
Faculty Scholarship and Creative Works

7-2022

Hungry for Food and Community: A Study of Visitors to Food and Wine Festivals

Mohammed Lefrid

Edwin N. Torres

University of Central Florida, edwin.torres@ucf.edu



Part of the [Food and Beverage Management Commons](#), and the [Tourism and Travel Commons](#)

Find similar works at: <https://stars.library.ucf.edu/ucfscholar>

University of Central Florida Libraries <http://library.ucf.edu>

This Paper is brought to you for free and open access by STARS. It has been accepted for inclusion in Faculty Scholarship and Creative Works by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Original Citation

Lefrid, M., & Torres, E. N. (2022). Hungry for food and community: A study of visitors to food and wine festivals. *Journal of Vacation Marketing*, 28(3), 366–384. <https://doi.org/10.1177/13567667211060568>

Hungry for food and community: A study of visitors to food and wine festivals

Journal of Vacation Marketing
2022, Vol. 28(3) 366–384
© The Author(s) 2021
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/13567667211060568
journals.sagepub.com/home/jvm



Mohammed Lefrid 

Grand Valley State University, Department of Hospitality and Tourism Management,
United States

Edwin N. Torres 

University of Central Florida, Rosen College of Hospitality Management, United States

Abstract

The present study explored the effects of various food and wine festival experience elements (e.g. authenticity, entertainment, and spending time with others) on visitors' sense of community, identification, and place attachment. The authors conducted survey research with 304 former visitors to food festivals. Data were analyzed using partial least square – structural equation modeling. Results revealed that food and wine festival experience elements (e.g. authenticity, entertainment, and spending time with friends and family) positively influenced visitors' sense of community, identification with the event, and attachment to the hosting destination. Significant findings relating to the mediating effect of sense of community were also disclosed throughout this study. The present research exposes some of the expectations held by visitors to food and wine festivals. Furthermore, this study contributes to the literature by exposing the role of community and customer interactions in creating the overall food and beverage experience and forming a destination's image.

Keywords

Food tourism, food and wine festivals, authenticity, sense of community, place attachment

Introduction

In recent years, gastronomy has become one of the main attractions at tourism destinations (Gálvez et al., 2017). Visitors attend food and wine festivals worldwide out of a desire to experience the local gastronomy, spend time with others, or experience a sense of community and belonging. In support of this notion, Gacnik (2012) highlighted that demand for gastronomy at heritage destinations significantly increased among international visitors. Food and wine gatherings were considered the primary or secondary factors in visitors' choice of a destination. Visitors with a profound interest in gastronomy are found to be motivated by discovering new cuisine, learning about a destination's local food, and tasting typical local dishes to

experience cultural enrichment (Fields, 2002; Gálvez et al., 2017; Mgonja et al., 2017).

Whereas prior studies have highlighted the importance of food and wine festivals in the development and enrichment of a tourism destination, more research is needed to understand the effects of these events in generating a sense of community, identification, and attachment to the destination. Furthermore, gaining a better understanding of the perceived authenticity of food festivals and their entertainment value is particularly

Corresponding author:

Edwin N. Torres, University of Central Florida, Rosen
College of Hospitality Management, Orlando, FL 32816,
United States.
Email: lefridm@gvsu.edu

relevant to answering questions about why individuals visit food festivals, the perceived psychological benefits of such events, and their ultimate effects on the hosting destination. As more travelers are now visiting destinations for the purpose of enjoying their food variety; food tourism not only brings different cultures together (Van Westering, 1999), but also encourages bonding among diverse people and strengthens their identification as they link gastronomy destinations to a specific meaning in their lives (Dimache et al., 2017; Fisher, 1984). Prior research suggests that customer interactions enhance the tourist experience (Torres, 2016). Furthermore, researchers have argued that attracting homogeneous consumers to the service setting can increase the likelihood of a satisfying service encounter (Martin and Pranter, 1989).

A destination's authentic food and wine offerings contribute to visitors' unique experiences and food and wine festivals enhance those unique experiences in a positive manner (Cracolici et al., 2008; Gálvez et al., 2017). Numerous global regions have succeeded in identifying with food and wine tourism as a result of integrating local food and beverage authenticity into their branding strategies (Bruwer, 2003; Kim and Bonn, 2016). Not only do visitors attend because of the food, but also as a means to obtain new experiences, witness entertainment, and spend time with friends and family (Hede, 2008). Formica and Murrmann (1998) posited that visitors associate food and wine festivals with the desire for escape, excitement, and event novelty. Other reasons for attending such social gatherings are influenced by the visitors' lifestyle, educational level, cultural differences, and ethnic identity (Isaykina, 2001; Park, 2015; Wilcox and Busse, 2017).

