0.05. The inspections of skewness, kurtosis, and a nonparametric Levene's test presents the statistical significance of the dataset following the verification of the variances and the equality between variances (Nordstokke & Zumbo,2010; Nordstokke, Zumbo, Cairns, & Saklofske, 2011).

The statistics for *Culinary* (Figure 12), accumulate between +1 and -1 across all of the primary demographic *Origins*. The box-plot representations of responses from all visitors are very consistent, with scores surrounding the mean score for *Culinary*. The *Culinary* factor shows several outliers below or to the left of the normal distribution for visitors originating from British Columbia

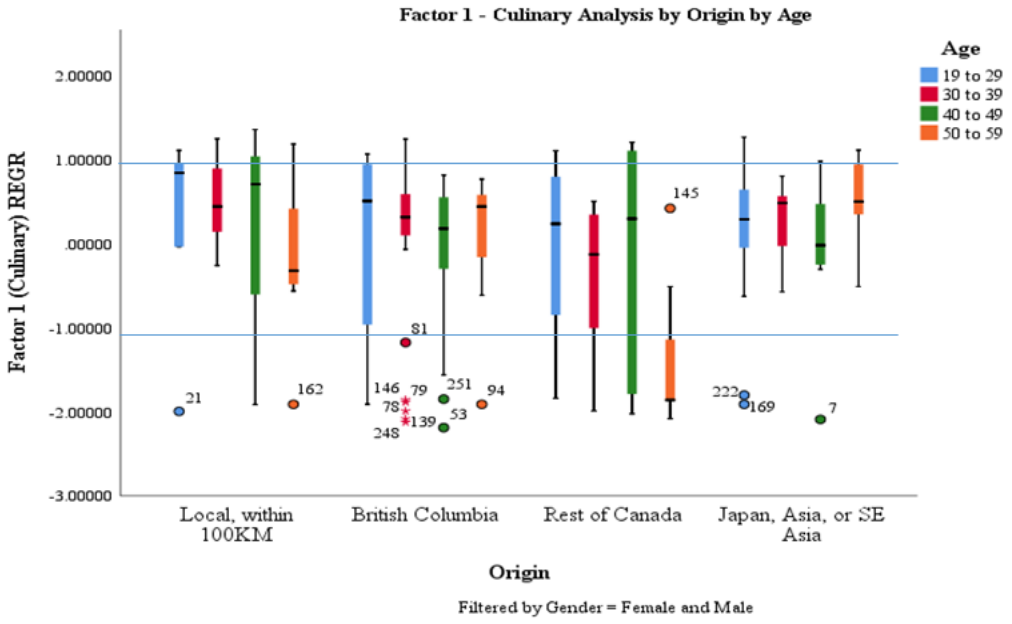


Figure 12. Culinary Analysis – Origin by Age.

In the next analysis of findings, the Pearson's-*r* correlations values are healthy and positive in correlations above 0.600 in value. The chosen level of significance for analysis is $p < 0.05$. Table 16 clearly shows that all correlations are statistically significant at $p = 0.01$. The linear direction of these observed variables is positive. This strong result suggests that the culinary factor would exist in the population as a whole.

Table 16

Culinary Correlations (n=252)

(Factor #1) – the stronger loading observations		CULINARY_17_1	CULINARY_17_3	CULINARY_17_4	CULINARY_17_5	SCENIC_28_2_ *Awe-inspiring*	SCENIC_38_3_Heritage
CULINARY_17_1_Distinctive Regional Food	Pearson-*r* Correlation	1	.704**	.734**	.752**	.698**	.667**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	Sum of Squares	2341.270	1813.651	1858.063	1879.460	1565.238	1588.190
	Covariance	9.328	7.226	7.403	7.488	6.236	6.327
	N	252	252	252	252	252	252
CULINARY_37_3_Culinary Regional Culture	Pearson-*r*	.704**	1	.875**	.832**	.675**	.749**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	Sum of Squares	1813.651	2834.746	2436.683	2287.198	1665.810	1963.548
	Covariance	7.226	11.294	9.708	9.112	6.637	7.823
	N	252	252	252	252	252	252

		CULINARY_17_1	CULINARY_37_3	CULINARY_47_4	CULINARY_57_5	SCENIC_28_2_ *Awe-inspiring*	SCENIC_38_3_Heritage
CULINARY_47_4_Wine Culture	Pearson-*r*	.734**	.875**	1	.892**	.684**	.747**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	Sum of Squares	1858.063	2436.683	2736.603	2409.873	1659.762	1923.810
	Covariance	7.403	9.708	10.903	9.601	6.613	7.665
	N	252	252	252	252	252	252
CULINARY_57_5_Culinary Paring created a Memorable Experience in the Okanagan Valley	Pearson-*r*	.752**	.832**	.892**	1	.713**	.740**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	Sum of Squares	1879.460	2287.198	2409.873	2666.329	1706.524	1881.369
	Covariance	7.488	9.112	9.601	10.623	6.799	7.495
	N	252	252	252	252	252	252
SCENIC_28_2_Considering Wine Vistas ONLY	Pearson-*r*	.698**	.675**	.684**	.713**	1	.681**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	Sum of Squares	1565.238	1665.810	1659.762	1706.524	2148.857	1554.286
	Covariance	6.236	6.637	6.613	6.799	8.561	6.192
	N	252	252	252	252	252	252
SCENIC_38_3_Heritage my Experiences	Pearson-*r*	.667**	.749**	.747**	.740**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	Sum of Squares	1588.190	1963.548	1923.810	1881.369	1554.286	2424.679
	Covariance	6.327	7.823	7.665	7.495	6.192	9.660
	N	252	252	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Tourist Destination Choice Findings

Involvement factors and those factors representing place attachment, as shown in Figure 9, ranged in standard values between 0.06 and 0.10. Standardized covariance values for these unobserved, endogenous variables are lower in value when compared to values impacting individual latent variables. However, the results indicate a stronger influence from involvement factors versus the factors of place attachment. Within place attachment, the place identity construct appears to outweigh the place dependence construct when influencing the tourists' destination choice. The *Origin* of the visitor, being primarily from BC and Canada, may cause this place identity strength, given the Okanagan Valley is a known Canadian wine region, with many involvement offerings.

The endogenous involvement variables, focused on the *valley floor* of the Okanagan Valley, BC, from December 2018 to February 2019, indicate a very influential construct for *Culinary* (food & wine) at **52.9**% of the total variance explained. *Culinary* strength as an influencing factor could suggest related impacts on the involvement desires of tourists to be a critical area of focus in the region. Tourists' expectations of the location's scenic values, including the awe-inspiring landscapes when paired with the culinary experience, influence their destination choice. *Culinary* strength as an influencing factor is especially influential when comparing the Okanagan Valley to other global wine regions.

Hypotheses Reviewed

The hypotheses are summarized below:

***H*1$_a$** *Involvement and place attachment factors developed in the winter season of the Okanagan Valley have similar weighed relationships and significance to the comparable factors of Gross et al. (2008).*

The hypothesis H1a was supported by the data comparing Gross et al. (2008). Signified in Gross et al. (2008), the factors are centrality to lifestyle (or lifestyle), attractions, food and wine (or culinary), place identity, and place dependence. The data analyzed in the pattern matrix for the current study for the evaluation of H1a produced similar themes (factors) to the Australian findings. The themes revealed were especially true when reviewing centrality to lifestyle, place dependence, and food & wine (culinary) from Gross et al. (2008)—albeit in a different order, and with different factor weighting, within the winter season of the Okanagan Valley, BC.

Data visualization of the current analytics (Table 17) shows a shift in influence away from the Australian involvement latent factor of *centrality to lifestyle* as the influential primary factor. In the 2008 Australian results, lifestyle represented just over 29% of the weighting that was informing the tourists' destination involvement.

In the Okanagan Valley in winter, the most influential factor of involvement was culinary (food & wine), which overwhelmingly influenced the tourists at 52.9% of the total variance explained. This dominant influencing factor in the Okanagan also came with concrete influences from scenic panoramas and heritage experiences, loading in the

analysis as influential observations. The Okanagan tourists looked for awe-inspiring scenic vistas when experiencing the culinary options available.

The variables for experience (lifestyle and attractions) and those aligned to place (identity and dependence) categorize as engagements, being the planned or perceived experience, versus the actual or realized experiences.

The winter season of the Okanagan Valley yielded statistical values of variances totalling **70.8%** for the top influencing factors (Table 17). In comparison, the top Australian influencing factors totalled 65.8% of the *Total Variance Explained*. This gap of 5% between regions and countries may not seem significant; however, the Gross et al. (2008) study was conducted in a traditional vacation season, namely the Australian summer and fall, versus the non-traditional wine region research season of winter for this current study.

Exploring the seasonal variations does indicate more than an order-of-importance difference. The order of factor and weighting (loading) percentages were significantly different in the Okanagan Valley winter season when looking at the second and third factors in the analytics. The Okanagan Valley data showed that the second factor of influence indicated a desire for both *lifestyles* and *attractions* to form a memorable experience. These were grouped in the results to indicate *Experience* as observations supporting the perceived and realized experiences. In the prior research (Gross et al., 2008), the second factor presented was *place dependence and place identity*, for the engagement with the winery offerings. The third presented in the prior research as food

and wine (or culinary), whereas *Culinary* was the dominating factor in this current research, loading with overwhelming weights of importance to tourists. The previous findings in an Australian wine region within a different season and location progress the investigation of hypothesis **H1$_a$**. The observed differences, including the latent factor order, exist with variable loading weights represented in Table 17.

Table 17

Comparative Summary of Standardized Factors to Gross et al. (2008)

Factor Number – Name (Gross et al. Name)	Current Research	Gross et al. (2008)
1 Culinary - (Food & Wine)	0.81	0.80
2 Experience (Attractions* & Lifestyle*)	0.68	0.88* / 0.84*
3 Place (I&D) (Dependence* & Identity*)	0.75	0.92* / 0.87*
4 Recreational	0.75	--
5 Scenic Vistas	0.67	--

Note: Factors 2 and 3 were presented separately in Gross et al. (2008). * indicates the factors compared.

***H*1$_b$** Factors developed in the winter season of the Okanagan Valley for the influences of scenic vistas and various recreational opportunities have no significant impacts on the weighting of involvements and place attachment factors found in ***H*1$_a$** per Gross et al. (2008).

The hypothesis H1$_b$ <u>was not supported</u> in influences of Gross et al. (2008). In the current research for the Okanagan Valley, hypothesis H1b suggested the strength of both Scenic Vistas and Recreational offerings to have no significant influence and alignment to the past research, H1a. In hypothesis H1b, the pattern matrix analysis did indicate variable loading weights, and the overall influence, especially from Scenic

Vistas; however, only two of the variables indicated influence of scenery in support of Gross et al. (2008). These scenic observed variables, for heritage and authentic towns/villages and awe-inspiring winery landscapes, loaded as influencing variables to the Culinary factor, albeit with lower weightings of overall influence at approximately 40 to 50 percent. No significant influence in hypothesis H1b occurred to enhance the influence of relationships with H1a. Loading patterns for some observed variables of Scenic Vistas indicate a critical sub-factor, requiring a focus in strategies and marketing requirements of DMOs/DTOs in the region and the Okanagan winter season.

H2 Tourists who value local scenic vistas are more likely to have higher involvement as a significant factor in their destination choice.

The hypothesis H2 <u>was not supported</u> by the data for Scenic Vistas. The hypothesis sought to answer if Scenic Vistas, abundantly present in the Okanagan Valley year-round and not just in the winter, had any significant influence on the tourists' destination choice. Table 4, the Total Variance Explained, showed initial eigenvalues for the associated observed variables to be less than 1.000, at 0.833, while extraction sums of squared loading were also less than 1.000. Although the SEM modelling process set a minimum of five factors, statistical results indicated that Scenic Vistas presented in the total factor variance with these eigenvalues less than 1.000; therefore, they were not a factor of influence. Some scenic vista variables did cross-load for heritage authenticity and awe-inspiring vistas as influencers of the primary factor (#1) – Culinary. Similar to H1b, Figure 13 may provide some insights, as the results indicated a strong tourist

expectation for awe-inspiring views and heritage engagements, especially with culinary offerings and experiences.

H3 Tourists who value local recreational offerings are more likely to have higher involvement as a significant factor in their destination choice.

The hypothesis H3 <u>was supported</u> by the data for Recreational offerings. In testing for the potential influences of recreational offerings, initial eigenvalues for the associated observed variables were higher than 1.000, at 1.068, while extraction sums of squared loading were also higher than 1.000, at 1.122. As such, the factor for this set of observed variables is considered significant as an influence on tourists' destination choice. These factor variables did not cross-load to the primary factor of Culinary, or in fact, to the involvement factor of centrality to lifestyle or the place attachment factors of place identity and place dependence.

For DMOs and DTOs, increasing knowledge in all of these influential potential areas within the shoulder and off-season periods of a region present new opportunities for strategy development, tourist messaging, and sustainable growth. The following presents additional details of the findings in the current research and explores some of the possible influences for Okanagan Valley's winter destination choices. Results using control variables and factor #1 influence identify the context *Age, Gender,* and *Origin* differences in the observed data. Influence on tourists' destination choice for these findings suggests the need for future research to develop deeper understandings of the motivators, controlled by variables representing the population's demographics. The following

review of factor #1, *Culinary*, is presented to develop the demographic influence within the current findings.

Culinary Details (Factor 1 – Involvement - Food & Wine)

The following results take a comprehensive look into the findings for the factor *Culinary*. The significance of this factor, at **52.9%** of the total variance explained, can be further expanded when looking at impacts from the controlled demographics of *gender, age,* and o*rigin. The Culinary* factor analysis further explains the findings in the Okanagan Valley's winter season. There were ten (10) observed variables that loaded in the *Culinary* factor, and had coefficient values >0.30. These observed variables are shown in Figures 13 through 17, representing the variable loading influences is the horizontal line (solid line) as strong (above 0.65) and medium (below 0.64) for coefficients. The diagonal line (dotted line) in the figures compares the strength of each variable to the strongest loading observation, *7_4_Regional Wine Culture*. This will allow for representations of the quality of the fit and to better understand the resulting variations between *Culinary, Experience* (lifestyle and attractions), and *Place* (I&D).

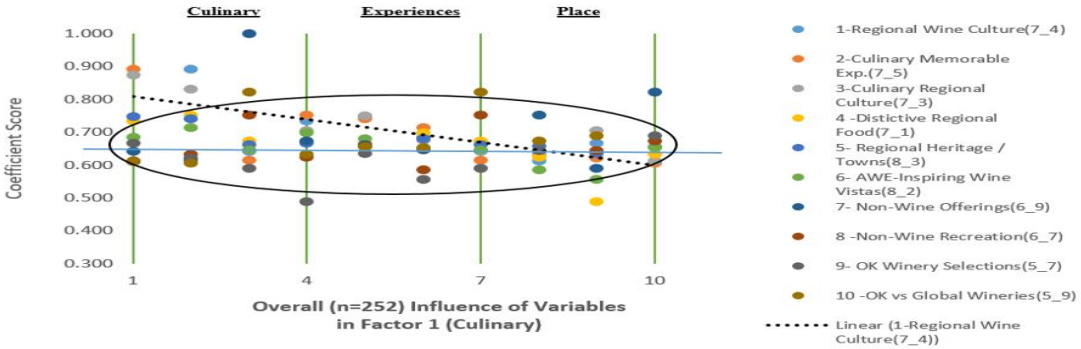


Figure 13. Overall *Culinary* Loading (*n*=252).

The overall observations of these variables for the population show a solid fit for the culinary indicators. Similarly, observations for *Scenic Vistas*, shown as the fifth and sixth variables, also indicate solid fit as influencers in the model. Controlling for *Gender*, the scatter plots show males to have less influence from a*we-inspiring* scenery. As the plots indicate, median influence of Okanagan winery selections seem to have less influence on males than females.

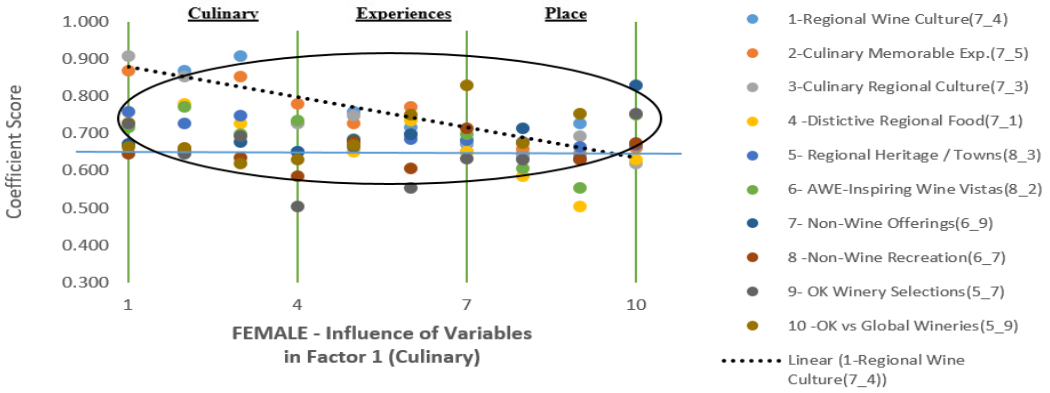


Figure 14. Gender = Female - Culinary Loading (*n*=252).

