

A Study on The Mediating Role of Experiencescapes in Tourists' Alcohol Consumption

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2024, Vol. 16 (3) pp 91-108
© The Author(s) 2024
Reprints and permission:
UITM Press
Submit date: 30th October 2024
Accept date: 20th December 2024
Publish date: 31st December 2024

Edgar D'Souza*

Goa College of Hospitality and Culinary Education, Goa, India
principal@gchce.com

M.S. Dayanand

Goa University, Goa, India
msd@unigoa.ac.in

Proposed citation:

D'Souza, E., & Dayanand, M. S. (2024). A Study on The Mediating Role of Experiencescapes in Tourists' Alcohol Consumption. *Journal of Tourism, Hospitality & Culinary Arts*, 16(3), 91-108.

Abstract

In a tourist's search to escape from the usual routine, alcohol consumption forms a critical part of the tourism experience. It is just an incidental accompaniment of the journey for some travellers, but for others, it is the key reason to travel. Just like dining at restaurants, beverage consumption has become a status symbol. People are looking for experiences that go beyond the food and beverage itself, and they use the food and beverage outlets as an arena where they can relax, enjoy and socialize. While our earlier studies have examined the influence of tourists' knowledge and past experiences regarding alcohol consumption on the choice of alcoholic beverages and factors affecting the choice of drinkscales at tourist destinations. This study has investigated the mediating impact of experiencescapes (drinkscales, social setting and the service experience) on the overall alcohol consumption experience using quantitative techniques. It has also investigated if tourist's demographics have a moderating effect on the relationship between alcohol consumption experience and future behavioural intentions. Results indicated that while that the choice of drinkscales does not mediate the positive impact of the choice of alcohol on the alcohol consumption experience, social settings and the service experience did.

Keywords:

Experiencescapes, Alcohol Consumption Experience, Tourists behavioral intentions, Service Experience, Social Setting, Choice of alcohol

1 Introduction

Consumer satisfaction with hospitality services is affected by the product on the one hand, the service on the other, the surroundings and ambiance of the purchase or service, and the social environment on the third (Pizam and Tasci, 2019, Stone et al., 2018). Customer satisfaction is also influenced by the person's qualities, which include demographic factors, prior experience, and personality traits. As a result, each consumer evaluates their experience consuming food and beverages in terms of a number of factors that they have personally (individually) accumulated and prioritized. Therefore, each consumer visiting a tourist destination will have a different experience and level of satisfaction. While earlier studies concentrated on the production of food and drink, more research has been suggested that would concentrate on the consuming aspect and investigate the thoughts and considerations of visitors (Karamustafa and Ulker, 2017). Our earlier study examined the influence of tourists' knowledge and past experiences regarding alcohol consumption on the choice of alcoholic beverages and factors affecting the choice of drinks at tourist destinations (Dsouza et al, 2022). This study has investigated the mediating role of drinking companions (social settings), the choice of drinks and the service experience on the impact of choice of alcohol and the alcohol consumption experience.

2 Literature Review

The majority of study in the hospitality and tourism industry focuses on elements that are part of the management frameworks. Gonzalez-Rodriguez et al. (2016) contend that additional study from the viewpoint of the traveller is required to address key issues in the traveler's subjective experience. Drinking has evolved into a prestige symbol, much like dining out. People use food and beverage establishments as places to unwind, enjoy themselves, and socialise because they're searching for experiences beyond the food and beverages themselves. In addition to the tourists' preference for the type of drink, the literature suggests that experiencescape, which includes drinkscape (destination), social setting (the company of friends), and service experience (courteous service), has the potential to influence the overall alcohol consumption experience (Wakefield & Blodgett, 2016; Chen et al. 2020; Dsouza et al. 2022). Numerous antecedents associated with consumers, brands, and environmental elements have been suggested to affect consumer behaviour. Past studies have viewed Consumer demographics as moderators by some (Adhikari & Bhattacharya, 2016) and antecedents by others (Hwang & Seo, 2016). Past studies on gastronomic tourism have concentrated on the dining experiences of visitors, but the majority of them concentrated on consumer satisfaction (Björk and Räsänen, 2014; Stone et al., 2018).

The consumption experience of an alcoholic beverage is influenced by the products price, brand, taste sensations at consumption, presentation form, and menu (D'Souza et al., 2022, Gregoire, 2013).

Alcohol is consumed in an F&B outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. In addition to retail establishments, drinks can include hotels,

homes, tasting rooms, and outdoor venues including parks, streets, and wine or beer festivals. (Stone et al., 2018, Bruyer et al., 2009; Wilkinson and Wilkinson, 2018. Using music, design, architecture, colour, and ambience, Kim et al., (2019), Lin, and Mao (2015) contend that the environment in these drinksapes makes it simpler to immerse yourself in the experience of food and beverage consumption.