Food and wine festivals often have meanings beyond their core product (i.e. food and beverage). As visitors, culinarians, and locals experience a food and wine festival's offerings, they develop a strong sense of community. Furthermore, a well-executed food and festival could potentially lead to visitors' identification with these special events and attachment to the hosting destinations. Food and wine festivals attract enthusiasts who desire to experience local food and beverage, especially tasting and learning about regional wine (Gets, 2008; Isaykina, 2000; Wan and Chan, 2013; Yang et al., 2020). Furthermore, they bring people together and help visitors experience and learn about local cuisine, authentic food, local chefs'

culinary talents and skills, and other locally produced goods, such as wine and microbrewery beverages. Prior studies asserted that food and wine festivals provide visitors with opportunities to taste authentic food and local wines, engage in cultural activities, as well as learn about the traditions and lifestyle of the hosting destination (Wan and Chan, 2013; Yang et al., 2020). More importantly, spending time with others and cherishing memorable experiences with friends and family are essential motives for attending these special events. Consequently, food and wine festivals have a significant influence on visitors' behavioral intention to revisit them as well as their attitudes toward the hosting destination (Kim and Bonn, 2016; Mitchell et al., 2000).

The organization of a welcoming and hospitable food and wine festival not only provides visitors with satisfying experiences, but also enhances their sense of bonding while it strengthens the local economy (Del Chiappa et al., 2018; Fredline and Faulkner, 2000; Gursoy et al., 2002). The growing literature on food and wine festivals highlights their importance to the local economy, culture, and destination image. However, more research is needed to ascertain how these events impact the social fabric of the communities, the image of the destination, and the overall customer experience. Furthermore, the impact of these events in generating attachment and loyalty toward both the event and destination deserves more research attention. Seeking to contribute to the existing literature as well as to create new knowledge, the researchers proposed the following objectives:

1. To investigate the extent to which food festival experiences impact visitors' sense of community, identification with the event, and attachment to the hosting destination.
2. To analyze the extent to which visitors' experiences of authenticity, entertainment, and spending time with others at food and wine festivals enhance their identification with the event and attachment to the hosting destination.
3. To measure the mediating effect of sense of community on the relationship between visitors' experience of a food and wine festival (e.g. authenticity, entertainment, and spending time with others) and their identification with the event and attachment to the hosting destination.

Literature review

Identification with food and wine festivals and place attachment to destinations

The intention to visit a food and wine festival is heavily influenced by the visitor's level of their satisfaction with these events as well as similar gatherings in the past (Anwar and Sohail, 2004; Kruger et al., 2013; Lee et al., 2017; Okumus and Cetin, 2018). Consequently, visitors who find meaning in these special events become fully engaged in the event activity which results in strengthening their sense of identification with these special events. Other major appeals toward attendance include the excitement and thrill of new experiences as well as the event novelty. Many visitors are motivated to attend food and wine festivals to achieve at least one of the following objectives: escape of their day-to-day routine, socialization with other festival visitors, and being with friends and family (Lopez-Guzman et al., 2017; Maeng et al., 2016; Rezaei et al., 2018; Yolal et al., 2009). Food tourism is considered an important and a powerful force in shaping cultural identity among food and beverage event attendees (Hillel et al., 2013; Okumus and Cetin, 2018). In many cases, when participants become part of the identity of these events, they become ambassadors of the hosting destinations by promoting both the food and wine festival as well as the destination itself (Uchinaka et al., 2019; Young et al., 2007). In fact, Williams et al. (2015) revealed that food and wine festivals serve as motivators to electronic word-of-mouth, which in turn helps to promote the destination.

In addition to the aforementioned motivators, food and wine festivals bring social benefits to their attendees. When successful these festivals create a welcoming atmosphere for a large number of visitors who gather with the intention of having fun. As individuals with different backgrounds come together, they gain a mutual understanding of other subcultures within these communities and more awareness of the cultural richness of the hosting destinations (Li et al., 2020; Yolal et al., 2009). Having conducted research in Australia, Derrett (2003) concluded that 'community festivals can reflect the community's sense of itself'. Furthermore, researchers in the field of festivals argue that these allow minority and marginalized communities to enhance their sense of self-worth and promote cross-cultural understanding (Hassanli et al., 2020).

Thanks to these events' authenticity, the hosting destinations' cultural diversity, and other attendees' contributions at these events, visitors express a high level of connectedness to the destinations and appreciation of the destinations' cultural and gastronomic offerings (Adongo et al., 2019; Beverland and Farrelly, 2010; Jepson and Clarke, 2016). As food and wine festival visitors fulfill their need for experiencing new places or events, they develop a personal connection and a sense of attachment to these events' hosting destinations (Brockmeier, 2002; Dimache et al., 2017). The success of many events such as this often hinges on the interactions and sense of community they help to create. In fact, Hahm et al. (2016) discovered that creating a sense of community is a strong predictor of satisfaction with the event and simultaneously increases the likelihood of return.