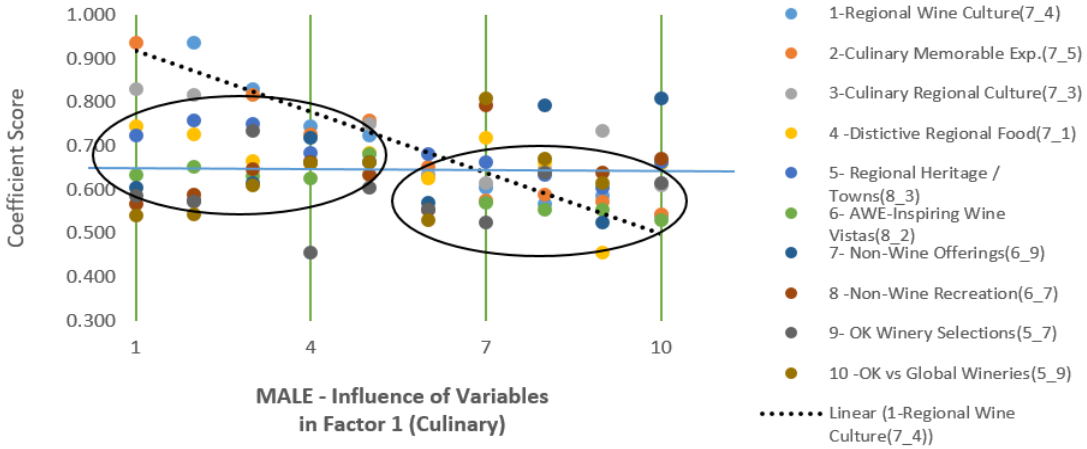


Figure 15. *Gender* = Male - Culinary Loading (*n*=252).

Observing the variables that load with *Culinary*, both age and origin influences, there were two noticeable trends to be further investigated for the age groups 30-39, 40-49, and 50-59 years, and the origin group from Japan, Asia, and Southeast Asia. The age group range 19 to 29 is authoritative in the loading across culinary, scenic experiences, and the context of global comparisons. However, as shown by the age group range 30 to 39, a powerful influence occurs from visitors of BC origin and female gender. The BC female population fits close to the 0.65 midpoint in all three categories of observed variables. Not shown are the ages 40 to 59 loadings in the culinary theme with only a medium influence to the factor across all three categories.

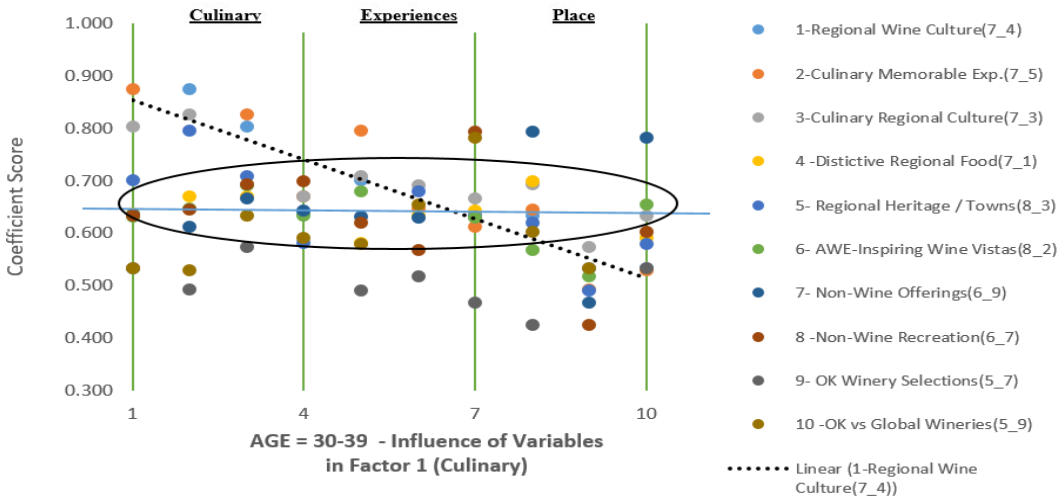


Figure 16. Age = 30 to 39 - Culinary Loading (*n*=252).

The locals were less incentivized by the regional wine selections and recreational offerings when compared with international visitors. The JASEA demographic, in contrast, did show significant influences from the *place* (I&D).

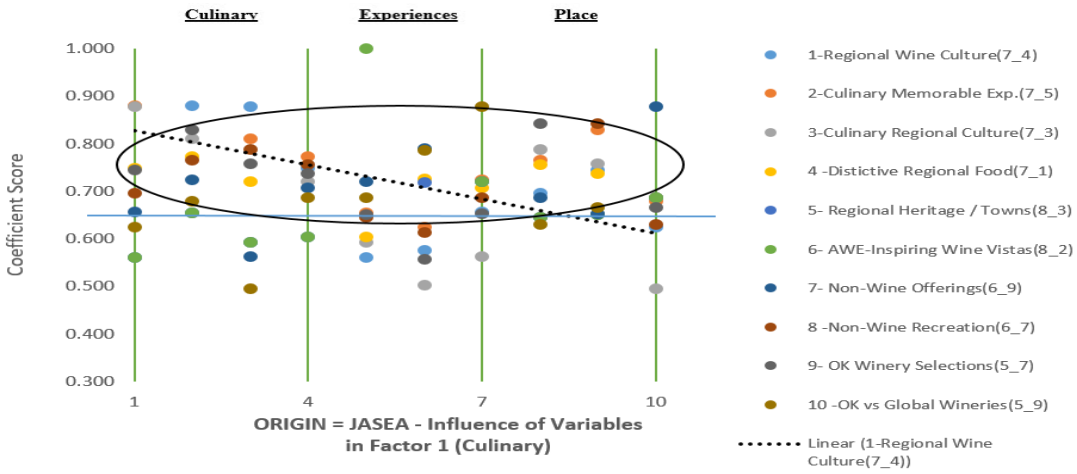


Figure 17. Origin = Japan, Asia, SE Asia (JASEA) - Culinary Loading (*n*=252).

Recreational Details (Factor 4 – Involvement)

In the findings, the standalone factor for *Recreational* desire, with eigenvalues greater than 1.000, is significant to the factor analysis. The *Recreational* factor represented **3.4%** of Table 4, of the *Total Variance Explained* (Table 4). The chart in Figure 18 identifies the results of the observed variable Q.9_4, lakes and rivers opportunities strongly loaded in this factor. The age range of focus here was male and female 39 to 59. These individuals represent the majority of the strength in this observation for lakes and rivers opportunities. The other area of focus was females ages 19 to 29, who also weighed their desire to explore lakes and rivers as very strong.

In reviewing Figure 18 and 19, the *Age* and *Origin* of the *Recreational* tourist also shows dominant influences for both BC and the JASEA visitors. Although both genders were instrumental in this observation, the strongest origin indicators were BC females (although not isolating gender or origin in Figure 18), aged 30 to 39. The *Age* group,

among the visitors from Japan, Asia, and Southeast Asia (JASEA), is the influencing demographic of Q.9_4, although with a mix of both genders. Given the smaller, **3.4%** variation represented from this factor for *Recreational* influences, the demographic data should provide greater focus for further discussions and conclusions.

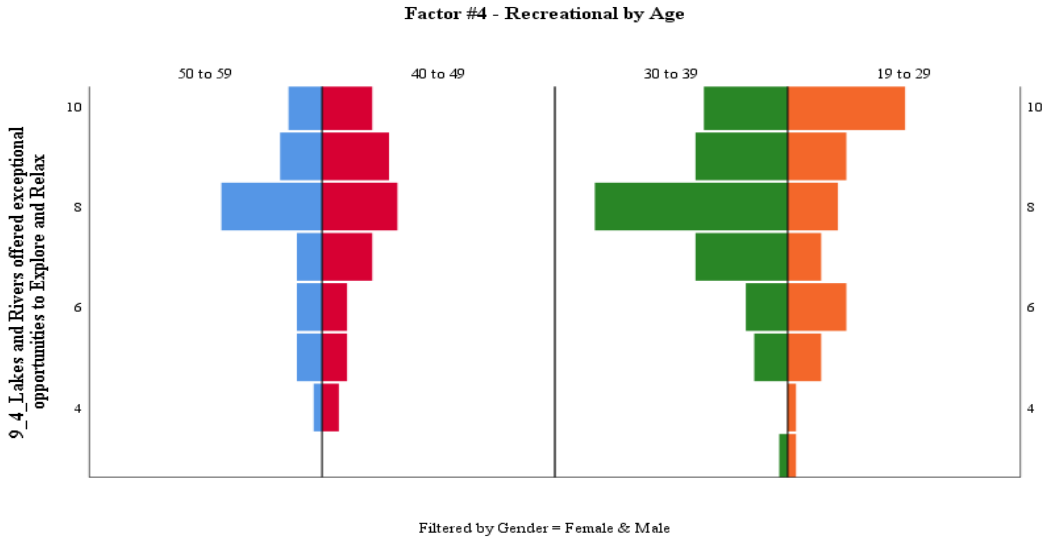


Figure 18. Age - Observed Variable Q.9_4 (*n*=252).

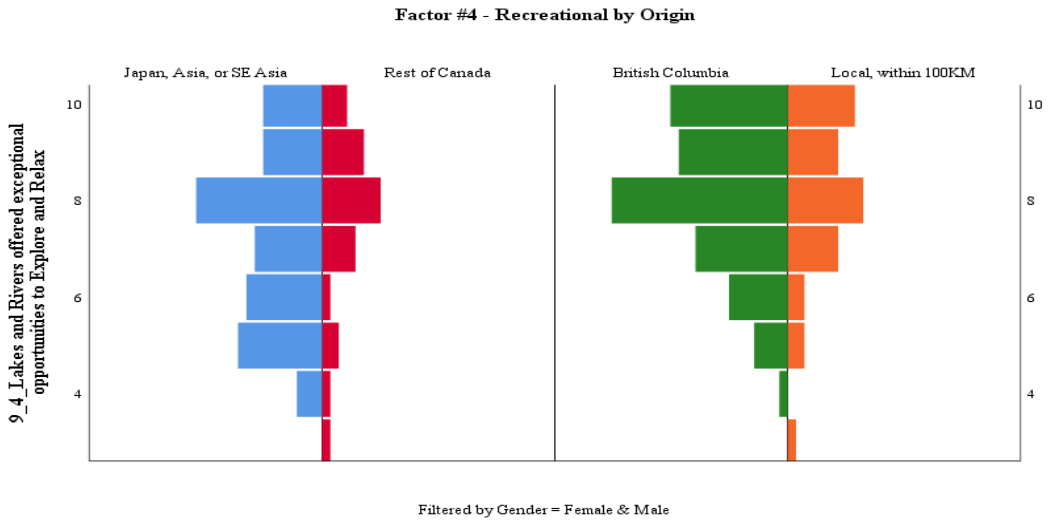


Figure 19. Origin - Observed Variable Q.9_4 (*n*=252).

Chapter 5. Discussion, Conclusions, and Limitations/Future Research

Investigations in this current empirical study extended the Gross et al. (2008) study and the model they proposed. The current study further develops and explores involvement and place attachment indicators, which lead to tourism destination choices. The current study also introduced two constructs for scenic vistas and recreational opportunities to the enhanced conceptual model (Figure 1; Appendix A).

The current study was conducted in a new season, the winter, and in a location identified as the Okanagan Valley, BC Canada. The regional studies area, designated as rural in relationship to the larger population centres in Canada, is a well-identified tourism location and wine region within Canada. In terms of international visitors, the Okanagan Valley may not be as well identified as a destination. The valley may be more of a stopover point within other western Canada travel. The current study and TOTA (2020) show international tourists represent approximately 1/3 of the total winter guests.

The economic significance of Canada's tourism sector, with more than 21 million international tourists in 2018 contributing to the GDP, would categorize tourism-based revenues as fundamental to the local, provincial, and national economies. Canadian destination tourism as compared to other geographic locations shows growth as flat or slightly declining, and evident in many rural and rural-remote areas (Destination Canada, 2019). The research presented here focuses on one Canadian rural region from December 2018 to February 2019, the precise target of Canada's *Federal Tourism Growth Strategy, 2019* (Government of Canada, 2019)—those areas outside of the three major cities.

Announcing the new tourism strategy, the Canadian Prime Minister, The Right Honourable Justin Trudeau; and the Minister of Tourism, the Honorable Melanie Joly; both reiterate the need for social and economic opportunities to improve understanding of the influencers of destination choice, especially in off-peak seasons like winter and in rural/rural-remote regions (Government of Canada, 2019). The results presented in this research support the government's new initiatives. The current study explores four hypotheses in alignment with the research questions. The hypothesis findings are summarized as follows and further discussed in this chapter:

Supported by the findings

***H*1$_{\mathbf{a}}$** Involvement and place attachment factors developed in the winter season of the Okanagan Valley have similar weighed relationships and significance to the comparable factors of Gross et al. (2008).

H3 Tourists who value local recreational offerings are more likely to have higher involvement as a significant factor in their destination choice.

Not supported by the findings

***H*1$_{\mathbf{b}}$** Factors developed in the winter season of the Okanagan Valley for the influences of scenic vistas and various recreational opportunities have no significant impacts on the weighting of involvements and place attachment factors found in ***H*1$_{\mathbf{a}}$** Gross et al. (2008).

H2 Tourists who value local scenic vistas are more likely to have higher involvement as a significant factor in their destination choice.

Discussion

In the current research, Chapter 1 provides the current research objectives supported by prior studies, background discoveries, in the context of the local industry needs/desires. Chapter 2 presents an extensive literature review on theories and prior findings related to the current research topic. The methodology for the study, the model, and the resulting findings are found in Chapters 3 and 4. Chapter 5 presents a discussion of the findings, conclusions, and future research.

This study located in the Okanagan Valley, BC examined the involvement and place attachment dimensions previously studied by Gross et al. (2008). The objective of this current study addressed two of their critical limitations to validity, due to the singularity of location and season in their results. These limitations may continue in the current study due to its single location and season, albeit with some differences from prior research geographies. The current research from December 2018 to February 2019 focused on Kelowna, BC (in the mid-Okanagan Valley) and surrounding regional areas (Appendix H). The study focused on developing further measures for involvement and place attachment relationships, as outlined by Gross et al. (2008). The current study moves forward the explanations and the continuous exploration of gaps in knowledge about tourists' destination choices and the influencing factors. The results of the study allow for the identification and understanding of behavioural intentions in tourism destination choices.

Tourist influencers of involvement linked to place attachment and destination choice remain extremely important as tourists' desires change. Generational changes bring new significance to factors like aspiration of lifestyle fulfilment resulting from the tourist's sense of place with a destination. An objective within this current research was to assist destination marketing organizations and other destination tourism organizations to further identifying dimensions influencing tourist destination choice, especially in a wine-branded region. The industry and researchers all indicate the importance and the critical need to gain better understand the influencers to the tourists' selection of a destination, like the Okanagan Valley (TOTA, 2012, 2019; Bruwer & Joy, 2017; BC Tourism, 2018).

Past research appears to lack support for some of the identified gaps (Appendix C) related to supporting knowledge development in tourist destination choice influences. The current research has investigated these place attachment relationships, along with those formed by tourists' involvement at a destination, to provide new insights into the tourists' behaviours—ultimately, their destination choice of the Okanagan Valley in the winter. These findings can clarify understandings in other global wine regions, and provide support for discussions of sustainable off-season and rural tourism. The findings in this current research further develop insights into control variables such as *Gender, Age,* and *Origin* showing categorical influences of involvement and place attachment leading to the tourists' destination choice.

In the Okanagan Valley, BC, the tourists' involvement motivators and influencers of place attachment, apart from the wineries, are an essential and critical component to improve the DMOs' and DTOs' strategies regionally, and to advance tourism theories of influences in tourists' destination choice.

Other gaps/limitations found in the literature (Appendix C) acknowledge a requirement for enhanced knowledge of tourists' approach to measure perceived lifestyle aspirations, thereby further assisting the DMOs and DTOs in developing tourists' involvement and place attachment factors.