The individuals who accompany the individual and their interactions with one another while engaging in consumption constitute the social setting. Wen et al. (2020) included dining company in their framework to explain the moderating influence of dining companions between the perceived authenticity, customer happiness, and other behavioural intentions. We would like to investigate how social settings affects alcohol intake, as well as how it mediates the link between alcohol preference and alcohol consumption experience.

Service experiences apply to any interaction with the service organization that the guest may have throughout their entire experience at the foodservice outlet (Ribeiro & Prayag, 2018). Service quality can impart a lasting impression about the service provider in the mind of customers and the assessment of their consumption experience (Wakefield and Blodgett, 2016). Wakefield and Blodgett (2016) have suggested research within specific service contexts among individuals, groups and cultures to determine the overall influences of the physical environment on consumer response. Therefore, this study aims to address these research gaps and check the impact of service settings in various drinksapes on the alcohol consumption experience.

Our study will therefore aim to test the mediating impact of drinksapes, social setting and the service experience on the overall alcohol consumption experience. Impact of drinksapes on the overall alcohol consumption experience.

Tourist behavioural intentions refer to future loyalty intentions of tourists concerning tourism experiences. The positive effect of the alcohol consumption experience on behavioural intentions is in line with the theory of the tourism consumption system, which establishes that tourists' assessment of their experiences in the destination area impacts their overall destination evaluation and influences their willingness to recommend the destination or to revisit the destination (Woodside and Dubelaar, 2002). The age, gender, ethnicity, culture, and traditions of consumers vary (Salanta et al., 2016). They will respond differently based on their expectations for the drinking experience and their judgments or evaluations of the alcohol consumption experience. Tourists are less likely to claim that they had quality consuming experiences if their expectations are not satisfied (Nickerson, 2006). Future travel intentions will be influenced by the importance of providing enjoyable and memorable experiences in the form of revisit intentions or willing to recommend the consumption experience. Hence studying the impact of moderating effect of tourist's demographics on the relationship between the alcohol consumption experience and the future behavioural intentions could prove interesting.

The objective of this study is therefore twofold:

1. To investigate if the experiencescape mediates the relationship between choice of alcohol and alcohol consumption experience.
2. To investigate if tourist's demographics have a moderating effect on the relationship between alcohol consumption experience and future behavioural intentions.

Based on the research questions and objectives of the study, the proposed hypotheses are:

H1: The experiencescape mediates the impact of the choice of alcohol on alcohol consumption experience.

H2: The tourist's demographics have a moderating effect on the relationship between alcohol consumption experience and the future behavioral intentions (willingness to recommend the alcohol consumption / revisit intention).

3 Methodology

This research used a cross-sectional web-based sample questionnaire. A web-based survey was appropriate because quantifiable information about a particular demographic (tourists who consume alcohol) was needed. An account of their socio-demographics, choice of alcohol, choice of drinkscape, preferred social settings, preferred service experience, alcohol consumption experience and revisit intentions was sufficient as a source of information.

This study attempted to gather tourists' views and perceptions on the factors that influence the alcohol consumption experience and their behavioural intention based on their experiences in Goa. Therefore, the population of the study is tourists who have visited Goa and have consumed alcohol. The sampling frame for this study includes those tourists who visited Goa and had consumed alcohol in various drinksapes. The sampling frame was obtained by visiting various drinksapes, contacting restaurant management, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa.

Costello and Osborne (2005) have reported that about 64 % of the surveyed studies used a subject-to-variable (ratio) of 10:1. Schreiber et al (2006) state that the most adopted STV ratio is 10: 1. It was decided to use this method to decide sample size. The primary data were collected using a web-based self-administered questionnaire. The questionnaire was in English. The Google form link was shared through social media apps to potential respondents by visiting various drinksapes and interacting with the clients. Furthermore, Restaurant/Bar managers, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa shared the Google form link among their guests who had visited them, requesting them to participate in the study.

There were 1054 responses received, of which 975 were from tourists that consume alcohol, and another 13 were incomplete. Therefore, 962 valid responses were used for the data analysis.