Food and wine festival experience, authenticity, and community

Visitors seek authentic experiences to find meaning in their lives or to reinforce their current or desired identity (Beverland and Farrelly, 2010). The aspect of food authenticity at a festival setting has been described as the process of associating food with a specific place concerning the ingredients and method of preparation (Emmons, 2005; Hughes, 1995; Robinson and Clifford, 2012). Sims (2009) argued that 'tourists are seeking products that they feel will give them an insight into the nature of a place and its people'. The concept authenticity can be rather complex and ultimately subject to human perception. Seeking to deconstruct the components of authenticity, Grayson and Martinec (2004) conducted mixed-mode research on visitors to two attractions with connections to past literary figures. The authors argued that two main types of authenticity exist: indexical and iconic. Indexical authenticity refers to attribution of 'real' or 'original' attributes to a product, service, or experience. In this regard, indexical authenticity sets apart the 'real thing' from copies. In contrast, iconic authenticity entails resembling something that is ironically authentic. A product, service, or experience can be high on iconicity and low on indexicality; low on iconicity and high on indexicality or have both iconic and indexical features (Grayson and Martinec, 2004). In the food and beverage context, consumers might be seeking indexical,

iconic, or both kinds of authenticity. For instance, some consumers might want the use of local ingredients, or for the cuisine to adhere to traditional recipes and methods of preparation. For other consumers, the authenticity of food and beverage might have to do with the resemblance or careful reproduction of the appearance and taste of food. Finally, consumers might also make attributions about whether the event is an authentic representation of the destination or region and its culinary traditions.

At food and wine festival events, visitors become engaged in non-everyday activities of self-expression and interaction with other individuals, which creates a positive feeling toward the authenticity of these experiences (Girish and Chen, 2017; Kim and Jamal, 2007; Wang, 2000). Similarly, Park (2015) concluded that authenticity in a festival context contributes to attendees' positive emotions (i.e. pleasure and arousal) which translate into a stronger sense of community, identification with the event, and attachment to their hosting destinations. In light of the previous research findings and seeking to contribute to further theoretical development of the field, the researchers proposed the following hypotheses:

H1a: Food and wine festival authenticity positively influences visitors' sense of community.

H1b: Food and wine festival authenticity positively influences visitors' identification with the food and wine festival.

H1c: Food and wine festival authenticity positively influences visitors' attachment to the hosting destination.

At food and wine festivals, entertainment and experiential value are important contributors to increasing visitors' overall experience and attachment (Lee et al., 2017). At the present time, debate exists concerning the role of entertainment during festivals. Whereas a stream of research establishes a strong positive relationship between entertainment quality and visitors' satisfaction, as well as their attachment and identification with jazz festivals and sporting events (Carneiro et al., 2019; Petrick et al., 2013; Tanford and Jung, 2017; Thrane, 2002), another set of studies argue that entertainment offerings at similar event settings were not significantly influential to attendees' attitudes, nor to their behavioral intentions (Savinovic et al., 2012; Tanford and Jung, 2017).

Prior to these studies, Van Zyl and Botha (2004) investigated the impact of different aspects of entertainment on art festival visitors: high quality of shows, music, and performances, in addition to meeting celebrities, positively influenced visitors' levels of satisfaction and sense of community. In the same regard, Cole and Chancellor (2009) concluded that entertainment is one of the main drivers for attachment to the hosting destinations and intention to revisit future events. Accordingly, the type of entertainment offered in a food and wine setting, such as live music, shows, and other activities, creates a happy mood among visitors and enhances their overall satisfaction with their experience. Based on the above discussions, this study predicts a positive effect of entertainment on the visitors' sense of community and satisfaction with their overall experiences. Therefore, the following hypotheses were proposed:

H2a: Food and wine festival entertainment offerings positively influence visitors' sense of community.

H2b: Food and wine festival entertainment offerings positively influence visitors' identification with the food and wine festival.

H2c: Food and wine festival entertainment offerings positively influence visitors' attachment to the hosting destination.