Destination Marketing Organizations (DMOs) and Tourism Organizations (DTOs) classify the characteristics of this region, the Okanagan Valley, as one that creates a sense of place and involvement (BC Tourism Industry Conference, 2018). The additional investigation, beyond Gross et al. (2008), into local recreation and scenic characteristics exposes new elements that inspire tourists to get involved in both wine- and non-wine-related activities. The tourists' choices, confirmed by measurements for involvement and place attachment, influence the decisions to frequent a destination and support the predictability assessments for visits by DMOs/DTOs.

The limitations/gaps explored in this current study build the foundation for future research on tourist destination choice influencing travel factors and motivations. The current research model addresses the foundational and core influencers in tourist destination choice in comparison to the model of Gross et al. (2008).

Final Model Review

The current research model (Figure 9; Appendix E) indicates a correlation coefficient measurement of the strength in place attachment between the dependence and identity factors. In creating a simplified (or fitted) model, the relationship between Q 5.1 and Q 6.1 required analysis that represents wine versus non-wine measures. In terms of place attachment (I&D), the correlation coefficient $r = .32$ indicates the linear relationships to be moderately uphill when exploring the region's wineries, in terms of the tourists' dependence and identity of the Okanagan Valley. The findings of the current research explain portions of prior gaps discussed in the literature (Appendix C).

$H1_a$. Involvement and place attachment factors developed in the winter season of the Okanagan Valley have similar weighed relationships and significance to the comparable factors of Gross et al. (2008). **The hypothesis H1a was supported by the data comparing Gross et al. (2008).**

The research findings of this study have strongly identified the link between *Culinary* (food & wine) and *Scenic Vistas* with awe-inspiring landscapes as a critical success factor. The *Culinary* factor overwhelmingly characterized the winter Okanagan Valley tourists' desires at 52.9% influence in involvement and ultimately destination choice. The current findings show that tourists, in the winter season of the Okanagan Valley, are driven primarily by their taste and visual yearnings. These tourists' desires align with regional scenic characteristics and with the impacts of awe-inspiring landscapes, which created vivid memories. The interactions with unique regional heritage

sites also created emotional responses in this research population. These observed variables for *Culinary* influence significantly contributed to the perceived aspirations and experienced engagements in the Okanagan Valley.

The strength of the *Culinary* factor of influence varied by demographics in support of involvement influences and importance to the tourists from Gross et al. (2008). However, the hypothesis that the major factors found in this study would have similar weighted strength and relationships to the factors found in Gross et al. (2008), is supported. The variation in wine-region location and season showed that three supporting factors prominent in the current research (Table 17) were similar to the southern Australia findings, although the order and weighting differed. The Okanagan Valley winter results are heavily weighted to the importance of the *Culinary* (food and wine) influences, although the *Experience* (attraction and lifestyle) and the planning for *Place* (I&D) selection were also evident determinants of destination choice, albeit to a much lesser degree.

In the *Culinary* factor, influencers of involvement were cross-loaded by two *Scenic Vista* variables, revealing the emotional inspirations and impacts of the Okanagan's awe-inspiring landscapes and unique regional heritages. Less impactful, yet influential, were four observed variables that highlighted related motivators to visits to the Okanagan Valley.

The messaging generated by DMOs and DTOs for winery visits and potential recreational activities, compared to other global destinations, may have been deemed

accurate. However, was this true for the winter season in the Okanagan Valley, BC? Did the tourists realize that many of the locations with a combination of *Scenic Vistas* and *Culinary*, at a majority of the wineries, would be closed in the winter period? As such, it is suggested that additional qualitative research be established and completed in future studies to understand and interrupt the tourists' perceived thoughts. Realized experiences are critical in tourism sustainability and economic growth; therefore the Destination Tourism Organizations, like wineries, may want to explore new messaging for marketing and new offerings during the offseason of the Okanagan Valley.

$H1_b$. Factors developed in the winter season of the Okanagan Valley for the influences of scenic vistas and various recreational opportunities have no significant impacts on the weighting of involvements and place attachment factors found in H1a per Gross et al. (2008). **The hypothesis $H1_b$ was not supported in influences of Gross et al. (2008).**

The current research found the influences for S*cenic Vistas* and *Recreational* offerings as suggested for hypothesis **$H1_b$** to have no significant influence and alignment to the past research, **$H1_a$.** Upon investigation, the pattern matrix analysis did indicate observed variable loading weights, and the overall influence, especially from *Scenic Vistas,* should be considered by DMOs/DTOs. However, only two of the variables indicated influence of scenery in support of Gross et al. (2008). These were the scenic observed variables for heritage and authentic towns/villages and for awe-inspiring winery

landscapes. The two observed variables loaded as an influencing observation to the *Culinary* factor, with weightings of overall influence at approximately 40 to 50 percent.

Considerations in this current research required the development of a holistic profile of influencing factors that noted the *Scenic Vistas* and the *Recreational* offerings of the Okanagan Valley. The prior research of Bruwer and Joy (2017) and Sparks (2007) identified both scenic and recreational opportunities as persuasive influencers in the tourists' involvement at a destination. The influences of *scenic vistas* indicated a lower supportive influencer for involvement; suggest influences from scenic vistas did not support the prior constructs of Gross et al. (2008). The *recreational* opportunities did indicate a dominant factor in the current study, but did not cross-load influences to the prior constructs of Gross et al. (2008).

In the current study's location and season, these latent constructs appeared to stand independently as influencers of destination involvement, and possibly destination choice. Although, interestingly, in the *Scenic Vista* factor, two (2) observed variables related to landscapes of winery vistas and the uniqueness of towns and villages did trigger a cross-loading with the culinary factor. These observed variables, as part of the *Scenic Vista* factor, cross-loaded as strong influencers of overall culinary involvement and experiences for the tourists. The Getz and Brown (2006) result determined that motivated, long-distance wine tourists were seeking cultural and outdoor attractions, with the latter supported by the findings of the current study.

In the current research findings, the surveyed population comprising Japan, Asia, and Southeast Asia (JASEA) were not looking only for authentic and memorable *culinary* experiences. These tourists specifically sought a destination with scenic vista offerings, in addition to winery selections. The findings in this study of the Okanagan Valley indicated a similar strength of emotional aspirations for awe-inspiring landscapes to Getz and Brown (2006), as well as unique regional heritage/cultures in towns and villages. In the Okanagan Valley, winter access to these awe-inspiring landscapes holds great significance. Loading patterns for some observed variables of scenic vistas indicate a potentially critical sub-factor, which demands a focus in strategies and marketing requirements of DMOs/DTOs in the region and the Okanagan winter season, which tourism organizations should take into account when developing strategies and offerings.

H2. Tourists who value local scenic vistas are more likely to have higher involvement as a significant factor in their destination choice. **The hypothesis H2 was not supported by the data for Scenic Vistas.**

In the current study, the *scenic vista* findings occurred both independently and in a cross-loading of the *culinary* Factor #1.These findings presented as a low influencer (4.5%) of involvement and therefore choice in this region. The findings addressed identified gaps from Gross et al. (2008), who suggested that a different geographic location and its offerings, along with seasonal impacts in that location, might enhance the regional choice of the tourist. The current study shows the findings, independent of two regional scenic observations, did not explain the overall tourist experiences at the

destination. International visitors support the scenic vista findings as 25% of the respondents originated from warmer global locations. The factor analysis of the data did not present the scenic vistas as a dominant influence. The previously identified results in total variance explained (Table 4), the scree plot (Figure 10), and the pattern matrix (Appendix F), showed the scenic vistas as a factor with measurement values below 1.0. This results in the *scenic vista* factor being statistically non-significant to the study.

H3. Tourists who value local recreational offerings are more likely to have higher involvement as a significant factor in their destination choice. **The hypothesis H3 was supported by the data for Recreational offerings.**

The variety of indoor and outdoor experiences in the Okanagan Valley which may have fit the tourists' lifestyle and fitness goals, and their recreational aspirations, were not accessible due to weather, tour operator offerings, or being closed for the season. The tourists' ability to explore recreational opportunities was not influential in other involvement factors (Table 4). However, the *Recreational* observations to participate in exploring the valley, for example, with the abundance of regional trails, presented recreational opportunities for the experience, the self-fulfilment needs, and the lifestyle desires of the tourists. The *Recreational* finding in this current study did indicate an influence on involvement (3.4%) with *Recreational* activities.

The *Recreational* offerings overall did indicate significant influences for visitors during the winter in the Okanagan Valley. In the male-only population, the recreational desire and opportunity was a dominant factor at 54% (Appendix E). Ramkissoon and

Mavondo (2015) found the male gender to have a positive disposition when recreational engagement became an activity of involvement. The male *Gender* and recreational activities showed a positive recreational disposition when the male was younger than 40, and usually when they originated from BC, Rest of Canada (RoC), or Japan, Asia, and Southeast Asia (JASEA). All other demographic segments showed fewer desires for winter activities in the Okanagan Valley. The finding is slightly skewed by the outlying responses from male tourists originating in the rest of Canada (RoC). In consideration of the outlying responses, an analysis should be undertaken for the RoC demographic into *Recreational* influences, especially given the proximity of Canadians to BC and the Okanagan Valley. Indicators from the stronger *Culinary* factor for JASEA visitors placed the *Recreational* offerings very high as part of the overall offering influences, suggesting a possible focus to develop further knowledge about both of these demographic groups in future research.

Conclusion

The current study increases the understanding and knowledge of tourists' destination choices. It reveals that involvement factors are slightly more influential than place attachment factors when determining tourists' destination choice. The current research shows that tourists visiting the Okanagan Valley and factors such as *Scenic Vistas* are important when included with tourists' *Culinary* desires. The offerings of picturesque identities and memorable culinary choices do significantly affect the visitors' involvement needs within a chosen location.

The desire of the tourists, in *Recreational* offerings, to include nature with exercise was often expressed as significant for the lifestyle aspirations of the male tourist. This recreational choice does support similar findings from Tsai (2016). The tourist perception of a country drives behaviours and motivations towards available regions. The regional experience, the level of interaction or involvement within the region, is more than perceived value or a satisfaction indicator; it is the distinguishing factor of a tourist's evaluation of their overall experience and choice (Özdemir & Şimşek, 2015).

Evaluating the findings and simplifying the complexity of the model used in the study has helped to identify potential responses to gaps (Appendix C) from prior research. DMOs/DTOs should strive to further form a realistic destination image of the Okanagan Valley and the influencers of destination choice for off-season periods, like winter. These findings in the research, were formed with the tourists' through real-life interaction with the place, are influential factors for involvement and place attachment found during the winter season of the Okanagan Valley. In this study, remaining on the *valley floor* for the research focus provided new insights to choices and influencers of that choice. Not influenced by mountain top offerings in this study, the desires of tourists, especially for the localized, provincial visitors and for the large populations from Japan, Asia, and Southeast Asia, allowed the ability to identify the factors that most strongly influenced these tourists' destination choice.

The new initiatives from the *Canadian Tourism Strategy (2019)* will benefit from these findings, which focused outside of the ski resorts, in one of Canada's rural and

rural-remote communities during the off-peak season of winter. The results presented will provide Destination Marketing Organizations (DMOs) and Tourism Organizations (DTOs) new knowledge of specific motivators in choice, to create an intimate connection to people, place, and product/service offerings. The findings should support new DMO and DTO exploratory research to understand the influencers of tourists' choice.

Limitations and Future Research

Limitations assumed in this research suggest that a further investigation of the winter dataset for perceived expectations and real experiences should provide new content within the body of knowledge for the Okanagan Valley.

The *terroir* and the well-established wine region characteristics make this place unique on the global stage (Charters, Spielmann, & Babin, 2017; Massa, Helms, Voronov, & Wang, 2017). A limitation in this study appears to be in the depth of observations. More pointed scenic vista and recreational questions could further develop the results in the current study and confirm the influences.

In reviewing the Wine (Q5.x) versus Non-Wine (Q6.x) questions and the scale wording in the survey instrument, the study should have been more consistent in scale wording, and should have provided a greater separation of ideas in the Q5 and Q6 questions to avoid any potential confusion.

The assumption that mountain explorers, the tourists who wanted the mountain winter activity experience, would not have stayed on the valley floor could be inaccurate and therefore limiting to this study's results and conclusions. The accuracy of this

assumption for location of stay and activity engagement could be resolved in future research by adding a series of questions and/or by adding a qualitative inquiry to the research, investigating this assumption.

This current researcher recommends these future investigations apply the study model to a variety of global locations in all four seasons. The recommendation will allow the exploration of previously presented limitations, including those in Appendix C, to increase the understanding of desires motivating the tourists' destination choice. This future research should examine, compare, and explore results for involvement and place attachment affecting tourists' destination choice at other Canadian and/or global locations, incorporating factors that may be unique to those locations. Obtaining global, seasonal, and longitudinal insights, quantitatively and qualitatively, could reveal new constructs, not previously identified within the current research model. For example, new research and analysis for female and male demographics may not present in the same weight and/or order within different seasons and locations, and as such, the topic requires further investigation.

This study suggests the following future research opportunities:

First, the observed variables for *Scenic Vistas* show that Q8.3 and Q8.3 should merit further attention in future research. Future research could provide longitudinal perspectives and examine other wine regions to improve the generalizability of results to determine whether *Scenic Vistas* have impacts on the dominant factors. This thought is expressed in the 2019 research of Dwyer et al. (2019, Figure 2), who indicated that place

dimensions (scenery as an example) show a research gap for information on social bonding, enhancing memory and emotions, and the cognitive direction of expectations in the destination (place) choice.

These social and emotional experiences from *Culinary – Scenic Vista* offerings need to be explored by DMOs and DTOs, to determine that change can be made within the industry to open the scenic winery locations for enhanced culinary experiences in the winter season.

Second, the messaging generated by DMOs and DTOs for winery visits and potential recreational activities, compared to other global destinations, may have been deemed accurate; however, was this true for the winter season in the Okanagan Valley, BC? Did the tourists realize many of the locations with *Scenic Vistas* and *Culinary* attractions, largely the wineries, would be closed in the winter period?

This question on messaging would suggest additional qualitative research be completed in future studies, alongside of the quantitative survey data capture. The loading patterns for some observed variables of *Scenic Vistas* indicate a critical sub-factor that needs to be a focus in strategies and marketing requirements of DMOs/DTOs in the region and the Okanagan winter season.

Indicators from the stronger *Culinary* factor for JASEA visitors also placed the *Recreational* offerings very high as part of the overall offering influences, suggesting a focus to develop further knowledge the demographic groups in future research. The significance of many of the observed variables, such as *Scenic Vistas* observations Q8.2

and Q8.3, that strongly influenced the female tourists for *Culinary* experiences should warrant additional investigations. This future research may take the form of qualitative methods to discover underlying themes related to the tourists' destination desires and experiences in the Okanagan Valley winter season—in fact, in all seasons.

Third, the female and male differences for *Scenic Vistas* indicated by responses in Q8.x and *Recreational* Q.9_x observations would be of significant interest in the Okanagan Valley, considering the vast network of regional trails and the opportunity for scenic culinary offerings. For example, the overwhelming male desire for *Recreational* offerings in the winter appears to match adventure-seeking lifestyles, also promoted by DMOs and DTOs in other seasons (consider the promotion of mountain biking, high-speed watersports, and ATV adventures).

Fourth, the future studies, working with Destination Marketing Organizations and Tourism Organizations related to demographic variables such as ages 19-29, female versus male, origin, and marital status, with each modelled factor, may support target marketing and growth in existing demographic groups that are less engaged.

In support of *Inclusive Tourism*, supporting all genders and nationalities, as discussed in the *Canadian Tourism Strategy (2019)*, in-depth investigations of involvement, place attachment and destination choice influencers should lead to new offers, marketing efforts, and a sustainable, seasonal balance of tourists in a region like the Okanagan Valley, BC. The continued research requirements from wine producers and this

researcher could qualitatively explore the tourists' reasons for choosing the region, if not for the wineries, in pre-planning a visit (Zvaniga, 2018).

An expanded knowledge of tourism winter offerings that visitors find attractive in fulfilling lifestyle and memorable experiences may suggest that this Canadian region could introduce both new strategies and open new research questions. These potential future studies are related to perceived/experienced memories (Gap #5) in multiple seasons and multiple locations, and could promote both wine and non-wine regions' offerings. A starting point for new research in the Okanagan Valley, BC, might be to answer the following questions:

- Why do many of the more *scenic vista* locations, a majority of them at the wineries, close their *culinary* offerings in the winter period?
- Does finding a solution for the shoulder/off-season deficiency in qualified staff and tourism resources provide new economic opportunities in regional tourism?
- Can ease of access to the region by road or air travel, at possible reduced costs, change the numbers, and origins of the tourists, especially in low-season periods?