Exploratory Factor Analysis (EFA) is often used to reduce dimensionality. Hair et al. (2014) has suggested that it is advisable to use two different data sets (we can also split one data set into two) for EFA and CFA because if the same set will be used, then it is already fitted with the data and won't be accurate. When you apply the factors that emerged from EFA on another data set for CFA, it will give a valid result. The entire data set of 962 was split into two groups of 481 based on the odd-even respondent. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.874, above the commonly recommended value of .6, and Bartlett's Test of Sphericity was significant ($\chi^2(1326) = 25927, p < .05$). Since Bartlett test p-value = $0.000 < 0.05$, we conclude that there exists a correlation between variables and thus, factor analysis exercise could be carried out (Hair et al. 2014). Hence, further analysis (EFA) is deemed suitable with all items considered for measuring Alcohol Consumption Experience.

The Cronbach's alpha coefficient was calculated as a test for reliability of factors and it was greater than .7, suggesting good reliability of the factors according to Hair et al. (2014).

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results with a separate sample. According to Hair et al. (2014), the researcher must always ensure enough observations per predicted parameter to prevent "overfitting" the study. This was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity, iv) The Construct Validity, and v) The Model fit.

The CFA results of the measurement models, which were further considered for testing Structural Equation models, are seen in the table below.

Table 1: Model Fit measure

Measure	Estimate	Threshold	Interpretation
CMIN/DF	2.984	Between 1 and 3	Excellent
CFI	0.962	>0.95	Excellent
SRMR	0.032	<0.08	Excellent
RMSEA	0.045	<0.06	Excellent
PClose	0.999	>0.05	Excellent

Note: Primary data

3.1 Tourist socio-demographics

The demographic characteristics consist of gender, marital status, age group, country/ state in India, monthly household income and occupation. The descriptive analysis of the socio-demographics is included in this section to provide a descriptive profile of the respondents.

A sample of 962 tourists who have visited Goa and consumed alcohol in various drinksapes completed the questionnaire. Of the 962 respondents, 58.6% were male and 41.4 % female.

An examination of the age of the respondents indicated that the largest age group was above 18-30 years (37%), followed by the group of 31-40 years (28%), 41-50 years (24%), 51-60 years (9%) and above 61 years (2%).

Most were married (68.5%) in terms of marital status as Goa is considered a favourite honeymoon destination in India. 30 % of the respondents were unmarried, 4% were divorced, and 1% belonged to the widow/widower category.

A majority of the respondents were from the income group between rupees 50001-80000 (36.4%), followed by rupees 80001 and above (36.4%), those whose income was between rupees 20001-50000 were 18.4%, and up to rupees, 20000 were 5.3%.

51% of the respondents were undergraduates, 34.5% were postgraduates, 11.6% were diploma/certificate holders, 1% had completed high school, and 2% were from other educational backgrounds.

According to Fairchild and MacKinnon (2009), the moderation model tests whether the relationship between the Independent variable and the Dependent variable differs across levels of a third variable (moderator variable). Moderator variables affect the strength and direction of the relation between an Independent variable and a dependent variable. Moderation analysis was conducted using PROCESS matrix (Hayes, 2018) to check the moderating effect of Income, Age, Gender and Education on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

3.2 Hypothesis testing

Hypothesis researching the mediated relationship between Choice of Alcohol and Alcohol Consumption Experience

H 1a: Choice of Drinkscape mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

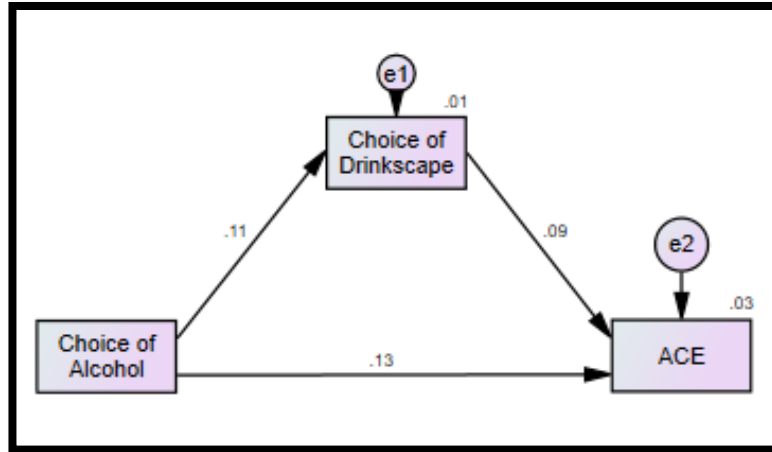


Figure 1: Structural model to test the Mediating effect of Choice of Drinkscape between Choice of Alcohol and Alcohol Consumption Experience

As observed in Table 2, the P-value (.207) for the indirect effect is statistically insignificant. Thus we can conclude that Choice of Drinkscape does not mediate the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H1a is NOT SUPPORTED.