Visitors are attracted to food and beverage events for the opportunities to relax, socialize with other visitors, and enjoy authentic food and beverage from different cultures (Axelsen and Swan, 2010; Nicholson and Pearce, 2001; Yoo et al., 2015). Spending time with family and friends, as well as family togetherness, are additional factors that influence special event attendance (Maeng et al., 2016); as a result, family kinship and togetherness with friends strengthen the visitors' sense of community and increase their loyalty and identification with these events (Jepson et al., 2019; Patwardhan et al., 2020). In addition to spending time with friends and family, socializing with cooks, event organizers, and vendors contribute to increasing visitors' satisfaction, identification with the event, and attachment to the hosting destination of food and wine festivals. Such interactions can also promote value co-creation, which further enhances the event experience. Prior research in the events field argues that consumers actively

invest time, effort, and other resources into the event (Lugosi et al., 2020).

Having studied event visitors, Van Zyl and Botha (2004) concluded that meeting new people, building new relationships, and being around people who enjoy the same things were important motives for visiting a festival (Van Zyl et al., 2004). Being part of a large crowd, whose members share common values, and interacting with other visitors are also important satisfaction factors for festival visitors (Banyard et al., 2017; Tanford and Jung, 2017; Yürük et al., 2017). To predict the impact of interacting with other visitors and vendors and socializing with friends and family on food and wine festival visitors' sense of community and overall experience and satisfaction, the following hypotheses were proposed:

H3a: Spending time with others at food and wine festivals positively influences visitors' sense of community.

H3b: Spending time with others at food and wine festivals positively influences visitors' identification with the food and wine festival.

H3c: Spending time with others at food and wine festivals positively influences visitors' attachment to the hosting destination.

In the past, food festivals were celebrated by agricultural communities in rural regions to commemorate harvest time and strengthen their sense of community and heritage. In modern times, food and wine tourism offer similar benefits as it appeals to all kinds of communities and helps bring diverse communities together. These special events not only attract visitors from other areas, but they also encourage the locals or 'intra-urban tourists' to visit sections of their town that they normally do not visit (Selwood, 2004). Consequently, food and wine festivals bring people with different backgrounds together to share their community's gastronomy and cultural heritage with various visitors. When food and wine festivals offer traditional folk dance, ethnic music, and authentic food, individuals from these sub-cultures feel encouraged to share their multicultural background beyond their small community. As a result, their heritage becomes more accepted by the mainstream community (Jupp and Jupp, 1996; Lee et al., 2012).

Visitors at food and wine festivals bring with them existing knowledge and prior experiences accumulated from prior or similar events

(Dimache et al., 2017). These encounters and expectations influence their collective experience of these events as one group. Therefore, their collective behaviors and experiences as a community reconstruct a new meaning to these events and increase their loyalty to these special events. Furthermore, food festivals allow visitors to learn directly from the vendors and suppliers about local food and beverage products and methods of preparation. Consequently, the following hypotheses were proposed:

H4a: Sense of community mediates the relationship between food and wine festival experiences and visitors' identification with these events.

H4b: Sense of community mediates the relationship between food and wine festival experiences and visitors' attachment to the hosting destination.

Following the theoretical background, the researchers developed a structural model to visualize the study. Figure 1 shows how the elements of authenticity, entertainment, and interactions with others positively contribute to the customer experience and ultimately result in visitors identifying with the festival and the destination. The sense of community is adopted as mediating variable in this model.

Methodology

Sample and data collection

To achieve the research objectives and have a representative sample of food and wine festival visitors in the United States, Amazon Mechanical Turk was utilized to distribute a web-based questionnaire to reach these food and wine festival attendees within different regions of the United States. Previous research demonstrated that deploying MTurk for the purpose of collecting data from a diverse pool of participants, over a large geographical region, has proven to be useful (Lefrid, 2021; Stritch et al., 2017). Besides, it has been stated that MTurk is a trusted crowd-sourced consumer panel (Yang et al., 2021). From a psychometric standpoint, prior research concluded that the quality of data collected online through MTurk is not different than other data that is collected using paper and pencil surveys (Buhrmester et al., 2016; Yang et al., 2021).

To ensure data quality, the survey data were verified following Buhrmester et al. (2016) methodology recommendations. Furthermore, to