References

2012 In-Market Research Report – Destination BC (2012). Retrieved from https://www.destinationbc.ca/content/uploads/2018/05/

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50(2),* 179-211. Doi: 10.1016/0749-5978(91)90020-T

Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology, 6(4),* 466-487. Doi:10.1016/0022-1031(70)90057-0

Alant, K., & Bruwer, J. (2004). Wine tourism behavior in the context of a motivational framework for wine regions and cellar doors. *Journal of Wine Research, 15(1),* 27–37. Doi: 10.1080/0957126042000300308

Aleshinloye, K. D., Fu, X., Ribeiro, M. A., Woosnam, K. M., & Tasci, A. D. A. (2019). The influence of place attachment on social distance: Examining mediating effects of emotional solidarity and the moderating role of interaction. *Journal of Travel Research, 00(0). 1-22* Doi:10.1177/0047287519863883

Altman, I., Low, S. M. (1992). *Place Attachment*. Boston, MA: Springer US. SpringerLink eBooks - English/International Collection (Archive), & SpringerLink (Online service). Doi:10.1007/978-1-4684-8753-4

Arbuckle, J. L. (2006). *IBM® SPSS® Amos™ 25 User's Guide*. Retrieved from http://www.csun.edu/itr/downloads/docs/

BC Tourism Industry Conference (2018). Proceedings from the BC Tourism Industry

Conference 2018. Kelowna, BC, Canada. (BCTI)

BCBC - Business Council of British Columbia (2012). *Opportunity BC 2020: Tourism Sector.* Statistics and Economic Service Group, Price Waterhouse Coopers LLC. Retrieved from https://bcbc.com/dist/assets/publications/opportunity-bc-2020-tourism-sector/2020_200910_Mansfield_Tourism.pdf

Bertalanffy, L. V. (1969). *General System Theory: Foundations, development, applications*. New York, USA: G. Braziller.

Bianchi, C., Pike, S., & Lings, I. (2014). Investigating attitudes towards three South American destinations in an emerging long-haul market using a model of consumer-based brand equity (CBBE). *Tourism Management, 42(0),* 215-223. Doi: 10.1016/j.tourman.2013.11.014

Bowlby, J. (1980). *Attachment and loss: Sadness and depression, vol. 3*. New York: Basic Books.

Bonaiuto, M., Mao, Y., Roberts, S., Psalti, A., Ariccio, S., Ganucci Cancellieri, U., & Csikszentmihalyi, M. (2016). Optimal experience and personal growth: Flow and the consolidation of place identity. *Frontiers in Psychology, 7,* 1-12, 1654. Doi:10.3389/fpsyg.2016.01654

Bornhorst, T., Brent Ritchie, J. R., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management, 31(5),* 572-589. Doi:10.1016/j.tourman.2009.06.008

Botti, A., Esposito de Falco, S., & Vesci, M. (2014). A model of analysis for the evaluation of tourist destination appeal: The Amalfi coast. A case study. *Enlightening Tourism: A Pathmaking Journal, 4(1),* 79-107. Doi: http://dx.doi.org/10.33776/et.v4i1

Brotherton, B. (2015). *Researching Hospitality and Tourism*. (2nd ed.) London, UK: Sage.

Bruwer, J., & Joy, A. (2017). Tourism destination image (TDI) perception of a Canadian regional winescapes: A free-text macro approach. *Tourism Recreation Research, 42(3),* 367–379. Doi: 10.1080/02508281.2017.1318482

Bruwer, J., Pratt, M. A., Saliba, A., & Hirche, M. (2017). Regional destination image perception of tourists within a winescape context. *Current Issues in Tourism, 20(2),* 157-177. Doi: 10.1080/13683500.2014.904846

Buonincontri, P., Marasco, A., & Ramkissoon, H. (2017). Visitors' experience, place attachment and sustainable behaviour at cultural heritage sites: A conceptual framework. *Sustainability, 9(7),* 1112. Doi:10.3390/su9071112

Campos, A. C., Campos, A. C., Mendes, J., do Valle, P. O., Scott, N., & Scott, N. (2016). Co-creation experiences: Attention and memorability. *Journal of Travel & Tourism Marketing, 33(9),* 1309-1336. Doi:10.1080/10548408.2015.1118424

Charters, S., Spielmann, N., & Babin, B. (2017). The nature and value of terroir products. *European Journal of Marketing, 51(4),* 748-771. Doi: 10.1108/EJM-06-2015-0330

Chi, C. G. Q. (2012). An examination of destination loyalty differences between first-time and repeat visitors. *Journal of Hospitality & Tourism Research, 36(1)*, 3-24. Doi: 10.1177/1096348010382235

Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics, 32(2)*, 215-229. Doi: 10.1016/j.tele.2014.08.005

Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research, 15(3)*, 371-386. Doi:10.1016/0160-7383(88)90028-X

Cooper, D. R., & Schindler, P. S. (2013). *Business research methods*. Boston, Massachusetts, USA: McGraw-Hill Education.

County Of Haliburton Stakeholder Survey. (n.d.). Retrieved from https://www.surveymonkey.com/r/Haliburton2014

Destination BC (n.d.). Regional Research. Retrieved from https://www.destinationbc.ca/research-insights/type/regional-research/

Destination BC (2008). Okanagan Valley Wine Consumer Research, 2008. Retrieved August 2018 from https://www.destinationbc.ca/Research/Research-by-Region/Thompson-Okanagan.aspx

Destination BC (2012). 2012 In-market Research Report - Destinationbc.ca. Retrieved from https://www.destinationbc.ca/content/uploads/2018/

Destination Canada (2018). Destination Canada – Tourism Snapshot. Retrieved from https://www.destinationcanada.com/en/monthly-tourism-snapshot

Destination Canada (2018). Destination Canada – Culinary Research - USA.pdf.

Retrieved from https://news.totabc.org/wp-content/uploads

Destination Canada (2017). Destination Canada – Australia Public Summary Report.pdf. Retrieved from https://news.totabc.org/wp-content/uploads

Destination Canada (2016). Destination Canada – Tourism Snapshot. Retrieved from https://www.destinationcanada.com/en/monthly-tourism-snapshot_Dec2016

Dolnicar, S., & Ring, A. (2014). Tourism marketing research: Past, present and future. *Annals of Tourism Research, 47*, 31-47. doi:10.1016/j.annals.2014.03.008

Dwyer, L., Chen, N., & Lee, J. (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing, 36(5)*, 645-652. doi: 10.1080/10548408.2019.1612824

Ek, R., Larsen, J., Hornskov, S. B., & Mansfeldt, O. K. (2008). A dynamic framework of tourist experiences: Space-time and performances in the experience economy. *Scandinavian Journal of Hospitality and Tourism, 8(2)*, 122-140. Doi: 10.1080/15022250802110091

Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research, 45(2)*, 127-139. Doi:10.1177/0047287506291603

Erkut, S. (2010). Developing multiple language versions of instruments for intercultural research. *Child Development Perspectives, 4(1)*, 19-24. doi:10.1111/j.1750-8606.2009.00111.x

Estevão, C., Ferreira, J., & Nunes, S. (2015). Determinants of tourism destination

competitiveness: A SEM approach. *Advances in Culture, Tourism and Hospitality Research, 10,* 121-139 Doi:10.1108/S1871-317320150000010009

Experience Wine Tours (2019). Retrieved from ttps://experiencewinetours.ca/

Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management, 27(1),* 146-158. Doi: 10.1016/j.tourman.2004.08.002

Government of Canada (2019). Federal Tourism Growth Strategy. Retrieved from http://www.ic.gc.ca/eic/site/134.nsf/eng/home

Gross, M. J. (2005). *Tourism industry perceptions of lifestyle tourism: An exploratory analysis.* Paper presented at the Tourism and Hospitality Education (CAUTHE) Conference: 1-5 February 2005, Northern Territory, Australia.

Gross, M. J., & Brown, G. (2006). Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment. *Journal of Business Research, 59(6),* 696-700. doi:10.1016/j.jbusres.2005.12.002

Gross, M. J., & Brown, G. (2008). An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism. *Tourism Management, 29(6),* 1141-1151. Doi:10.1016/j.tourman.2008.02.009

Gross, M., Brien, C. and Brown, G. (2008). Examining the dimensions of a lifestyle tourism destination. *International Journal of Culture, Tourism and Hospitality Research, 2(1),* 44-66. Doi: 10.1108/17506180810856130

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data*

analysis. New Jersey, USA: Pearson Prentice Hall.

Hair, J. F. (2006). *Multivariate data analysis (6th ed.).* Upper Saddle River, N.J: Pearson Prentice Hall.

Hair, J. F., Ringle, C.M. & Sarstedt, M. (2014). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice, 19(2),* 139-152, Doi: 10.2753/ MTP1069-6679190202

Hall, C. M. & Mitchell, R. (2002). The tourist terroir of New Zealand wine: The importance of region in the wine tourism experience. *A. Montanari, Food and environment: Geographies of taste, Societá Geografica Italiana*, Rome, 69-91

Hall, C. M., & Page, S. J. (1999). *Geography of recreation and tourism: Place and space.* London: Routledge.

Hall, C. M., & Sharples, L. (2008). *Food and wine festivals and events around the world: Development, management and markets.* New York: Routledge.

Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space.* London: Routledge.

Ho, R. (2013). *Handbook of univariate and multivariate data analysis with IBM SPSS.* Boca Raton, FL, USA: Chapman and Hall/CRC.

Hoyle, R. H., & Isherwood, J. C. (2013). Reporting results from structural equation modeling analyses in Archives of Scientific Psychology. *Archives of Scientific Psychology, 1(1),* 14-22. Doi: 10.1037/arc0000004

Hultman, M., Kazeminia, A., & Ghasemi, V. (2015). Intention to visit and willingness to

pay a premium for ecotourism: The impact of attitude, materialism, and motivation. *Journal of Business Research, 68(9),* 1854–1861. Doi: 10.1016/j.jbusres.2015.01.013

Jöreskog, K. G., Magidson, J., & Sörbom, D. (1979). *Advances in factor analysis and structural equation models.* Cambridge, Mass: Abt Books.

Joy, A., Belk, R. W., Charters, S., Wang, J. J. F., & Peña, C. (2018). Performance theory and consumer engagement: Wine-tourism experiences in South Africa and India. *Consumer Culture Theory, Research in Consumer Behaviour, 19*, 163-187. Doi:10.1108/S0885-211120180000019010.

Jun, J., Kyle, G., Graefe, A., & Manning, R. (2015). An identity-based conceptualization of recreation specialization. *Journal of Leisure Research, 47(4),* 425-443. Doi:10.1080/00222216.2015.11950369

Junot, A., Paquet, Y., & Fenouillet, F. (2018). Place attachment influence on human well-being and general pro-environmental behaviors. *Journal of Theoretical Social Psychology, 2(2),* 49-57. Doi:10.1002/jts5.18

Kaltcheva, V. D., Winsor, R. D., & Parasuraman, A. (2013). Do customer relationships mitigate or amplify failure responses? *Journal of Business Research, 66(4)*, 525-532. Doi: 10.1016/j.jbusres.2011.12.031

Karagiannis, D., & Metaxas, T. (2017). Local authorities' contribution on gastronomy. *Tourism Development: The Case of Ontario, Canada*. Retrieved from https://mpra.ub.uni-muenchen.de/79325/

Kivela, J. & Crotts, J. C., (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research, 30(3),* 354-377. Doi: 10.1177/1096348006286797

Kim, D., Chen, Z., & Hwang, Y. (2011). Are we really measuring what we think we're measuring? Assessing attitudes towards destinations with the implicit association test. *International Journal of Tourism Research, 13(5),* 468-481. Doi:10.1002/jtr.821

Kim, J.-H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research, 53(3),* 323–335. Doi: 10.1177/0047287513496468

Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research, 51(1),* 12-25. Doi: 10.1177/0047287510385467

Klandermans, B. (1984). Mobilization and participation: Social-psychological expansions of resource mobilization theory. *American Sociological Review, 49(5),* 583–600. Doi: 10.2307/2095417

Kline, P. (1994). *An easy guide to factor analysis*. London: Routledge. Retrieved from https://doi-org.ezproxy.library.ubc.ca/10.4324/9781315788135

Koenig-Lewis, N., & Bischoff, E. (2005). Seasonality research: The state of the art. John Wiley & Sons, Inc. Doi: 10.1002/jtr.531

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003a). An examination of the

relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail. *Journal of Leisure Research, 35(3),* 249-273. Doi:10.1080/00222216.2003.11949993

Kyle, G. T., Absher, J. D., & Graefe, A. R. (2003b). The moderating role of place attachment on the relationship between attitudes toward fees and spending preferences. *Leisure Sciences, 25(1),* 33-50. Doi:10.1080/01490400306552

Kyle, G., Bricker, K., Graefe, A., & Wickham, T. (2004a). An examination of recreationists' relationships with activities and settings. *Leisure Sciences, 26(2),* 123-142. Doi:10.1080/01490400490432019

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004b). Effect of activity involvement and place attachment on recreationists' perceptions of setting density. *Journal of Leisure Research, 36(2),* 209-231. Doi:10.1080/00222216.2004.11950020

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004c). Attached Recreationists; Who Are They? *Journal of Park and Recreation Administration, 22(2),* 65-84. Retrieved from https://js-sagamorepub-com.ezproxy.library.ubc.ca/jpra

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004d). Predictors of behavioral loyalty among hikers along the Appalachian Trail. *Leisure Sciences, 26(1),* 99-118. Doi:10.1080/01490400490272675

Lance, C. E., Butts, M. M., & Michels, L. C. (2006). The sources of four commonly reported cutoff criteria: What did they really say? *Organizational Research Methods, 9(2),* 202-220. Doi: 10.1177/1094428105284919

Lee, D., & Lee, J.-H. (2017). A structural relationship between place attachment and intention to conserve landscapes ? A case study of Harz National Park in Germany. *Journal of Mountain Science, 14(5)*. Retrieved from Doi: 10.1007/s11629-017-4366-3

Leiper, N. (2000). An emerging discipline. *Annals of Tourism Research, 27(3)*, 805-809. Doi:10.1016/S0160-7383(99)00118-8

Line, N. D., & Runyan, R. C. (2012). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management, 31(2)*, 477-488. Doi: 10.1016/j.ijhm.2011.07.006

Lohmann, G., & Netto, A. P. (2016). *Tourism theory: Concepts, models and systems*. Boston, MA, USA: CABI.

Lovell, J., Bull, C., & Taylor & Francis eBooks A-Z. (2018;2017). *Authentic and inauthentic places in tourism: From heritage sites to theme parks.* Abingdon, Oxon; New York, NY, USA: Routledge. Doi:10.4324/9781315676685

MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology, 79(3)*, 589-603. Doi:10.1086/225585

MacCannell, D. (2013). *The tourist: A new theory of the leisure class*. Oakland, CA, USA: University of California Press.

MacCallum, R. C., Browne, M. W., & Sugawara, H. M. (1996). Power analysis and determination of sample size for covariance structure modeling. *Psychological Methods, 1(2),* 130 -149. Retrieved from https://psycnet.apa.org/

Martin, E. (2002). A value-chain assessment of wine tourism development in the Okanagan-Similkameen valley (Order No. MQ81878). Available from ABI/INFORM Collection; Canadian Business & Current Affairs Database; ProQuest Dissertations & Theses Global. (305473887).

Maslow, A. H. (1954*). Personality and motivation.* Harlow, England: Longman, 1, 987.