Table 2: MyIndirectEffects.AmosEstimandVB: COA-COD-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.001	.000	.006	.207

H1b: Social Setting mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

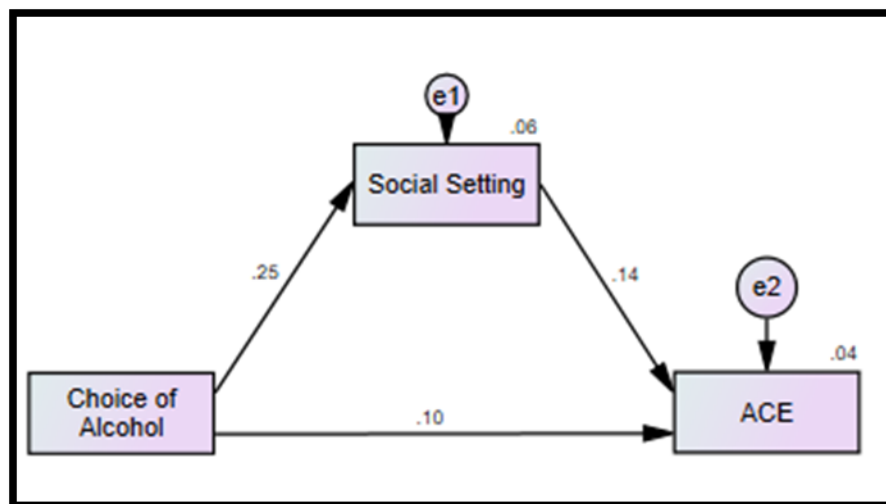


Figure 2: Structural model for the mediating relationship of SS on COA and ACE

The Structural model for the mediating relationship of Social settings on the Choice of alcohol and the Alcohol consumption experience is shown in Figure 2

Table 3: MyIndirectEffects.AmosEstimandVB: COA-SS-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.013	.003	.024	.010

As observed in Table 3, 0 does not exist between upper and lower estimates. The p-value is also significant (.010) for the indirect effect. Thus we can conclude that Social Setting mediates the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H1b is SUPPORTED.

H1c: Service Experience mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

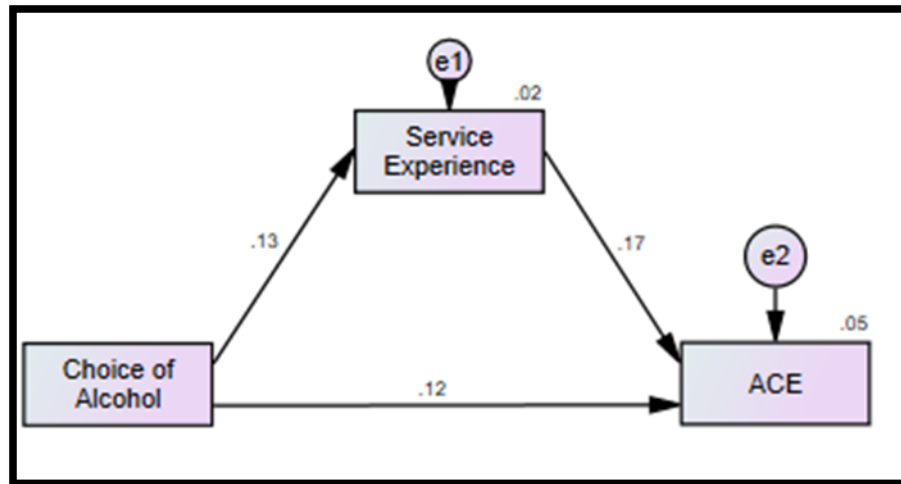


Figure 3: Structural model for the mediating relationship of SE on COA and ACE

The Structural model for the mediating relationship of Service experience on the Choice of alcohol and the Alcohol consumption experience is shown in Figure 3

Table 4: MyIndirectEffects.AmosEstimandVB: COA-SE-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.006	.002	.012	.010

As observed in Table 4, 0 does not exist between upper and lower estimates. The p-value is also significant (.010) for the indirect effect. Thus we can conclude that Service Experience mediates the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H1c is SUPPORTED.

According to Fairchild and MacKinnon (2009), the moderation model tests whether the relationship between the Independent variable and the Dependent variable differs across levels of a third variable (moderator variable). Moderator variables affect the strength and direction of the relation between an Independent variable and a dependent variable. Moderation analysis was conducted using PROCESS matrix (Hayes, 2018) to check the moderating effect of Income, Age, Gender and Education on the relationship between Alcohol consumption Experience and the tourist’s revisit intention and willingness to recommend the consumption.