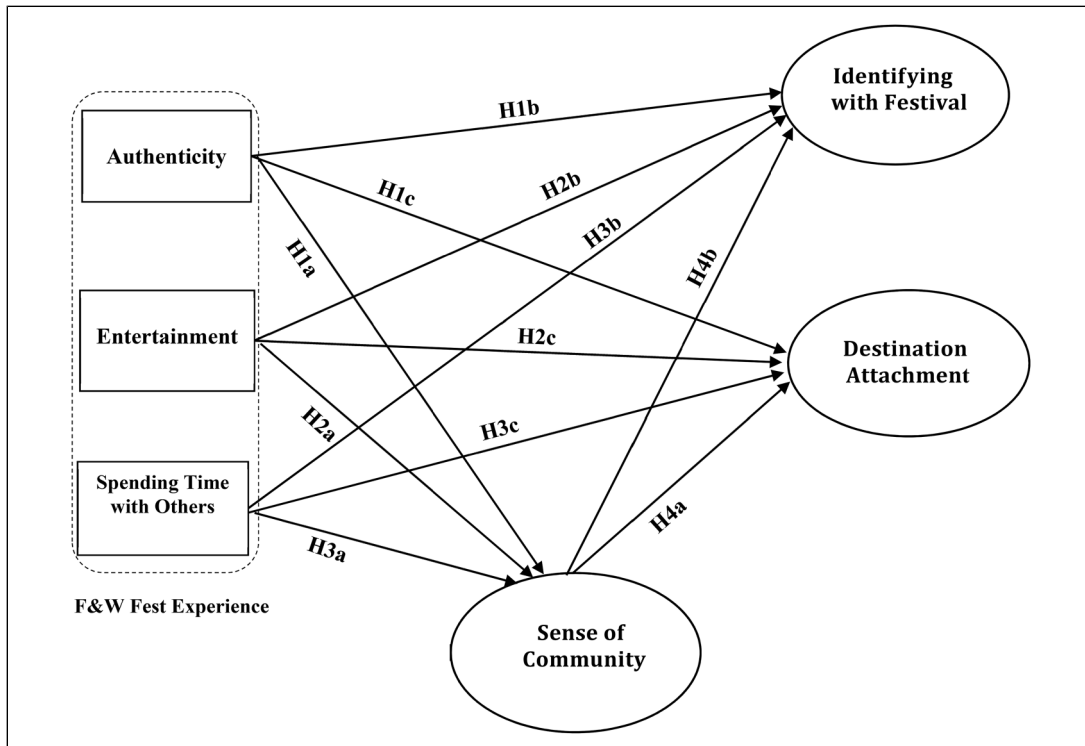


Figure 1. Food and wine festival experience, attachment and identification.

ensure the quality of the data, a cut-off period of 12 months was chosen because most food and wine festivals are held once a year and to avoid the risk of memory decay. Consequently, participants who did not attend a food and wine festival within the past year were directed to the end of the questionnaire. Similarly, individuals who were under the age of 18 years old or and dropped off the study. Moreover, screening questions were used in the questionnaire to increase the reliability of the data collected. In addition, data collected for the purpose of this study were inspected to ensure completeness and only qualified responses were retained for analysis. A total of 350 responses were collected for this study and 304 responses were determined usable after removing all the unsuitable questionnaires. Consequently, this survey had a response rate of 86%.

Measures

The questionnaire utilized in this study consisted of four sections; first, it started with explaining the purpose of this study and requirement to participate in this survey. The second section of the questionnaire asked questions on visitors' experiences at food and wine festivals; the third section

inquired on their perceptions of these events in relation to sense of attachment, identification, and sense of community. The final section of the questionnaire included questions on demographic information of the participants. Questions in sections two and three were rated on a 5-point Likert-style scale, ranging from 1 = Strongly disagree to 5 = Strongly agree.

Items to measure the constructs introduced in this study were adopted from the existing literature. Authenticity was measured using three items developed by Liu and Jang (2009), which included questions about 'how genuine and real the food and beverage items tasted'; $\alpha=0.78$. Entertainment was measured using two items: asking the participants on their opinion of 'quality of entertainment' as well as the 'variety of entertainment.' Interaction with others was measured with three items based on togetherness and quality of experience with friends, family, and vendors from Van Zyl and Botha (2004) as well as Axelsen and Swan (2010); $\alpha=0.78$. Six items to measure sense of community were selected from Delamere (2001) as well as Van Winkle and Woosnam (2014) and included items such as 'the ambiance and culture displayed in this festival increased my pride of the local community' and 'being with other visitors who are enjoying themselves provided

Table 1. Demographic profile of respondents (n = 304).

Variable	Category	Frequency	Percentage
Gender	Male	151	49.67%
	Female	153	50.33%
Age (years)	18–25	57	18.75%
	26–35	152	50.00%
	36–45	65	21.38%
	46–55	20	6.58%
	Over 56	10	3.29%
Ethnicity	Asian	114	37.50%
	Black	17	5.59%
	Hispanic	12	3.95%
	White	148	48.68%
	Two or more races	6	1.97%
	Other	7	2.30%
Education	Some high school	5	1.65%
	High school/GED	26	8.58%
	Some college	57	18.81%
	Undergrad college degree	101	33.33%
	Graduate degree	114	37.62%
Household income	Under \$50K	146	48.18%
	\$50 K–\$74.999K	86	28.38%
	75 K–\$99,999K	51	16.83%
	\$100 K–\$125K	14	4.62%
	Over \$125K	6	1.98%
Visit with	Family	144	47.21%
	Friends	133	43.61%
	Relatives	7	2.30%
	Co-workers	10	3.28%
	Classmates	1	0.33%
	Alone	10	3.28%
Group size	Two individuals	58	19.02%
	Three individuals	62	20.33%
	Four individuals	72	23.61%
	Five individuals	37	12.13%
	Six individuals	19	6.23%
	Seven or more individuals	47	15.41%
	I was by myself	10	3.28%