Massa, F. G., Helms, W. S., Voronov, M., & Wang, L. (2017). Emotions uncorked: Inspiring evangelism for the emerging practice of cool-climate winemaking in Ontario. *Academy of Management Journal, 60(2)*, 461-499. Doi:10.5465/amj.2014.0092

Mitchell, R. and Hall, C.M. (2003). *Consuming tourists: Food tourism consumer behaviour.* In Hall, C.M., Sharples, E., Mitchell, R., Cambourne, B. and Macionis, N. (eds.) *Food Tourism Around the World: Development, Management and Markets.* Butterworth-Heinemann, Oxford, pp.25-81

Mitchell, R., Hall, C. M., & McIntosh, A. (2000). *Wine tourism and consumer behaviour.* (pp.115-135) Routledge. Doi:10.4324/9780080521145-6

Mission Hill Estate Winery (2019). Retrieved from https://www.missionhillwinery.com/

Mlozi, S., & Pesämaa, O. (2013). Adventure tourist destination choice in Tanzania. *Current Issues in Tourism, 16(1),* 63-95. Doi:10.1080/13683500.2011.647807

Neuhofer, B., Buhalis, D., & Ladkin, A. (2013). High tech for high touch experiences: A case study from the hospitality industry. *Information and Communication Technologies in Tourism*, 290-301. Springer, Berlin, Heidelberg. Doi:

10.1007/978-3-642-36309-2_25

Nicolaou, A. I., & Masoner, M. M. (2013). Sample size requirements in structural equation models under standard conditions. *International Journal of Accounting Information Systems, 14(4),* 256-274. Doi: 10.1016/j.accinf.2013.11.001

Nordstokke, D. W., & Zumbo, B. D. (2010). A new nonparametric Levene test for equal variances. *Psicológica, 31(2),* 401-430. Retrieved from https://www.redalyc.org/pdf/169/16917017011.pdf

Nordstokke, D. W., Zumbo, B. D., Cairns, S. L., & Saklofske, D. H. (2011). The operating characteristics of the nonparametric Levene test for equal variances with assessment and evaluation data. *Practical Assessment, Research & Evaluation, 16(5),* 1-8. Available online: http://pareonline.net/getvn.asp?v=16&n=5

Nunkoo, R., Ramkissoon, H., & Gursoy, D. (2013). Use of structural equation modeling in tourism research: Past, Present, and Future. *Journal of Travel Research, 52(6),* 759-771. Doi: 10.1177/0047287513478503

Ontario Culinary Tourism Alliance (2013), Culinary tourism: A definition. Retrieved from https://ontarioculinary.com/resources/culinary-tourism-101/

Ozdemir, B., Çizel, B., & Bato Cizel, R. (2012). Satisfaction with all-inclusive tourism resorts: The effects of satisfaction with destination and destination loyalty. *International Journal of Hospitality & Tourism Administration, 13(2),* 109-130. Doi: 10.1080/15256480.2012.669313

Özdemir, G., & Şimşek, Ö. F. (2015). The antecedents of complex destination image. *Procedia - Social and Behavioral Sciences*, 175, 503–510. Doi: 10.1016/j.sbspro.2015.01.1229

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing, 64(1),* 12-40. Retrieved from https://www.journals.elsevier.com/journal-of-retailing/

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing, 67(4),* 420-450. Retrieved from https://www.journals.elsevier.com/journal-of-retailing/

Passafaro, P., Cini, F., Boi, L., D'Angelo, M., Heering, M. S., Luchetti, L., Triolo, M. (2015). The "sustainable tourist": Values, attitudes, and personality traits. *Tourism and Hospitality Research, 15(4),* 225-239. Doi: 10.1177/1467358415576086

Pearce, P. L., & Packer, J. (2013). Minds on the move: New links from psychology to tourism. *Annals of Tourism Research, 40(0),* 386-411. Doi: 10.1016/j.annals.2012.10.002

Peng, L. L., Li, J. R., Sun, J. J., Li, W. Y., Sun, Y. M., Zhang, R., & Yu, L. L. (2011). Reliability and validity of the simplified Chinese version of Epworth sleepiness scale. *Chinese Journal of Otorhinolaryngology Head and Neck Surgery, 46(1),* 44-49. Doi: 10.1.1.710.2069

Pizam, A., & Tasci, A. D. (2019). Experienscape: expanding the concept of servicescape

with a multi-stakeholder and multi-disciplinary approach. *International Journal of Hospitality Management, 76,* 25-37. Doi.10.1016/j.ijhm.2018.06.010

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research, 51(3),* 342–356.

Ram, Y., Björk, P., & Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management, 52,* 110-122. Doi: 10.1016/j.tourman.2015.06.010

Ramkissoon, H., & Mavondo, F. T. (2015). The satisfaction–place attachment relationship: Potential mediators and moderators. *Journal of Business Research, 68(12),* 2593-2602. Doi:10.1016/j.jbusres.2015.05.002

Rollero, C., & De Piccoli, N. (2010). Place attachment, identification and environment perception: An empirical study. *Journal of Environmental Psychology, 30(2),* 198-205. doi:10.1016/j.jenvp.2009.12.003

Royal BC Museum. (2019). Retrieved from https://royalbcmuseum.bc.ca/

Sainaghi, R., & Mauri, A. (2018). The Milan World Expo 2015: Hospitality operating performance and seasonality effects. *International Journal of Hospitality Management, 72,* 32-46. doi:10.1016/j.ijhm.2017.12.009

Shahin, A., & Janatyan, N. (2011). Estimation of customer dissatisfaction based on service quality gaps by correlation and regression analysis in a travel agency. *International Journal of Business and Management, 6(3),* 99.

Doi:10.5539/ijbm.v6n3p99

Sheehan, L., Vargas-Sánchez, A., Presenza, A., & Abbate, T. (2016). The use of intelligence in tourism destination management: An emerging role for DMOs. *International Journal of Tourism Research, 18,* 549-557. Wiley Subscription Services, Inc. Doi: 10.1002/jtr.2072

Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioral intentions. *Tourism Management 28(5),* 1180-1192. Doi: 10.1016/j.tourman.2006.11.003

Spearman, C. (1920). Manifold sub-theories of The Two Factors. *Psychological Review, 27(3),* 159-172. Doi:10.1037/h0068562

Statistics Canada (n.d.). Ottawa, ON Canada. Retrieved from https://www120.statcan.gc.ca/

Stebbins, R., & Elkington, S. (2014). The serious leisure perspective. London: Routledge. Doi: 10.4324/9781315816364

Stokols, D., & Shumaker, S. A. (1982). The psychological context of residential mobility and well-being. *Journal of Social Issues, 38(3),* 149-171. Doi: 10.1111/j.1540-4560.1982.tb01776.x.

Stylidis, D. (2016). The role of place image dimensions in residents' support for tourism development. *International Journal of Tourism Research, 18(2),* 129-139. Doi: 10.1002/jtr.2039

Thompson, Bruce. (2004). Exploratory and confirmatory factor analysis: Understanding

concepts and applications. Washington, DC, USA: American Psychological Association. Doi: 10.1037/10694-000

Thompson-Okanagan (2019). *Living landscapes*. Retrieved from https://royalbcmuseum.bc.ca/exhibits/living-landscapes/thomp-ok/

Thompson Okanagan Tourism Association (TOTA) – Research Library. (2012; 2019) Retrieved from https://totabc.org/

Thompson Okanagan Tourism Association (TOTA) – *Our Organization*. (2020) Retrieved from https://totabc.org

Tsai, C.T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research, 18(6),* 536–548. Doi: 10.1002/jtr.2070

Tsai, S. (2012). Place attachment and tourism marketing: Investigating international tourists in Singapore. *International Journal of Tourism Research, 14(2),* 139-152. Doi: 10.1002/jtr.842

United Nations World Tourism Organization (2019, 2020). Retrieved from http://www2.unwto.org/

UNWTO World Tourism Barometer and Statistical Annex, January 2020. (2020). *UNWTO World Tourism Barometer, 18(1),* 1-48. Doi:10.18111/wtobarometereng.2020.18.1.1

United Nations World Tourism Organization - UNWTO (2016, 2019). *Methodological Notes of the Tourism Statistics Database*. Madrid, SPAIN

United Nations World Tourism Organization (2018). 3rd UNWTO Wine Tourism Conference. Retrieved September 2018 from http://affiliatemembers.unwto.org/event/3rd-unwto-global-conference-wine-tourism

United Nations World Tourism Organization. (2017). Conceptual Framework. Destination Management & Quality Programme. Retrieved from http://marketintelligence.unwto.org/content/conceptual-framework-0

Urry, J. (1990). *The Tourist Gaze, Leisure and Travel in Contemporary Societies*. London: Sage.

Urry, J., Larsen, J. (2011). *The tourist gaze 3.0* (3rd ed.). London; Los Angeles: Sage Ebooks Corporation.

Wearing, S., Stevenson, D., & Young, T. (2009). *Tourist cultures: Identity, place and the traveler*. Thousand Oaks, CA, USA: Sage.

Wearing, B., & Wearing, S. (1996). Refocusing the tourist experience: The flaneur and the choraster. *Leisure Studies, 15(4),* 229-243. Doi: 10.1080/026143696375530

Westland, J. C. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications, 9(6),* 476-487. Doi: 10.1016/j.elerap.2010.07.003

Westland, J. C. (2012). Erratum to lower bounds on sample size in structural equation modelling. *Electronic Commerce Research and Applications, 11(4),* 445-448. Doi: 10.1016/j.elerap.2012.06.001

Westland, J. C. (2015). *Structural Equation Models from Paths to Networks*. Springer International Publishing. Doi:10.1007/978-3-319-16507-3

Wyman, M., & Stein, T. (2010). Examining the linkages between community benefits, place-based meanings, and conservation program involvement: A study within the Community Baboon Sanctuary, Belize. *Society and Natural Resources, 23(6),* 542-556.

Zeugner-Roth, K., & Zabkar, V. (2015). Bridging the gap between country and destination image: Assessing common facets and their predictive validity. *Journal of Business Research, 68(9),* 1844-1853. Doi: 10.1016/j.jbusres.2015.01.012

Zvaniga, E. (2018). Do Lifestyle Choices Influence the Tourist Destination Selection? *3rd International Conference on Tourism and Leisure, 2018*. Common Ground Research. Canary Islands, Spain. Doi:10.18848/2470-9336/CG

Appendix A: Final Research Model

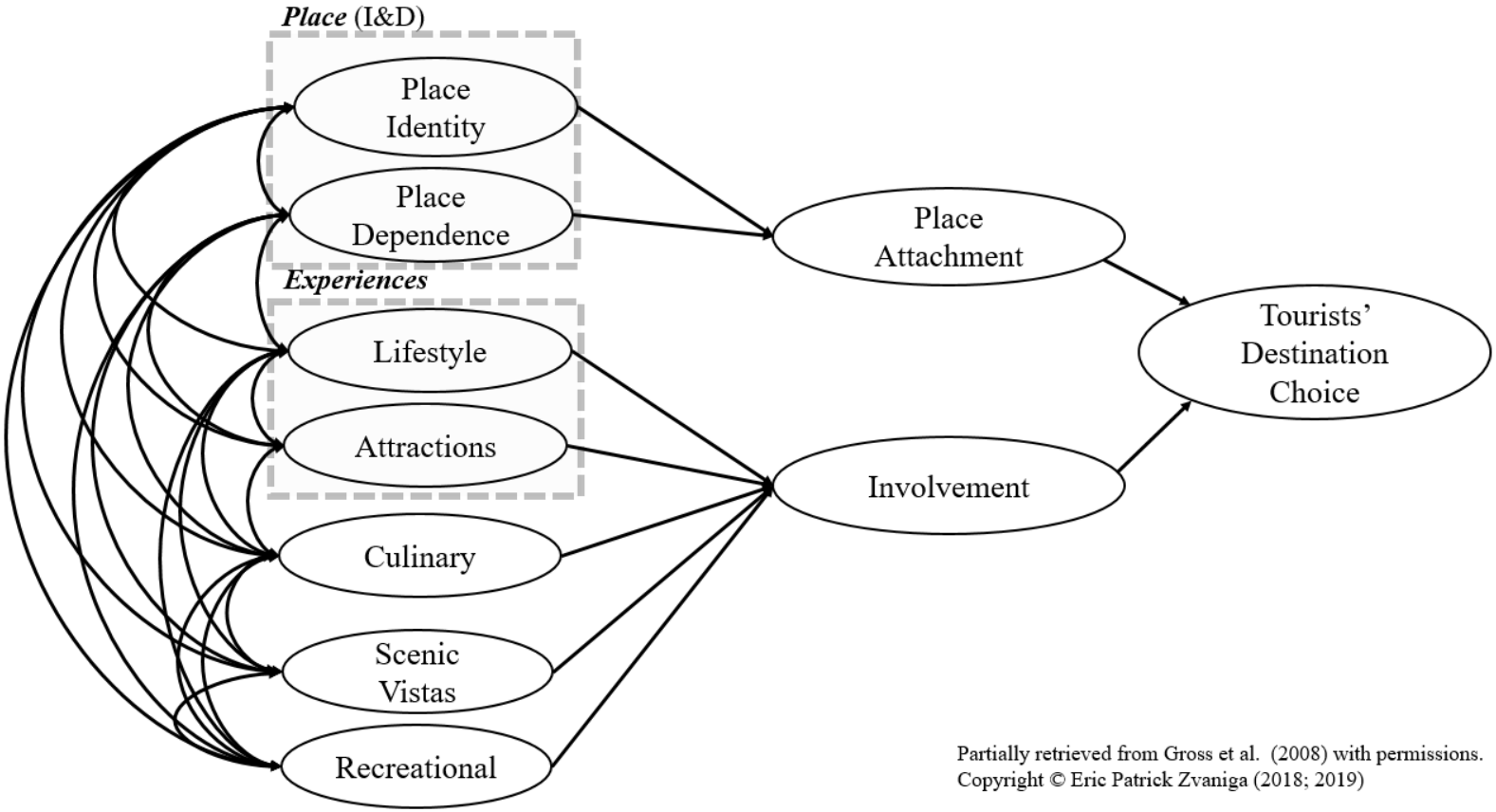


Figure 20. Final Research Model.

Appendix B: Measurement Variables

Table 18

Measurements Overview

Predicted Measures (Dependent)	**Involvement Measures** (Independent)	**Place Attachment Measures** (Independent)	**Demographic Information** (Control)
• Tourist Destination Choice	• Involvement • Attractions • Centrality to Lifestyle • Culinary (Food & Wine) • Recreational • Scenic	• Place Attachment • Place Dependency • Place Identity	• **Gender** • **Age** • **Origin** • **Marital Status** • **Arrival Mode** • Travel Reason • Stay Type • Employment • Income • Education Level

Appendix C: Limitations / Gaps in Literature

Table 19

Related Limitations / Gaps in Literature

Limitation / Gap	Reference
GAP (1): - Revisit the use of Exploratory Factor Analysis (EFA), which does not appear to be generating place identity and dependence dimensions, therefore, needing confirmation.	Gross and Brown (2006, 2008)
GAP (2): - Understand larger geographies or continents results to assess involvement and place to indicate the destination choice	Gross et al. (2008)
GAP (3): - Expand and report measurements in future studies	Gross et al. (2008)
GAP (4): - The "Bounded" geographic location of the research requires its application in other destinations to establish the model globally.	Gross et al. (2008)
GAP (5): - Intent to Purchase may be a substitute for actual behaviour suggesting further research in structural relationships for factors of a memorable experience.	Kim and Ritchie (2014)
GAP (6): - Results may not show national cultural differences, especially in Asia, requiring validation of additional countries	Kim and Ritchie (2014)
GAP (7): - Apparent differences between a tourist and industry professionals exist; choices resulting from overlooked cultural, recreational, and landscape factors.	Getz and Brown (2006)
GAP (8): - The small Canadian population sample needs to be expanded to inform DMOs and DTOs	Getz and Brown (2006)
GAP (9): - Expanded future research required using a multi-item scale in the factors of involvement.	Sparks (2007)
GAP (10): - Capture populations with no wine region visitations, where vacation perceptions and imaged non-wine activities may motivate experiences.	Sparks (2007)

Appendix D: Glossary of Terms

Attraction; defined as the linking of experiences that are of interest to the tourist, engaging, pleasurable, and central to the tourist's lifestyle. (Gross & Brown, 2006; 2008)

Centrality to Lifestyle; defined as the activities significant to the tourist's lifestyle (Jun, Kyle, Graefe, & Manning, 2015)

Culinary (Food and Wine); a tourists' search for authenticity and local flavours in the experience of food and wine tasting; "*the taste of place*"; "… the pursuit of unique and memorable eating and drinking experiences …" (Karagiannis & Metaxas, 2017; County of Haliburton, 2014).

Destination Marketing Organization (DMO); DMOs are conduits between suppliers of tourism products in their geographic area (local tourism firms) and buyers from outside the region (Wang, Hutchinson, Okumus, & Naipaul, 2012; Sheehan, Vargas-Sánchez, Presenza, & Abbate, 2016, p.549).

Destination Tourism Organization (DTO); a partner or an organization that has agreed to work with Destination Canada to reach shared objectives. Example: The Fairmont Hotel Vancouver, Tourism Saskatchewan, the Guardian, and TUI Deutschland are all Destination Canada partners.

These *local tourism firms* (Sheehan et al., 2016, p.549) providing services and/or products are organizations, like the referenced hotel, and defined as a DTO of the current study. Retrieved in February 2020 from https://www.destinationcanada.com/en/glossary

Involvement; is the tourists' engagement in a variety of activities and offers in a specific place. Kim, Chen, and Hwang (2011) research concluded that these stimuli towards destination activities or events presented evidence of both implicit and explicit tourist attitudes toward involvement, and eventually, place. Kim et al. (2011) referred to these as stimuli or objects that shape their subsequent interactions, creating involvement responses.

Gross, Brien, and Brown (2008) defined involvement by tourists' as consumers' locations, attractions, and offerings, to be the perceived personal importance and the interest consumers attach to acquisition, consumption, and disposition of goods (p.45). These authors go on to suggest the Laurent and Kapferer, 1985 Consumer Involvement Profile (CIP), modified with behavioural objects of measurement, provide better insight into tourists' involvement.