H2a: Age has a Moderation effect of on the relationship between Alcohol consumption Experience and the tourist’s revisit intention and willingness to recommend the consumption.

Table 5: Moderation effect of age on the relationship between ACE and the RlandWR

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.2549	.0650	.9380	22.1868	3.0000	958.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	.0814	.0387	2.1058	.0355	.0055	.1573
ACE	.2893	.0426	6.7872	.0000	.2057	.3730
Age	-.2628	.0659	-3.9855	.0001	-.3922	-.1334
Int	-.2338	.0629	-3.7171	.0002	-.3573	-.1104
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
X*W	.0135	13.8165	1.0000	958.0000	.0002	
Conditional effects of the focal predictor at values of the moderator(s):						
AgeCat	Effect	se	t	p	LLCI	ULCI
<40 yrs	.2893	.0426	6.7872	.0000	.2057	.3730
>40 yrs	.0555	.0463	1.1991	.2308	-.0353	.1463

The Model summary in Table 5 shows that it is a significant model (p=.000). The Interaction effect of age and alcohol consumption experience is statistically significant (p=.002) in our model, indicating that Age was a significant moderator of the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend.

The R2 change as a result of adding in the interaction term was .0135

For Lower age groups (<40 yrs), the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant ($b=.2893$, $s.e.=.0426$, $p=.0000$). Whereas for Higher age groups (>40 yrs), the interaction effect was positive but not significant ($b=.0555$, $s.e.=.0463$, $p=.2308$)

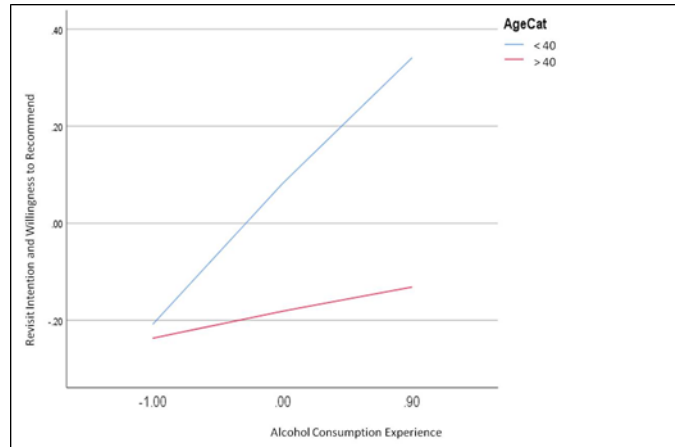


Figure 4: Graph representing the conditional effect

For visualizing the conditional effect of the predictors, see Figure 4. The graph shows that the standard deviation for lower age groups is significantly higher than for lower age groups.

H2b: Income has a Moderation effect on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 6: Moderation effect of Income on the relationship between ACE and the RlandWR

	coeff	se	Model t	p	LLCI	ULCI
constant	-.0009	.0316	-.0282	.9775	-.0630	.0612
ZACE	.1982	.0318	6.2276	.0000	.1357	.2606
IncCat	.0025	.0712	.0353	.9718	-.1373	.1423
Int_1	.1265	.0679	1.8623	.0629	-.0068	.2598

Product terms key:
Int_1 : ZACE x IncCat

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0035	3.4683	1.0000	958.0000	.0629

Focal predict: ZACE (X)
Mod var: IncCat (W)

Conditional effects of the focal predictor at values of the moderator(s):

IncCat	Effect	se	t	p	LLCI	ULCI
Low income	.1059	.0561	1.8875	.0594	-.0042	.2159
High income	.2324	.0383	6.0601	.0000	.1571	.3076

As seen in Table 6, the interaction term was statistically insignificant ($b=.1265$, $s.e.=.0679$, $p=.0629$) in our model, indicating that Income was not a significant moderator on the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend.

The R-square change from model 1 to model 2 (adding in the interactive term) was .0035 and insignificant.