me with a strong sense of community'; $\alpha = 0.85$. Identification with the event was measured using three items from Williams and Roggenbuck (1989) and Williams and Vaske (2003); $\alpha = 0.81$. Attachment to hosting destinations was measured with three items also from Williams and Roggenbuck (1989) and Williams and Vaske (2003) and used items such as 'I am very attached to the destination because of events like this one'; $\alpha = 0.86$. To establish the validity of these measures, both face validity and content validity of items included in this study's survey were verified and confirmed by hospitality professionals and professors with expertise in event management. Moreover, the reliability of the survey measures was also verified using Cronbach's alpha test, as indicated above.

Results

Participant demographics

Descriptive statistics were utilized to summarize the demographics of respondents. First, 304 respondents were qualified to participate in this survey using screening questions. Data collected for this research were analyzed using SPSS 24. Out of the total number of respondents, 49.7% were men and 50.3% were women. The age of the participants ranged from 18 to 56 years and over. Roughly, 50% of the participants were between 26 and 35 years old, followed by 21.4% who were between 36 and 45. Also, the results indicated that 48.7% were White and 37.5% were Asian. In regards to their household income, over 48.2% claimed to make less than

\$50,000, and 28.4% earned between \$50,000 and \$75,000. More importantly, over 47% of the participants stated that they were visiting with family members and 43.6% were visiting with friends. Regarding the group size during their visit to a food and wine festival, 23.6% expressed that they had been visiting in a group of four individuals, followed by 20.3% who indicated being in a group of three visitors, and 19% visiting in a group of two individuals. The full demographic profile of the respondents is included in Table 1.

Assessment of model using partial least – structural equation modeling (PLS-SEM)

To analyze the proposed framework, a two-step approach was followed. The research framework included six reflective constructs (e.g. authenticity, entertainment, spending time with others, sense of community, identification with the event, and attachment to the hosting destination). To evaluate the reflective measurement models, the researchers tested outer loadings, composite reliability (CR), and average variance extracted (AVE) for reliability and convergent validity, in addition to discriminant validity. Moreover, convergent validity was assessed through factor loadings, CR, and AVE (Ali et al., 2018; Chin, 2010; Hair et al., 2017). Table 2 shows the results of the assessment of the measurement model for the reflective constructs of this study. All the outer loadings presented in Table 2 exceeded the recommended value of 0.5 (Hair et al., 2017). Also, CR values were greater than the recommended value of 0.7 (Hair et al., 2017), while AVE, which reflects the overall amount of variance in the indicators accounted for by the latent construct, was in the range of 0.624 and 0.857, which exceeded the recommended value of 0.5 (Hair et al., 2017). Consequently, the results showed the acceptable reliability and convergent validity for the reflective constructs. To assess the discriminant validity, Fornell–Larcker criterion and the heterotrait-monotrait (HTMT) ratio were used in this study. Table 3 shows the results of the Fornell–Larcker criterion assessment as well as the square roots of the AVEs for the constructs along the diagonal, which were higher than the correlations among the constructs. The HTMT ratio has been established as a conservative method for assessing discriminant validity (Henseler et al., 2015; Voorhees et al., 2016). To establish discriminant validity, the value of HTMT for all constructs in the model should be lower than 0.9 or 0.85 for more conservative

results (Henseler et al., 2015). Table 4 shows that the value of HTMT for all constructs was lower than 0.802. Accordingly, using both Fornell–Larcker criterion and HTMT_{.85}, this study's measurement model can establish discriminant validity.

Assessment of structural model

PLS-SEM was utilized to assess the structural model by analyzing the linear relationships between the latent variables of this study. Results of the analysis indicated the following $R^{2(\text{r-squared})}$ values: Sense of community ($R^2 = 0.46$), identification with the event ($R^2 = 0.61$), and attachment to destination ($R^2 = 0.52$). Table 5 shows the results of the structural model assessment using SmartPLS. To produce the statistical significance of the path coefficients for the model, a bootstrapping procedure with a resample of 5000 was used in this process (Hair et al., 2017).