Place Dependency; defined as the fundamental qualities of a place and its abilities to deliver desired outcomes (Stokols & Shumaker, 1981). As a part of the current tourism value chain definition (UNWTO, 2017), these fundamental qualities provide links to destination operations and are strategically fundamental for product and promotion.

Place Identity; defined as the symbolic or affective attachment, identified as best predicted by self-expression and attraction (Gross & Brown, 2008). Referencing *Proshansky (1978)* defining place identity as the physical world of one's self, Bonaiuto,

Mao, Roberts, Psalti, Ariccio, Cancellieri, and Csikszentmihalyi, (2016) reported this as self-defining activities significantly associated to one's own place identity.

Place Attachment; Aleshinloye et al. (2019) comprehensively reviewed the definitions of place attachment within the literature. They identified levels of satisfaction as called by Prayag and Ryan (2012), and environment intentions of the tourists as identified by Ramkissoon and Mavondo (2014) in explaining how *place attachment is a vantage point of involvement and equally define by people's emotional bonds and presumed situations about a place*. Aleshinloye, et al. conclude that place attachment can explain loyalty to destinations when place identity, and the perceived place dependence, become significant as factors of influence with tourists. The measures of place identity and dependence, developing place attachment, can categorize the relationships of the tourists' perceived experiences. Junot, Paquest, and Fenouillet (2018), applying place attachment theory[10]; the choice of a destination is to *specify interactions and bonds with specific places, sourced from feelings of commitment, responsibility, and management*; thereby setting place identity, and place dependence as influential latent factors, indicating the weight of place attachment, as an influencer of a tourist' destination choice. The construct of place attachment, used in leisure travel literature, defines an antecedent of tourists' loyalty to a location (Prayag & Ryan, 2012). Although, place attachment knowledge is an essential indicator in tourism retention, linkages to service

[10] References: Relph, 1976; Tuan, 1977

quality, perceived value, and customer satisfaction continue to be a focus of researchers, Aleshinloye et al. (2019).

Recreational Offerings; in addition to memorable experiences from the x-scape of a place, Kim and Ritchie (2014) identify involvement in activities as one of seven salient dimensions as the basis for a tourists' memorable place visits and re-visits.

Scenic Attractions and landscapes (x-scapes); the emotions and nurturing of attachment come from various elements of the tourist experience when a place offers awe-inspiring uniqueness that strengthens its symbolized image (Tsai, 2012).

Place (the place); is defined by the United Nations World Tourism Organization as a basic unit in analysis describing physical space in which tourists' may reside overnight — co-located with product/service and experiential activities (UNWTO, 2017).

Appendix E: Final Model in SPSS AMOS © and Results (*n*=252)

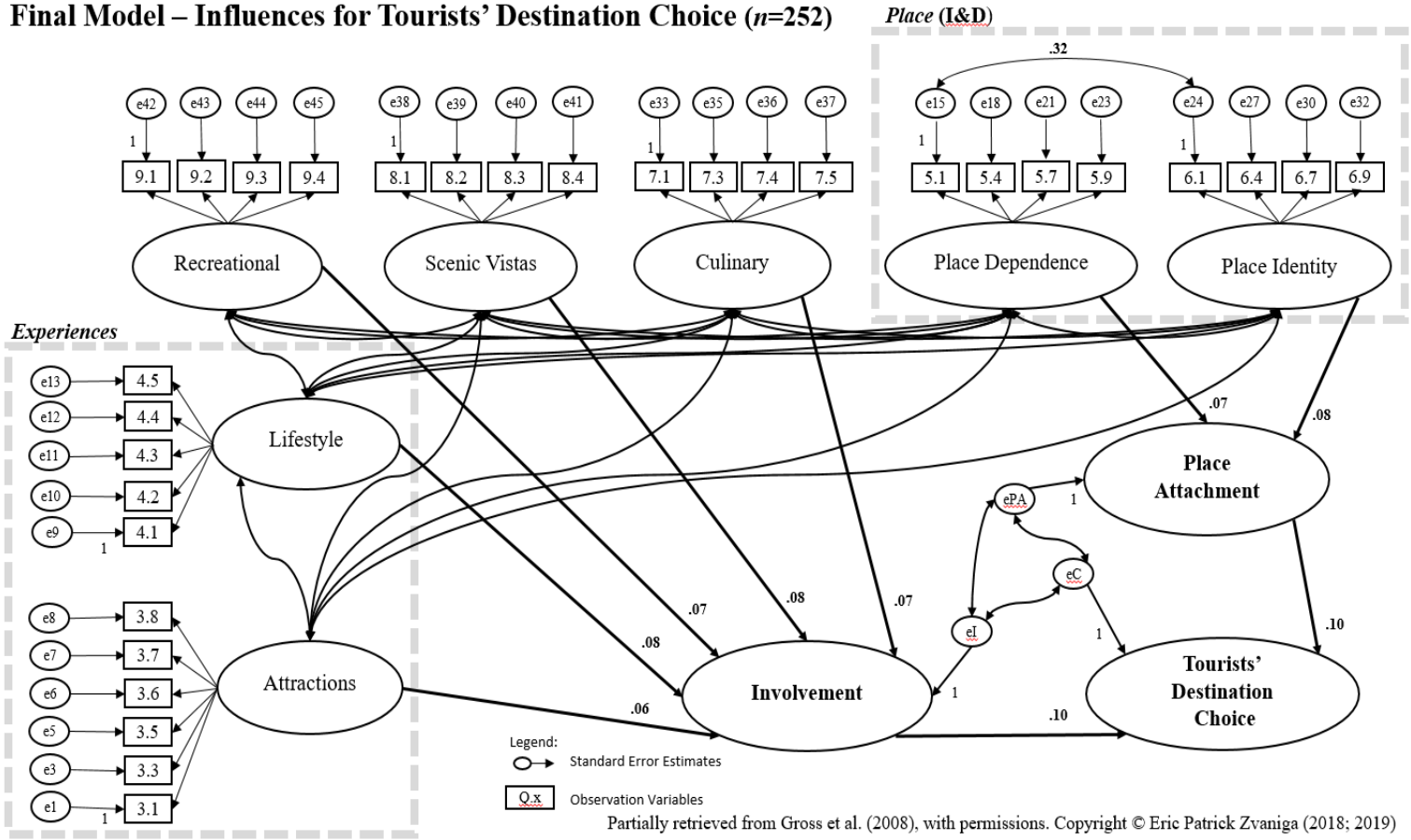


Figure 21. Final Model (*n*=252; also see Table 12).

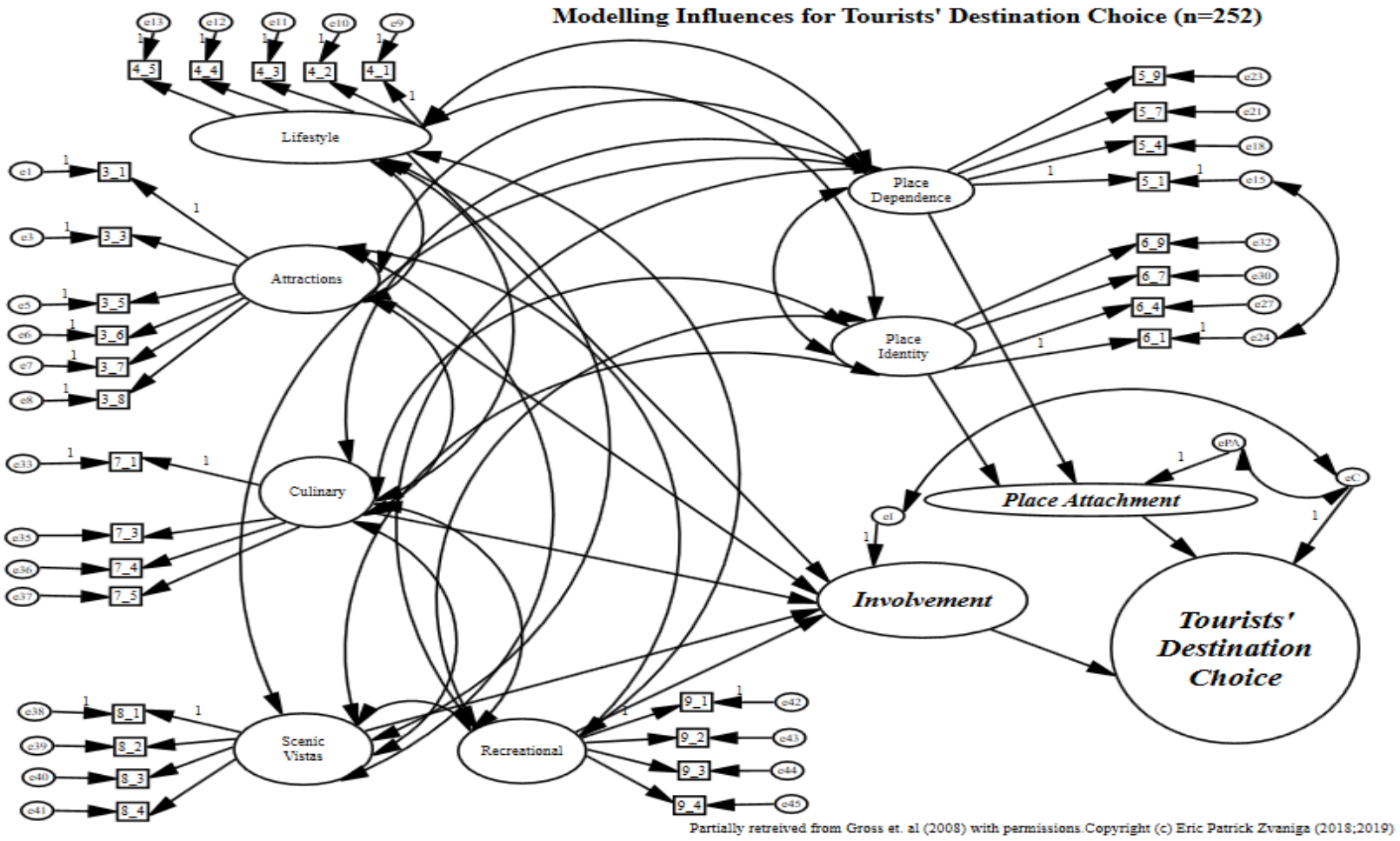


Figure 22. Final Model from SPSS © AMOS (*n*=252).

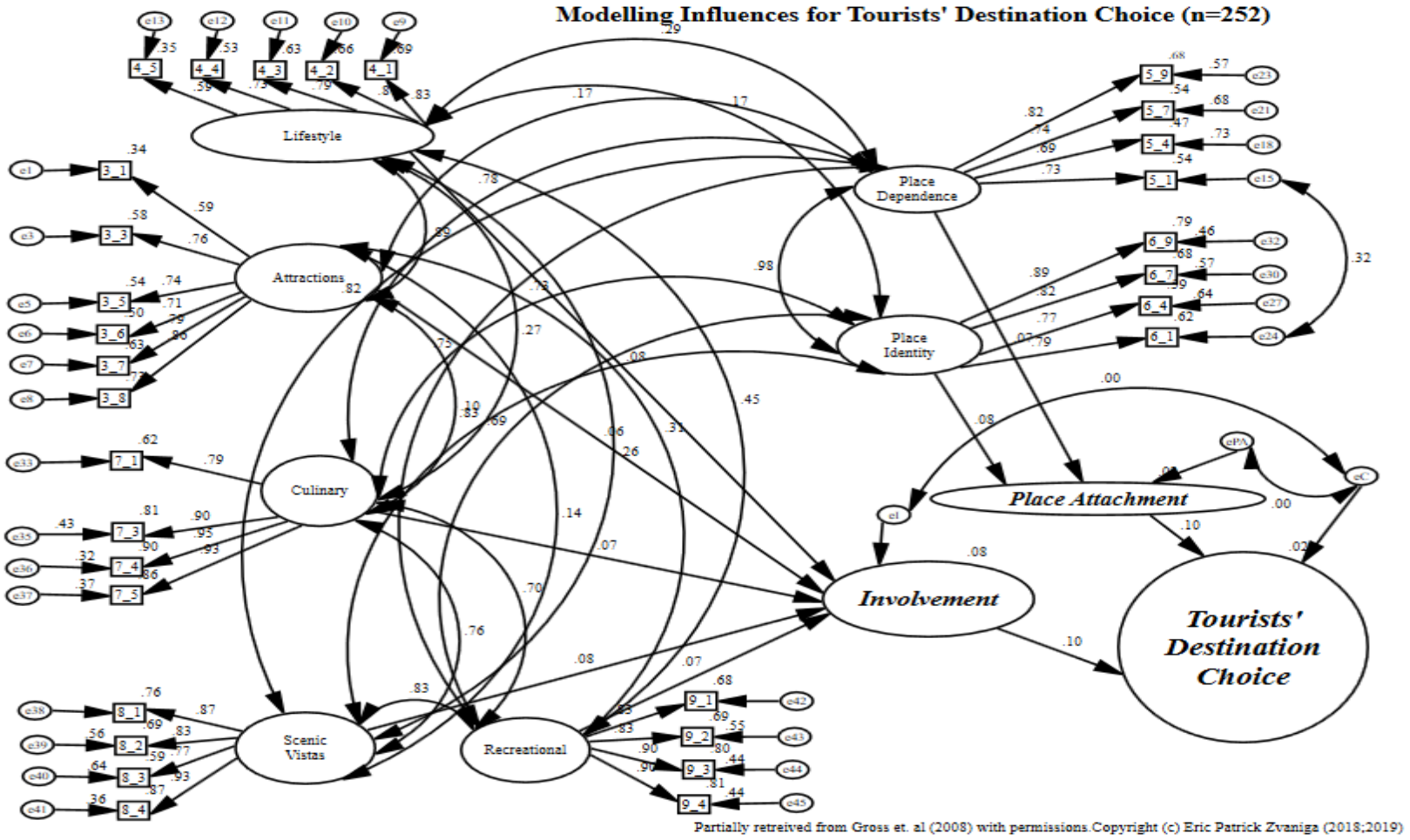


Figure 23. Standardized Results - Final Model (*n*=252; also see Table 12).

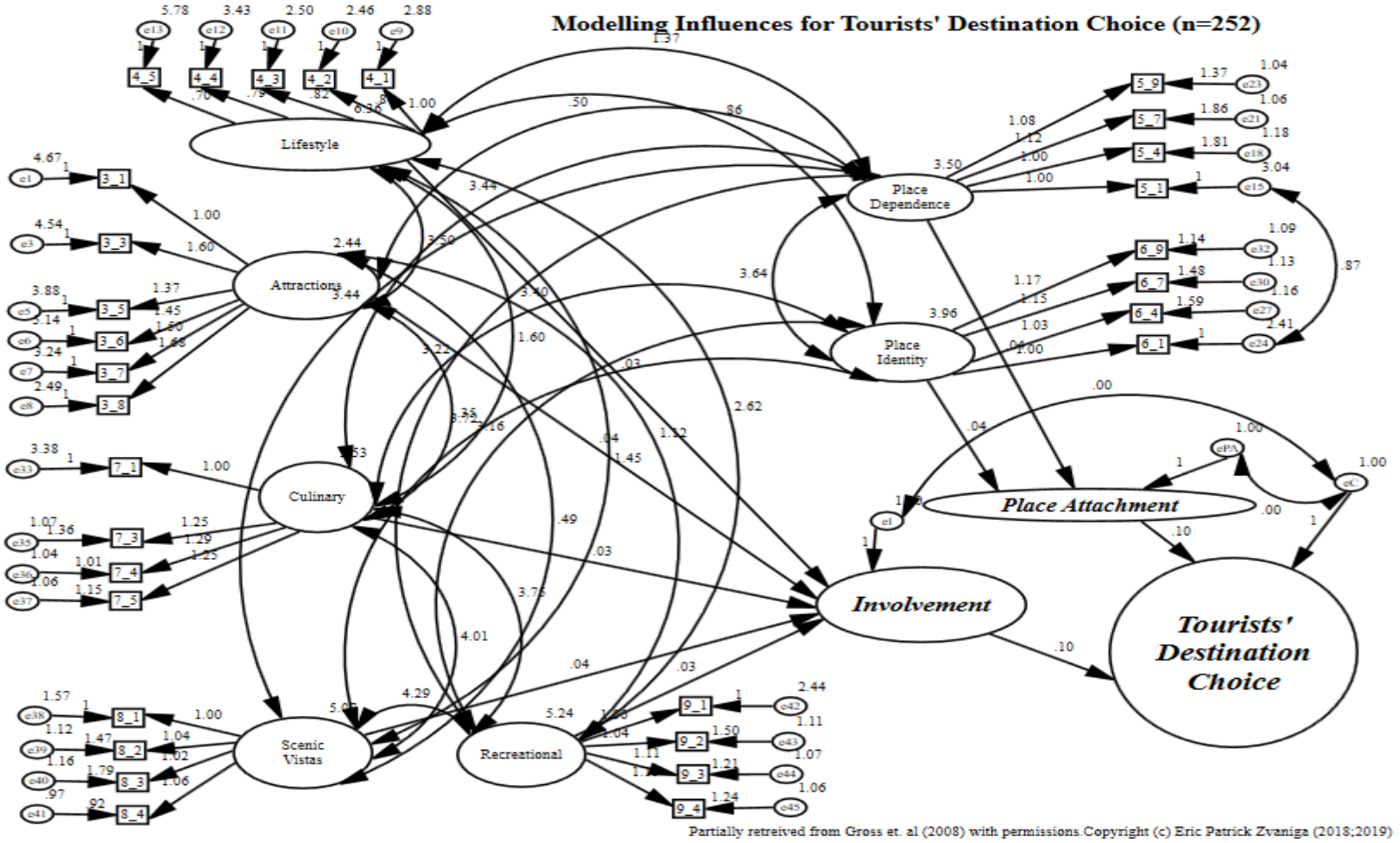


Figure 24. Un-Standardized Results - Final Model (*n*=252).