For lower-income groups, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive but not statistically significant ($b=.1059$, $s.e.=.0561$, $p=.0594$). Whereas for Higher-income groups, the interaction effect was positive and significant ($b=.2324$, $s.e.=.0383$, $p=.0000$)

H2c: Education level has a Moderation effect on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 7: Moderation effect of Education level on the relationship between ACE and the RI&WR

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.2081	.0433	.9597	14.4481	3.0000	958.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	.0000	.0316	-.0001	1.0000	-.0620	.0620
ZACE	.1937	.0318	6.0851	.0000	.1312	.2561
EduCat	-.2368	.0949	-2.4950	.0128	-.4231	-.0505
Int_1	.0351	.0837	.4196	.6749	-.1291	.1994
Product terms key:						
	Int_1	:	ZACE	x	EduCat	
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
X*W	.0002	.1761	1.0000	958.0000	.6749	
Conditional effects of the focal predictor at values of the moderator(s):						
EduCat	Effect	se	t	p	LLCI	ULCI
UG	.1186	.0499	2.3789	.0176	.0208	.2164
PG	.1032	.0564	1.8309	.0674	-.0074	.2139

The interaction term was not statistically significant ($b=.0351$, $s.e.=.0837$, $p=.6749$), as seen in Table 7, suggesting that the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend is not conditional on the educational level of the respondents.

The R-square change from model 1 to model 2 (adding the interactive term) was .0002 and insignificant.

For undergraduates, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant ($b=.1186$, $s.e.=.0499$, $p=.0176$). Whereas for postgraduates, the interaction effect was positive but not significant ($b=.1032$, $s.e.=.0564$, $p=.0674$)

H2d: Gender has a Moderation effect on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 8: Moderation effect of gender on the relationship between ACE and the RI&WR

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.1933	.0374	.9657	12.3932	3.0000	958.0000	.0000
Model						
coeff	se	t	p	LLCI	ULCI	
constant	.0004	.0317	.0133	.9894	-.0618	.0626
ZACE	.1916	.0318	6.0293	.0000	.1293	.2540
Gender	-.0325	.0637	-.5103	.6099	-.1575	.0925
Int_1	-.0287	.0642	-.4475	.6546	-.1548	.0973
Product terms key:						
	Int_1	:	ZACE	x	Gender	
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
X*W	.0002	.2003	1.0000	958.0000	.6546	
Conditional effects of the focal predictor at values of the moderator(s):						
Gen	Effect	se	t	p	LLCI	ULCI
Male	.1072	.0547	1.9624	.0500	.0000	.2145
Female	.0725	.0704	1.0298	.3034	-.0657	.2108

The interaction term was not statistically significant ($b=.0287$, $s.e.=.0642$, $p=.6546$), as seen in Table 8, suggesting that the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend is not conditional on the gender of the respondents.

The R-square change from model 1 to model 2 (adding in the interactive term) was .0002 and insignificant.

For males, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant ($b=.1072$, $s.e.=.0547$, $p=.0500$). Whereas for females, the interaction effect was positive but not significant ($b=.0725$, $s.e.=.0704$, $p=.3034$).

4 Findings

Beyond earlier research, this study adds significant theoretical contributions to the gastronomic tourism literature, with an emphasis on alcotourism. Although there are some parallels between this study and other research (Andersson & Mossberg, 2004; Hansen et al. 2005, Gustafsson et al. 2006, Stone et al., 2018; Kühn & Bothma, 2018), it is vital to understand how this study differs from past research. In contrast to past studies' examinations of dining experiences in restaurants, the current study compares the consumption of alcoholic beverages in a variety of venues (upscale bars, beach shacks, restaurants, discotheques, hotels, tasting rooms, and drink festivals).

While we have not come across studies that have considered the tourist's demographic influence in determining alcohol consumption experiences, this study has investigated the influence of tourists demographics on the alcohol consumption experience. Moderation analysis was conducted to check the influence of demographic variables on the impact of alcohol consumption experience on revisit intention and willingness to recommend. Results revealed that age was a significant moderator of the effect of alcohol consumption experience on revisit intention and willingness to recommend, especially with the lower age groups (<40).

While meal experience has been studied in an à la carte restaurant setting (Hansen et al. 2005; Björk & Räisänen 2017, Stone et al. 2018), the objective here was to study alcohol consumption as a single component in different drinksapes to reveal new aspects of consumption experiences from the tourist's viewpoint. The direct relationship between choice of drinksapes and alcohol consumption experience showed a positive and significant effect. This means that the place of consumption has an impact on the alcohol consumption experience. Wakefield and Blodgett (1994) had suggested that the primary foodservice offerings must be of acceptable quality, but a pleasing service environment or ambience (for example, the building, décor, layout) may determine to a large extent the degree of overall satisfaction and patronage. However, in our study, it was observed that the choice of drinksapes does not mediate the positive impact of the choice of alcohol on the alcohol consumption experience. This indicates that the building, decor, or venue does not influence the indirect relationship between the choice of alcohol and the overall alcohol consumption experience. Mediation analysis indicated that the social setting mediates or influences the relationship between choice of alcohol and alcohol consumption experience. This means that the people with whom you are, their relationship with the drinker and the occasion influence the relationship between the choice of alcohol and the overall alcohol consumption experience. These results support the concerns whether the drinking experience facilitates social connections between the travellers and locals and between the travellers and those they are travelling with (Chandralal et al., 2015).