This study hypothesized that food and wine festivals' authenticity has a positive effect on visitors' sense of community, identification with the event, and attachment to hosting destinations. The results show that (H1c) authenticity had a positive and significant effect on attachment to destination ($\beta = 0.117$; $p < 0.05$); meanwhile, (H1a) the effect of authenticity on sense of community was not statistically significant as this study anticipated. Similarly, the relationship between authenticity and identification with the event (H1b) was not supported in this study. Furthermore, this study theorized that food and wine festivals' entertainment offerings have a positive influence on visitors' sense of community, identification with the event, and attachment to hosting destination. Therefore, the hypothesis the second hypothesis (H2a) was supported; hence, entertainment positively affected sense of community ($\beta = 0.256$; $p < 0.001$). Similarly, (H2b) was supported as entertainment positively affected identification with the event ($\beta = 0.177$; $p < 0.05$). Also, (H2c) was supported in this study as the results indicated that entertainment positively affected attachment to the hosting destination ($\beta = 0.171$; $p < 0.001$).

Similarly, this study proposed that spending time with family and friends at food and wine festivals has a positive effect on visitors' sense of community, identification with the event, and attachment to hosting destinations. The outcome of this study supported (H3a); spending time with others positively affected sense of community ($\beta = 0.427$; $p < 0.001$). Likewise, (H3b) was statistically significant; spending time with

Table 2. Assessment of measurement model.

Constructs and items	Outer loadings	VIF	AVE	CR	Cronbach's alpha
AUTH			0.694	0.871	0.780
F&B authenticity	0.877	1.950			
F&B originality	0.883	1.878			
Local F&B offerings	0.731	1.382			
ENTER			0.857	0.923	0.833
Enter quality	0.919	2.038			
Enter variety	0.932	2.038			
STWO			0.694	0.872	0.778
Friends and family	0.810	1.645			
Other visitors	0.885	2.006			
Vendors and employees	0.801	1.504			
S_COMM			0.624	0.892	0.848
Self-identity	0.754	1.810			
Increased pride	0.850	2.359			
Pride of offerings	0.801	1.987			
Strong sense of comm	0.808	1.981			
Comm kinship	0.731	1.482			
FEST			0.727	0.889	0.812
Think highly of event	0.848	1.812			
Attachment to event	0.880	2.070			
Self-expression	0.830	1.642			
DEST			0.782	0.915	0.861
Pride of destination	0.883	2.150			
Image enhancement	0.890	2.368			
Increased attachment	0.881	2.098			

AVE: average variance extracted; AUTH: Authenticity; CR: composite reliability; DEST: Destination attachment; ENTER: Entertainment; FEST: Identifying with festival; STWO: Spending time with others; S_COM: Sense of community.

others positively affected identification with the event ($\beta = 0.139$; $p < 0.05$). However, (H3c) was not supported in this study as spending time with others did not have a statistically significant effect on attachment to the hosting destination. Moreover, this study predicted a positive effect of sense of community among food and wine festival attendees have a positive influence on their identification with the event and attachment to hosting destinations. As expected, (H4a) was supported as the construct of sense of community had positive effect on attachment to the hosting destination ($\beta = 0.502$; $p < 0.001$). Correspondingly, (H4b) was statistically significant; thus indicating that creating a sense of community had positive effect on identification with the event ($\beta = 0.535$; $p < 0.001$).

This study also investigated the mediating effect of sense of community on the relationship between authenticity, entertainment, and spending time with others in relation to the identification with the event and attachment to the hosting destination. Therefore, the indirect effect of entertainment on identifying with the festival was statistically significant ($\beta = 0.137$; $p < 0.001$); also, the indirect effect of entertainment on attachment to the hosting destination was found to be statistically significant ($\beta =$

0.128; $p < 0.001$). In the same manner, the indirect effect of spending time with others was statistically significant on identification with the event ($\beta = 0.228$; $p < 0.001$) and on attachment to the hosting destination ($\beta = 0.214$; $p < 0.001$). On the other hand, the indirect effect of authenticity was not statistically significant on either identification with festival or attachment to the hosting destination.

Once the statistical analysis and hypotheses testing were conducted, the results are displayed in the structural model presented underneath. In Figure 2, the reader will identify the straight lines as supported hypotheses, whereas the dotted lines represent those hypotheses that did not receive statistical support.

Discussion

Discussion and theoretical implications

The concepts of sense of community, attachment, and identification have extensively been investigated in the psychology, hospitality, and urban studies literature by Pretty et al. (2003); Obst and White (2005); Higgins (2007); Mannarini

Table 3. Discriminant validity Fornell–Larcker criterion.