Standardized Direct Effects by Factor								
	Factor Number	1	2		3		4	5
	Factor Name	***Culinary***	***Experience***		***Place*** (I&D)		***Recreational***	***Scenic Vistas***
Observed Variable #	Category	Culinary	Attractions	Lifestyle	Identity	Place Dependence	Recreational	Scenic Vistas
	Involvement	0.07	0.06	0.08	-	-	0.07	0.08
	Place Attachment	-	-	-	0.08	0.07	-	-
7.5	*Culinary*	0.93	-	-	-	-	-	-
7.4	*Culinary*	0.95	-	-	-	-	-	-
7.3	*Culinary*	0.90	-	-	-	-	-	-
7.1	*Culinary*	0.79	-	-	-	-	-	-
5.9	*Place* (Identity)	-	-	-	-	0.82	-	-
5.7	*Place* (Identity)	-	-	-	-	0.74	-	-
5.4	*Place* (Identity)	-	-	-	-	0.69	-	-
5.1	*Place* (Identity)	-	-	-	-	0.73	-	-
6.1	*Place* (Dependence)	-	-	-	0.79	-	-	-
6.9	*Place* (Dependence)	-	-	-	0.89	-	-	-
6.7	*Place* (Dependence)	-	-	-	0.82	-	-	-
6.4	*Place* (Dependence)	-	-	-	0.77	-	-	-
9.4	*Recreational*	-	-	-	-	-	0.90	-
9.3	*Recreational*	-	-	-	-	-	0.90	-
9.2	*Recreational*	-	-	-	-	-	0.83	-
9.1	*Recreational*	-	-	-	-	-	0.83	-
8.4	*Scenic Vistas*	-	-	-	-	-	-	0.93
8.3	*Scenic Vistas*	-	-	-	-	-	-	0.77
8.2	*Scenic Vistas*	-	-	-	-	-	-	0.83
8.1	*Scenic Vistas*	-	-	-	-	-	-	0.87
4.3	*Experiences* (Lifestyle)	-	-	0.80	-	-	-	-
3.1	*Experiences* (Panning)	-	0.59	-	-	-	-	-
3.8	*Experiences* (Panning)	-	0.86	-	-	-	-	-
3.7	*Experiences* (Panning)	-	0.79	-	-	-	-	-
3.6	*Experiences* (Panning)	-	0.71	-	-	-	-	-
3.5	*Experiences* (Panning)	-	0.74	-	-	-	-	-
3.3	*Experiences* (Panning)	-	0.76	-	-	-	-	-
4.5	*Experiences* (Lifestyle)	-	-	0.59	-	-	-	-
4.4	*Experiences* (Lifestyle)	-	-	0.73	-	-	-	-
4.2	*Experiences* (Lifestyle)	-	-	0.81	-	-	-	-
4.1	*Experiences* (Lifestyle)	-	-	0.83	-	-	-	-

Figure 25. Standardized Result by Factors (*n*=252).

Standardized Correlations				
Variable		Variable	Estimate	
Lifestyle	<-->	Culinary	0.27	
Lifestyle	<-->	Attractions	0.89	
Culinary	<-->	Place Dependence	0.78	
Scenic Vistas	<-->	Place Dependence	0.82	
Lifestyle	<-->	Scenic Vistas	0.26	
Scenic Vistas	<-->	Culinary	0.76	
Attractions	<-->	Scenic Vistas	0.14	
Attractions	<-->	Culinary	0.10	
Lifestyle	<-->	Place Dependence	0.29	
Attractions	<-->	Place Dependence	0.17	
Attractions	<-->	Recreational	0.31	
Scenic Vistas	<-->	Recreational	0.83	
Recreational	<-->	Place Dependence	0.75	
Recreational	<-->	Culinary	0.70	
Lifestyle	<-->	Recreational	0.45	
Place Identity	<-->	Culinary	0.73	
Recreational	<-->	Place Identity	0.69	
Scenic Vistas	<-->	Place Identity	0.83	
Lifestyle	<-->	Place Identity	0.17	
Place Identity	<-->	Place Dependence	0.98	
eChoice	<-->	eInvolvement	0.00	
eChoice	<-->	ePlace Attachment	0.00	
eQ 5.1	<-->	eQ 6.1	0.32	* (See Note)
Note: The positive correlation (.32) between observation 5.1 and 6.1 is considered moderate.				

Figure 26. Standardized Correlations.

Appendix F: SEM Pattern Matrix (*n*=252)

Represents the correlations between observed variables for the 5-factor analysis, which resulted in the majority of the totals variances explained. Table 20 shows the linear combinations of variables in an oblique rotation using Principle Axis Factor (PAF) methods. The results estimate the respondent's positions concerning the latent factors.

Table 20

Pattern Matrix Loadings (n=252)

Loading by Factor [a] -- **ALL GENDERS**

	Factor				
	1	2	3	4	5
CULINARY_4 7_4_Wine Rating for Understanding the Regional Culture	.917				
CULINARY_5 7_5_Culinary Paring created a Memorable Experience in the Okanagan Valley	.905				
CULINARY_3 7_3_Culinary Rating for Understanding the Regional Culture	.817				
CULINARY_1 7_1_Distinctive Regional Food Rating	.536				
SCENIC_3 8_3_Heritage and Unique Architectural features in Towns enhanced my Experiences	.510				
SCENIC_2 8_2_Considering Wine Vistas ONLY; Scenery and Landscapes are "awe-inspiring"	.416				.404

Loading by Factor [a] (continued)

	Factor				
	1	2	3	4	5
EXPERIENCE_2 4_2_Realized Lifestyle as Planned in Discussions with Friends/Family		.795			
EXPERIENCE_3 4_3_Lifestyle Experienced Realized at Destination Choice Rating		.790			
EXPERIENCE_1 4_1_Perceived Lifestyle Needs Realized by Experiences		.784			
PLAN_7 3_7_Planned Discussions - Friends/Family		.743			
PLAN_5 3_5_Ability to Immerse in the Experience as Planned		.738			
PLAN_3 3_3_Accuracy of Destination Marketing		.734			
EXPERIENCE_4 4_4_Realized Activities at Destination with Daily Routines		.642			
PLAN_6 3_6_Actual Experiences Realized		.573			
EXPERIENCE_5 4_5_Friends/Family Feedback Ranked as		.512			
PLAN_1 3_1_Ease of Planning the Visit		.460	-.322		
N_WINE_R_4 6_4_Okanagan Valley Rating based on Experiences during/after the Visit			-.670		
N_WINE_R_1 6_1_Attractions, Cuisine and Activity Rating			-.663		
WINE_R_4 5_4_Okanagan Valley Rating based on Experiences during/after the Visit			-.650		

Loading by Factor [a] (continued)

	Factor				
	1	2	3	4	5
WINE_R_1 5_1_Okanagan Valley Rating for a Visit is Perceived as			-.635		
N_WINE_R_9 6_9_Okanagan Valley Choice compared to Other Global Regions Rating	.307		-.495		
N_WINE_R_7 6_7_Okanagan Valley Recreation formed my Choice over other Global Regions	.317		-.464		
WINE_R_7 5_7_Okanagan Valley as a Choice of Winery Selections vs. other Global Regions	.436		-.454		
WINE_R_9 5_9_Okanagan Valley Choice compared to Other Global Regions Rating	.301		-.434		
RECREATIONAL_4 9_4_Lakes and Rivers offered exceptional opportunities to Explore and Relax				-.806	
RECREATIONAL_3 9_3_Lifestyle Fitness needs were achieved with Regional Recreation Offerings				-.720	
RECREATIONAL_1 9_1_A wide variety of Recreational Experience attracts me to the Regional				-.497	
RECREATIONAL_2 9_2_Trails of the Region fulfilled and aligned to my Centrality of Life desires				-.480	
SCENIC_1 8_1_Scenery and Landscapes are "awe-inspiring"					.702
SCENIC_4 8_4_Scenery and Landscapes created Emotions to match my Lifestyle choices				-.326	.602

Extraction Method: Principal Axis Factoring. Rotation Method: Oblimin with Kaiser Normalization [a]. a. - Rotation converged in 15 iterations.

Appendix G: Certificate of Ethics Approval

Athabasca University
RESEARCH CENTRE

CERTIFICATION OF ETHICAL APPROVAL

The Athabasca University Research Ethics Board (AUREB) has reviewed and approved the research project noted below. The AUREB is constituted and operates in accordance with the current version of the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans (TCPS) and Athabasca University Policy and Procedures.

Ethics File No.: **23198**

Principal Investigator:
Mr. Eric Zvaniga, Graduate Student
Faculty of Business\Doctorate in Business Administration

Supervisor:
Dr. Anshuman Khare (Co-Supervisor)
Dr. Dwight Thomas (Co-Supervisor)

Project Title:
Tourists' Destination Choice: Examining the Role of Involvement in Place Attachment

Effective Date: October 30, 2018 **Expiry Date**: December 31, 2019

Restrictions:

Any modification or amendment to the approved research must be submitted to the AUREB for approval.

Ethical approval is valid *as indicated above.* An request for renewal must be submitted and approved by the above expiry date if a project is ongoing beyond.

A Project Completion (Final) Report must be submitted when the research is complete *(i.e. all participant contact and data collection is concluded, no follow-up with participants is anticipated and findings have been made available/provided to participants (if applicable))* or the research is terminated.

Approved by: **Date:** August 14, 2019

Carolyn Greene, Chair
Athabasca University Research Ethics Board

Athabasca University Research Ethics Board
University Research Services, Research Centre
1 University Drive, Athabasca AB Canada T9S 3A3
E-mail rebsec@athabascau.ca
Telephone: 780.675.6718

Appendix H: Research and Survey Partner Organizations

Primary Partner Organizations

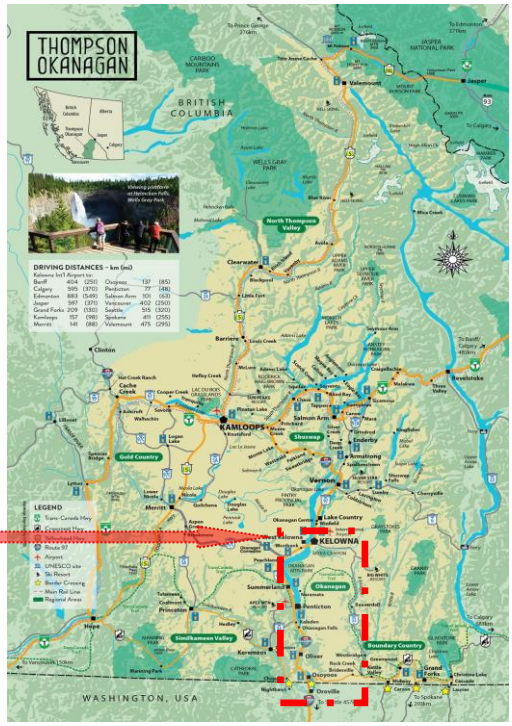
I wish to extend a special thanks to the sponsoring partners, who exceeded my expectations by providing access to their operations for survey collection, funding support for travel, miscellaneous expenses, and any respondent incentives offered.

Primary Sponsors:

Midtown Kelowna Hotel, Summerland Winery & Idea People

Secondary Survey Partners:

1. Vernon Motel
2. Downtown Kelowna Hotel
3. Uptown Kelowna Hotel
4. Skiing Assoc. BC Members
5. Thompson Okanagan Tourism Association (TOTA)
6. Visiting Students
7. Bed/Breakfast style Locations
8. Social Media Sites
9. Available Wineries

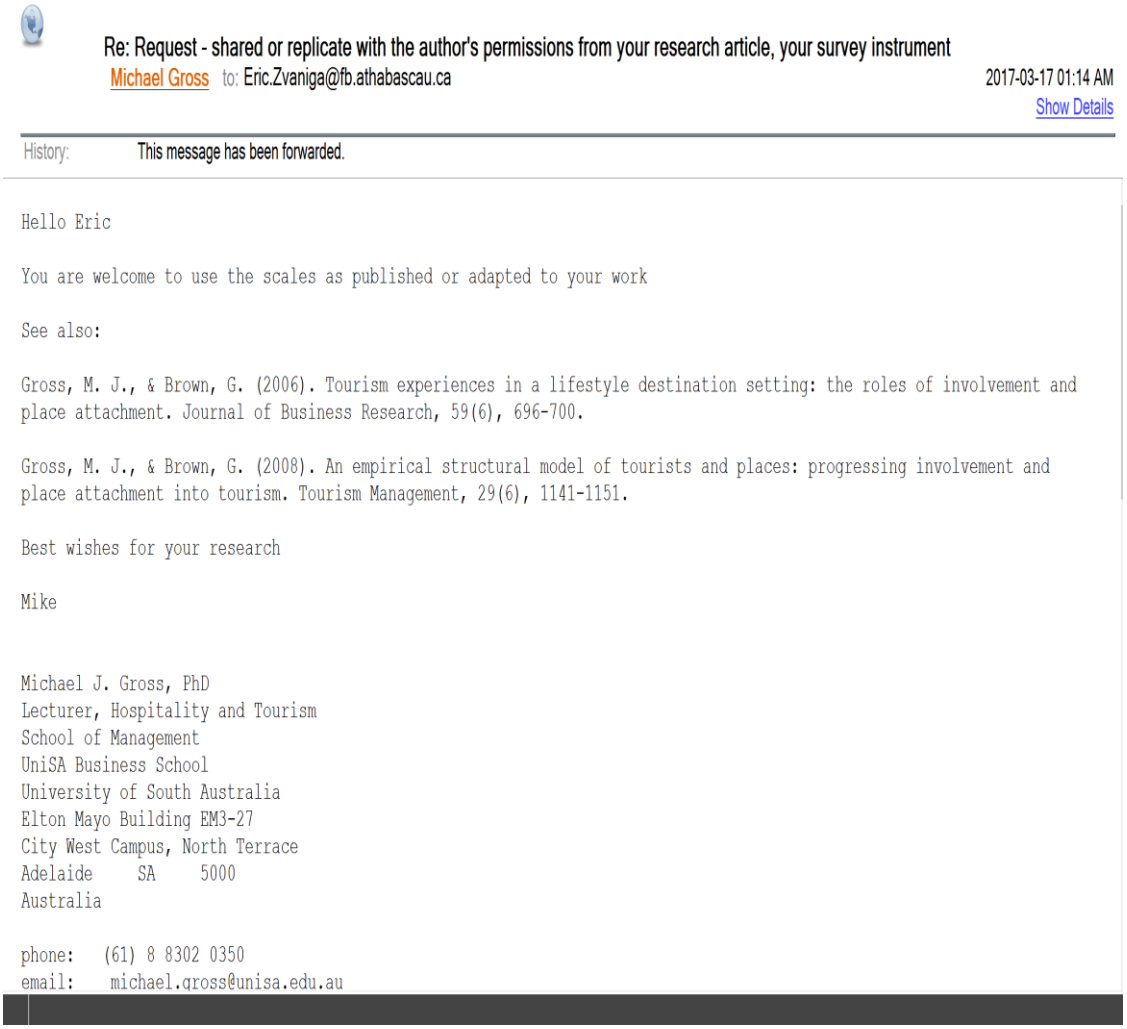


Figure/Image retrieved from https://totabc.org/

Figure 27. Partners and Locations.

Appendix I: Instrument Usage Approval Email from Authors

The email approval from Gross et al. (2008) authorizes the usage of the scales of their study instruments as published or to modify as required when adapting to this study.



Re: Request - shared or replicate with the author's permissions from your research article, your survey instrument

Michael Gross to: Eric.Zvaniga@fb.athabascau.ca 2017-03-17 01:14 AM

Show Details

History: This message has been forwarded.