When guests observe that service staffs are friendly and caring, they can evaluate their experience positively and co-create memorable experiences (Barkat and Demontrond, 2019). This was evident in our study in the servicescape of alcoholic beverages. Service experience in our study was measured by friendly staff, good standard of service, helpful staff and prompt service. Service experience mediates the impact of the choice of alcohol on alcohol consumption experience. This means that friendly, courteous, helpful staff, prompt service and good service standards influence the relationship between the choice of alcohol and the overall alcohol consumption experience.

5 Managerial Implications

The results of the current study point to the need for managers to focus their attention on the choice of alcohol because it has the greatest influence on customers' consumption experiences and, as a result, their behavioural intentions. Drinkscapes should offer guests an exceptional mixture of a variety of menu options, maintain the quality and taste by having standard recipes in place for cocktails and mixed drinks, train staff to suggest drinks by pairing them with the foods in restaurants or other locations where meals are served, and suggest appropriate mixers with the alcohol beverages in order to meet or exceed the demanding standards of alcohol consumers.

Drinkscapes emphasize the choice of drinks available and sell the service delivery of the service staff as well. Therefore, training to enhance employee professional conduct, such as competency and abilities to present a polite, helpful and friendly attitude during service delivery, is considered crucial. In addition, adequate training based on the standard operating procedures to ensure prompt service and quality in the standard of service should be imparted to the staff.

Because the management has no influence over factors like drinking buddies and other social influences at the bar, it could be simple to ignore them. However, it is highly likely that the managers of drinkscapes will have a considerable impact on these dimensions by offering areas for group socialisation.

Managers should therefore be willing to strengthen the connection between alcohol preference, service experience, and social context in order to boost consumer loyalty behaviour. (i.e. intention to revisit, willingness to recommend). The results of the study have substantial implications for drinkscapes looking to balance or prioritize these aspects of service excellence in this regard. The results may also aid in allocating constrained business resources to enhance guests' drinking experiences, hence raising guest satisfaction and encouraging positive behavioural intentions.

6 Limitations

The methodological choices adopted for this study have resulted in a few limitations that must be acknowledged. First off, the fact that the research is only conducted in Goa raises the possibility that the data used for this study may have a geographical bias. Second, despite doubts about its reliability, self-reports remain the most common way to gauge alcohol use. (Davis et al., 2010). Therefore, social desirability bias poses a serious risk to the accuracy of self-reported alcohol intake metrics and experiences in this study.

Due to travel restrictions due to Covid 19, we were unable to get a sizeable sample of foreign tourists, causing the possibility for generalization. Although measures have been taken to interview tourists of different origins in different drinkscapes, it must be recognized that the sample is not representative of the overall tourism population in India. It is recommended that more extensive studies be conducted in other regions and countries to prove better the correlations and the impact of alcohol consumption

experience in different settings on behavioural intentions. Any such future studies should employ inductive mixed-method research designs, which may be implemented using various research instruments such as focus groups, surveys, depth interviews and observations from tourists who recount memorable drinking experiences.

The findings of this study contribute to the growing body of knowledge in services management and, in particular, that pertaining to customer loyalty in the beverage service industry.