Hello Eric

You are welcome to use the scales as published or adapted to your work

See also:

Gross, M. J., & Brown, G. (2006). Tourism experiences in a lifestyle destination setting: the roles of involvement and place attachment. Journal of Business Research, 59(6), 696-700.

Gross, M. J., & Brown, G. (2008). An empirical structural model of tourists and places: progressing involvement and place attachment into tourism. Tourism Management, 29(6), 1141-1151.

Best wishes for your research

Mike

Michael J. Gross, PhD
Lecturer, Hospitality and Tourism
School of Management
UniSA Business School
University of South Australia
Elton Mayo Building EM3-27
City West Campus, North Terrace
Adelaide SA 5000
Australia

phone: (61) 8 8302 0350
email: michael.gross@unisa.edu.au

Figure 28. Email approval from Gross et al. (2008).

Appendix J: Final Instrument Questions (English Version)

NOTE:

*Usage of the survey instrument **is not permitted** without prior written approval from the Principal Investigator of this research study. Requests can be direct to eric.zaniga@fb.atahbascau.ca or eric.zvaniga@outlook.com.*

Opening with a survey introduction and consent form, the *Principal Investigator* asked the participant to formal consent to proceed.

'---------- English Version of the Survey Instrument ----------

PRINCIPAL INVESTIGATOR: Eric P. Zvaniga

CONTACT INFORMATION: Eric_Zvaniga@fb.atahabascau.ca

This study is not sponsored. It is being conducted as a Dissertation Proposal to be submitted to the Faculty of Graduate Studies for the Faculty of Business at Athabasca University in partial fulfillment of the requirements for the Degree of Doctor of Business Administration.

YOUR INVITATION TO PARTICIPATE:

You are being invited to take part in this study as an individual visiting or having visited the Okanagan Valley, BC, Canada. This unique global wine region offers many

locals and tourists a wide variety of experiences for which this new research will be used to allow regional tourism providers and marketers to better understanding your destination choice motivations. Your responses will assist in creating an enhanced experience for future visits and will support the region in providing essential packages formed around your lifestyle motivations.

Your identity will not be captured outside of your general geographic location or country of origin. Acceptance of this invitation will assume you agree to be 19 years of age or older. The data collected will be stored in a secure location for the required period, as set by the investigators University Ethics Board. You will not be required to provide any specific contact information unless you feel this would help to advance future studies.

If you say YES to continue in the study, you will be presented with a series of questions. The online version of the survey will indicate your progress. The investigator suggests you allow approximately 10 to 15 minutes to complete the survey. Starting the survey, you will be asked a series of questions to form a demographic profile, and then you will be asked questions that will explore some lifestyle, attraction, and destination experiences that may have influenced your visit to the Okanagan Valley, BC, Canada. Indicating NO to continuing the survey will allow you to exit without any information being recorded about you or your visit. Saying YES and completing the questions will allow you to access/print a discount coupon for a local Okanagan Valley winery. This

coupon will provide you with FREE tastings during your next visit or with a percentage discount on your next purchase in their wine shops or via their online access points.

Thank you for your consideration in completing this survey. Taking part in this survey is entirely up to you. During the survey, you can stop/exit at any time without providing a reason, although one would be appreciated. Please select one of the following to proceed?

YES – Please continue to the survey questions

NO – I would like to Exit.

'---------- NO Response ----------

THANK YOU for considering my survey, and we in the Okanagan Valley look forward to your next visit.

'---------- YES Response ----------

Following a YES response, the participant was presented with these instructions before the survey questions.

> *For all questions, please select the response that best answers the question. If a scale is provided, please select the point on the scale that best expresses your experience, feelings or memories of the event you may have been involved within the Okanagan Valley region.*
>
> *NOTE: YOU CANNOT BE IDENTIFIED IN THIS SURVEY outside of a general geographical area or country of origin.*

The survey instrument used a 10 point Likert scale (1 to 10) for all non-demographic responses and allowed for an N/A response, which was recorded as 0. Specific sections required for survey questions as follows:

SURVEY QUESTIONS

1. ***Let us understand a little more about you. It is recognized that at times, some of the following information being requested will seem personal in nature. The investigator would like to group individuals and requires the building of this profile.***

1.1. Please select your gender.

- *Male*
- *Female*
- *Gender Diverse*
- *Prefer Not to Answer*

1.*2.* ***Please select your age in one of the following age ranges.***

- *19-29*
- *30-39*
- *40-49*
- *50-59*
- *60-69*
- *70 +*
- *Prefer Not to Answer*

1.3. ***Please select your marital status.***

- *Married or common law*
- *Single, never married*
- *Separated or divorced*
- *Widow or widower*
- *Prefer Not to Answer*

1.4. We would like to identify your country of origin so that we could investigate local, regional, and international visits. Please indicate where you are from:

- *A local visitor, residing within 100 KM (60 Miles)*
- *British Columbia*
- *Another Canadian province*
- *The USA*
- *Caribbean, Central or South America*
- *The European Union or the UK*
- *Japan, Asia or Southeast Asia*
- *Australia, New Zeeland or South Pacific*
- *Other*

2. The next questions look at your travel method and your accommodations in the Okanagan Valley.

2.1. How did you travel to the Okanagan Valley for the trip you are describing?

- *Family or Personal car*
- *A Rented car*
- *By Air*
- *By Bus*
- *Organized Tour Group*
- *Motorhome/caravan*
- *Other*

2.2. How was your trip arranged? (Self-Arranged or Self-Arranged)

- *Self - Leisure*
- *Self - Business*
- *Self - Both*
- *Assisted - Leisure*

- *Assisted - Business*
- *Assisted - Both*

2.3 What accommodations were arranged for the visit? (Select ALL that apply)

- *Day Trip – No Accommodations*
- *Regional Hotel / Motel*
- *Camping / Backpacker Hostel*
- *B&B*
- *Winery Resort*
- *Friends / Family*
- *Other / Unplanned*

To understand your experiences in the planning of your visit to the Okanagan Valley; Using a scale of 1 to 10 where 1 = Not Important to Me and 10 = Extremely Important to Me, please answer:

3.1. The ease of planning for my trip is:

3.2. The ease of understanding and booking my trip activities is:

3.3. My planning based on accurate destination marketing messages is:

3.4. My perceived experiences at the destination, created form marketing and booking information are:

3.5. During my visit, the ability to fully immerse myself in the experiences planned is.

3.6. A visit providing many experiences is.

3.7. Discussing the experiences, you had with friends or family is.

3.8. Central to my lifestyle aspirations, the experiences of the destination are.

To understand your planned expectations and experiences during the visit to the Okanagan Valley, especially how they might relate to your lifestyle.

Using a scale of 1 to 10 where 1 = Less Important to Me and 10 = More Important to Me, please answer:

4.1. I perceived many of my lifestyles needs to be fulfilled by experiences of the visit; during the visit these

4.2. When I travel or visit an area, I discuss the destination offerings and my lifestyle with friends and family, realizing those offerings during the visit is.

4.3. To support my lifestyle, the enhanced visitor experience is often realized when I travel with friends or family; I rate this travel choice as.

4.4. If I engage in my typical day to day activities during a visit vs. experiencing other attractions of the area, I feel these usual daily activities are.

4.5. Friends or family, they would say I spend too much time focused on the experiences of the visit;

4.6. Leisure activities, especially those of my usual day, do not interest me as much as the new experiences.

When you decided to visit the Okanagan Valley, during or after your visit, you may have formed an attachment to the region in terms of the wine-related offerings and landscapes. We would like to understand what the Okanagan Valley means to you.

Using a scale of 1 to 10 where 1 = Not Valued and 10 = Extremely Valued, please answer:

5.1. The Okanagan Valley as a destination choice is.

5.2. The attractions, cuisine, and offerings of the Okanagan Valley as a place to visit are.

5.3. Because of my experiences in planning and during my visit, the Okanagan Valley is.

5.4. Reflecting on my experiences during/after my visit, the Okanagan Valley is.

5.5. If I had to choose a destination, especially in a wine branded region, the Okanagan Valley is.

5.6. Given the Okanagan Valley's abundance of wineries, the Okanagan Valley is.

5.7. The Okanagan Valley's abundance of wineries, compared to other global wine regions, is

5.8. Compared to other Canadian tourist destinations, the Okanagan Valley is.

5.9. Compared to other Global tourist destinations, the Okanagan Valley is.

When you decided to visit the Okanagan Valley, during or after your visit, you may have formed an attachment to the region and its non-wine related offerings and landscapes. We would like to understand what the Okanagan Valley means to you.

Using a scale of 1 to 10 where 1 = Not Valued and 10 = Extremely Valued, please answer:

6.1. The attractions, scenery, culture, and recreational offerings of the Okanagan Valley visit are.

6.2. The Okanagan Valley as a destination choice is.

6.3. Because of my experience before and during my visit, the Okanagan Valley is.

6.4. Thinking about my overall experiences during/after my visit, the Okanagan Valley is.

6.5. If I had to choose a destination, especially in wine branded regions, the Okanagan Valley is.

6.6. Given the Okanagan Valley's abundance of scenery, the Okanagan Valley is.

6.7. The Okanagan Valley's abundance of recreation activities, compared to other global wine regions, is.

6.8. Compared to other Canadian tourist destinations, the Okanagan Valley is.

6.9. Compared to other Global tourist destinations, the Okanagan Valley is.

When you decided to visit the Okanagan Valley, during or after your visit, you may have formed impressions of the region's culinary offerings. We would like to understand what the Okanagan Valley means to you.

Using a scale of 1 to 10 where 1 = Not Valued and 10 = Extremely Valued, please answer:

7.1. Distinctive foods of the region are.

7.2. Distinctive wines of the region are.

7.3. Food or culinary offerings that help to understand a region and its culture are.

7.4. The variety of wine offerings that help understand a region are.

7.5. The paring of food or culinary offerings, with the wines of a region, creates a memorable experience.

When you decided to visit the Okanagan Valley, during or after your visit, you may have formed impressions of the region's scenic beauty and natural environment. We would like to understand what the Okanagan Valley means to you.

Using a scale of 1 to 10 where 1 = Low Impact and 10 = High Impact, please answer:

8.1. The "awe-inspiring" scenery and landscapes are.

8.2. If I only consider the winery vistas, the "awe-inspiring" scenery and landscapes are.

8.3. The region's unique architectural heritage in the towns and villages has/had a ___ to my overall experience.

8.4. The scenery and landscapes of the region are of ____ to my emotions and overall lifestyle expectations.

When you decide to visit the Okanagan Valley, during or after your visit, you may have formed impressions of the region's recreational offerings. We would like to understand what the Okanagan Valley means to you.

Using a scale of 1 to 10 where 1 = Lesser Extent and 10 = Greater Extent, please answer:

9.1. The wide variety of activities, both indoor and outdoor, attracted me to experience the region further.

9.2. The trails of the region offered a self-fulfilling opportunity and matched my lifestyle.

9.3. My lifestyle and fitness goals were achieved through many of the locations and offerings of the region.

9.4. The numerous lakes and rivers offered exceptional opportunities to explore and relax.

Also included were a series of additional demographic questions.

10.x At this point, we would like to explore three (3) more demographic questions.

10.1. Please select your household income range based on last year?

- Less than $25,000
- $25,001 to 50,000
- $50,001 to 70,000
- $70,001 to 90,000
- $90,001 to 120,000
- $120,001 to 150,000
- $150,001 to 200,000
- Over $200,000
- Prefer not to Answer

10.2. What is the highest level of educations that you have completed?

- Postgraduate
- Graduate
- Undergraduate

- Technical/Community College
- High school
- Other
- Prefer not to Answer

10.3. Please indicate your current employment category?

- Employed
- Self Employed
- Student
- Retired
- Homemaker
- Other

THANK YOU *for your time in completing this survey. It will take a few months, based on the Doctoral process timeline to compile and analyze the results, but once they are published if you would like a reference to the journal, please email*

PRINCIPAL INVESTIGATOR: Eric P. Zvaniga

CONTACT INFORMATION: Eric_Zvaniga@fb.atahabascau.ca

Appendix K: Key Citation Page References

Dissertation Page #	Key Citation Page References
18	Gross and Brown (2008, p.1142); Gross and Brown (2008, p.1143)
19	Gross et al. (2008, p.44); Kyle, Graefe, Manning, and Bacon (2003a, p. 250)
20	Karagiannis & Metaxas, 2017, pp.8-11, Kivela & Crotts, 2006 ; Kivela and Crotts (2006, p.357) ; Karagiannis & Metaxas, 2017, p.10 ; Lovell and Bull (2018, p.4-5) ; Cohen (1988, p. 372-374) ; Cohen (1998, p.374) ; MacCannell (1973, p. 594-597) ; Karagiannis and Metaxas (2017, p.7, Table 1)
24	Bornhorst, Ritchie, & Sheehan, 2010, p.572; Getz & Brown, 2006, p.156
28	Stylidis, 2016, p.130
29	Stylidis, 2016, pp.136-137 ; Kim & Ritchie, 2014, p.332
30	Buonincontri, Marasco, and Ramkissoon (2017, p.9) ; Mitchell and Hall (2003, p. 61) ; Mitchell, Hall, and McIntosh (2000, p.118)
31	Hall and Sharples (2008, p.260) ; Sparks (2007, p.1181) ; Bruwer and Joy (2017, p.368)
33	Nunkoo, Ramkissoon, and Gursoy (2013, p.759-771) ; Sparks (2007, p.1191) ; Gross et al., 2008, p.62 ; Getz and Brown (2006, p.156)
34	Alant & Bruwer, 2004, pp.27-28 ; Junot, Paquet, & Fenouillet, 2018, p.54; Stokols & Shumaker 1982)
35	Gross et al. (2008, p.55, Figure 1) ; Gross et al. (2008, p.62) ; Massa, Helms, Voronov, and Wang (2017, p.471)
36	Gross and Brown (2006, pp. 696-700)
37	(Stokols & Shumaker, 1982, p.158) ; Junot, Paquest, and Fenouillet (2018, p.50)
39	The Business Council of British Columbia (2012, p.14),
40	Charters, Spielmann, & Babin, 2017, p.748 ; Massa et al., 2017, pp.465-466 ; Shahin and Janatyan (2011, p.101)
41	(Shahin & Janatyan, 2011, p.100) ; Pizam and Tasci (2019, p.30)
43	(Destination BC, 2012, p. 2)
47	(Pearce & Packer, 2013, p.389) ; (Passafaro et al., p. 226-227)
48	Leiper (2000, p.807)
49	Massa, Helms, Voronov, & Wang (2017, p.470)
54	(Gross & Brown, 2008, p.1148)
55	(Gross & Brown, 2006, 2008; Gross et al., 2008, p.1142; Jun, Kyle, Graefe, & Manning, 2015; Stebbins & Elkington, 2014) ; Gross, Brien, and Brown (2008, p.46-54)
56	(Kim & Ritchie, 2014, p.332) ; (Lee & Lee, 2017, p.1006)
58	Kyle et al. (2004c, p.67) referenced Altman and Low (1992, pp.165-170) ; Kyle et al. (2004c, p.67)
59	Gross et al. (2008, p.45)
60	(Tsai, 2012, pp.143-150) ; (Buonincontri et al., 2017, p.1112; Kyle et al., 2003a, p.253; Jun et al., 2015, p.436; Tsai, 2016, p.543)
61	(Kim & Ritchie, 2014, p.323)
63	(Lee & Lee, 2017, p.1006)
64	(Sparks, 2007, p.1181) ; Bruwer and Joy (2017, p.368)
65	(Urry & Larsen,2011, p.26) ; (Ek, Larsen, Hornskov, & Mansfeldt, 2012, p.126) ; Perkins and Thorns (2001, p. 193)
66	Bruwer, Pratt, Saliba, and Hirche (2017, p.157)
78	Hoyle and Isherwood (2013, pp.14-22)
79	(Thompson, 2004, p.5, pp.110-114)
86	(Hair, Anderson, Tatham, & Black, 1998, p.624; Lance, Butts, & Michels, 2006)
96	MacCallum, Browne, and Sagawara (1996; Table 2, p.142)
99	(Hair et al., 1998, p.624; Lance, Butts, & Michels, 2006)
112	(Erkut, 2010, pp.21-23)
123	(Nordstokke, Zumbo, Cairns, & Saklofske, 2011, pp.2-3)
124	(Nordstokke & Zumbo, 2010; Nordstokke, Zumbo, Cairns, & Saklofske, 2011, pp.2-3; Appendix E)
127	(Nordstokke & Zumbo,2010; Nordstokke, Zumbo, Cairns, & Saklofske, 2011, pp.2-3)
155	Dwyer et al. (2019, Figure 2, p.547)

Figure 29. Key Citation Page References.