7 References

- Adhikari, A., & Bhattacharya, S. (2016). Appraisal of literature on customer experience in tourism sector: review and framework. *Current Issues in Tourism, 19*(4), 296-321.
- Andersson, T. D., & Mossberg, L. (2004). The dining experience: do restaurants satisfy customer needs?. *Food Service Technology, 4*(4), 171-177.
- Björk, P., & Kauppinen-Räsänen, H. (2017). Interested in eating and drinking? How food affects travel satisfaction and the overall holiday experience. *Scandinavian Journal of Hospitality and Tourism, 17*(1), 9-26.
- Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: an experiential view. *International Journal of Wine Business Research.*
- Chandralal, L., and F.-R. Valenzuela. 2015. "Memorable Tourism Experiences: Scale Development." *Contemporary Management Research, 11* (3): 291.
- Chen, Z., Sunkul, W., & King, B. (2020). Constructing an intangible cultural heritage experiencescape: The case of the Feast of the Drunken Dragon (Macau). *Tourism Management Perspectives, 34*, 100659.
- Costello, A. B., & Osborne, J. (2005). Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis. *Practical assessment, research, and evaluation, 10*(1), 7.
- Dsouza, E P., Dayanand M.S., and Borde, N (2022). Factors Driving The Tourists Choice of Alcohol and Drinkscapes: An Exploratory Study. *Journal of Tourism Insights: 12* (1) 11. <https://doi.org/10.9707/2328-0824.1221>.
- Dsouza, E. P., Dayanand, M. S., & Borde, N. (2022). Scale Development To Measure The Tourists' alcohol Consumption Experience. *Revista De Turism-Studii Si Cercetari In Turism, (34)*.
- Fairchild, A. J., & MacKinnon, D. P. (2009). A general model for testing mediation and moderation effects. *Prevention Science, 10*(2), 87-99.
- González-Rodríguez, M. R., Martínez-Torres, R., & Toral, S. (2016). Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. *International Journal of Contemporary Hospitality Management.*
- Gregoire, M. B. (2013). *Foodservice organizations: A managerial and systems approach* (8th ed.). Upper Saddle River: Pearson Educational Inc.
- Gustafsson, I. B., Öström, Å., Johansson, J., and Mossberg, L. (2006). The Five Aspects Meal Model: a tool for developing meal services in restaurants. *Journal of foodservice, 17*(2), 84-93.
- Hair, J. F., Gabriel, M., & Patel, V. (2014). AMOS covariance-based structural equation modeling (CB-SEM): Guidelines on its application as a marketing research tool. *Brazilian Journal of Marketing, 13*(2).

- Hansen, K. V., Jensen, Ø., & Gustafsson, I. B. (2005). The meal experiences of á la carte restaurant customers. *Scandinavian Journal of Hospitality and Tourism*, 5(2), 135-151.
- Hayes, A. F. (2018). Partial, conditional, and moderated moderated mediation: Quantification, inference, and interpretation. *Communication monographs*, 85(1), 4-40.
- Hwang, J., & Seo, S. (2016). *A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives*. International Journal of Contemporary Hospitality Management.
- Karamustafa, K., Ülker, M. (2017). Using Local Food and Beverages in Tourism: A Conceptual Study. *2nd International Tourism and Microbial Food Safety Congress*, Manavgar
- Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39, 212-218.
- Kühn, S., & Bothma, M. (2018). The coffee shop dining experience and customer loyalty intentions: Brewing the perfect blend. *Management Dynamics: Journal of the Southern African Institute for Management Scientists*, 27(4), 12-28.
- Lin, L., & Mao, P. C. (2015). Food for memories and culture—A content analysis study of food specialties and souvenirs. *Journal of Hospitality and Tourism Management*, 22, 19-29.
- Matson-Barkat, S., & Robert-Demontrond, P. (2018). Who's on the tourists' menu? Exploring the social significance of restaurant experiences for tourists. *Tourism Management*, 69, 566-578.
- Nickerson, N. P. (2006). Some reflections on quality tourism experiences. In G. Jennings & N. P. Nickerson (Eds.), *Quality Tourism Experiences* (pp. 227-236). Burlington, MA: Elsevier Butterworth-Heinemann.
- 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 (Part B), 25–37
- Ribeiro, M. A., & Prayag, G. (2018). Perceived Quality and Service Experience: Mediating Effects of Positive and Negative Emotions. *Journal of Hospitality Marketing & Management*. doi:10.1080/19368623.2018.1517071.
- Salanță, L. C., Tofană, M., Mudura, E., Pop, C., Pop, A., & Coldea, T. (2016). The alcohol beverage consumption preference of university students: A preliminary Romanian case study. *Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Food Science and Technology*, 73(1), 33-39.
- Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of educational research*, 99(6), 323-338.
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, 57(8), 1121-1132.
- Wakefield, K. and Blodgett, J. (2016), "Retrospective: the importance of servicescapes in leisure service settings", *Journal of Services Marketing*, Vol. 30 No. 7, pp. 686-691.
- Wakefield, K. L., & Blodgett, J. G. (1994). The importance of servicescapes in leisure service settings. *Journal of services marketing*, 8(3), 66-76.
- Wen, H., Leung, X., & Pongtornphurt, Y. (2020). Exploring the impact of background music on customers' perceptions of ethnic restaurants: The moderating role of dining companions. *Journal of Hospitality and Tourism Management*, 43, 71-79.
- Wilkinson, S., & Wilkinson, C. (2018). Researching drinking "with" young people: a palette of methods. *Drugs and Alcohol Today*.

Woodside, A. G., & Dubelaar, C. (2002). A general theory of tourism consumption systems: A conceptual framework and an empirical exploration. *Journal of travel research*, 41(2), 120-132.