	1	2	3	4	5	6
AUTH	0.833					
DEST	0.512	0.885				
ENTER	0.601	0.530	0.926			
FEST	0.528	0.734	0.561	0.853		
STWO	0.555	0.507	0.450	0.584	0.833	
S_COM	0.519	0.688	0.525	0.748	0.613	0.790

AUTH: Authenticity; DEST: Destination attachment; ENTER: Entertainment; FEST: Identifying with festival; STWO: Spending time with others; S_COM: Sense of community.

et al. (2012); Kerwin et al. (2015); Hahm et al. (2016); Asensio-Martínez et al. (2019). However, this is the first study to simultaneously investigate all these constructs are influenced by consumers experience in a hospitality event setting. Thus, the findings of this study add to the existing body of knowledge and push the boundaries of events research within the hospitality literature.

The present research demonstrated the role of entertainment, time spent with others, and sense of community on various relevant festival and destination-related outcomes. First, the provision of entertainment and food and wine festivals served to create a sense of community and enhance visitor's identification with the festival and attachment to the destination. This finding helps to settle a debate concerning the value of entertainment in events. Whereas some researchers advocate for entertainment and assert its importance to the success of an event (Cole and Chancellor, 2009), other scholars argued that entertainment is not a driver of consumer attitudes (Savinovic et al., 2012; Tanford and Jung, 2017). Throughout the present research, the authors revealed that entertainment generates two positive effects for events: increased identification with the destination and an enhanced sense of community. Rudolph (2016) asserted that a variety of musical bands, performing artists, and shows at festivals are much more than

simple entertainment bookings; they play a role in community bonding and help with identity formation. Additionally, Davis (2017) emphasized that live music and other entertainment offerings at festivals help consumers with their identity formation—a harmonious identity between the individual, other attendees, and the event itself. Consequently, identification with the event encourages visitors' full participation and optimal enjoyment of these events. In the context of art collection, a study by Pitt et al. (2020) suggested that collectors may be motivated to seek stimulation in the company of other art collectors. These behaviors can in turn enhance the value they derive from their art collection endeavors by adding a community aspect. Similarly, the results of this study imply that a sense of community and interactions with other attendees and event organizers enhance the sense of community and the value proposition for visitors. These interactions can further the perception of authenticity in the event.

The researchers also sought to analyze the importance of time spent with others and sense of community during food and wine festivals. As hypothesized, time spent with others served to create a sense of community and fostered identification with the festival. This supports and expands the literature concerning the role of community in events. More specifically, prior studies indicated that creating a sense of community

Table 4. Discriminant validity HTMT_{0.85} ratio.

	AUTH	DEST	ENTER	FEST	STWO	S_COM
AUTH						
DEST	0.615					
ENTER	0.741	0.625				
FEST	0.651	0.876	0.680			
STWO	0.709	0.617	0.558	0.734		
S_COM	0.632	0.802	0.624	0.898	0.749	

AUTH: Authenticity; DEST: Destination attachment; ENTER: Entertainment; FEST: Identifying with festival; HTMT: heterotrait-monotrait; STWO: Spending time with others; S_COM: Sense of community.

Table 5. Hypothesis testing.

	Hypothesis	Path coefficient	t-value	95% CI	f ²	Supported
H1a	AUTH -> S_COM	0.129	1.846	[-0.006, 0.268]	0.017	Not significant
H1b	AUTH -> FEST	0.067	1.218	[-0.044, 0.173]	0.006	Not significant
H1c	AUTH -> DEST	0.117	1.975*	[0.00, 0.232]	0.015	Significant
H2a	ENTER -> S_COM	0.256	3.815**	[0.125, 0.387]	0.076	Significant
H2b	ENTER -> FEST	0.177	2.888*	[0.060, 0.297]	0.047	Significant
H2c	ENTER -> DEST	0.171	2.536**	[0.043, 0.310]	0.035	Significant
H3a	STWO -> S_COM	0.427	7.064**	[0.302, 0.537]	0.227	Significant
H3b	STWO -> FEST	0.139	2.543*	[0.031, 0.244]	0.027	Significant
H3c	STWO -> DEST	0.057	0.890	[-0.065, 0.186]	0.004	Not significant
H4a	S_COM -> FEST	0.535	8.093**	[0.435, 0.613]	0.400	Significant
H4b	S_COM -> DEST	0.502	10.596**	[0.376, 0.635]	0.285	Significant

Note. Critical t-value; *1.97 ($p < 0.05$); **10.60 ($p < 0.01$); AUTH: Authenticity; ENTER: Entertainment; STWO: Spending time with others; S_COM: Sense of community. FEST: Identifying with festival; DEST: Destination attachment.

increases the likelihood to return to an event (Hahm et al., 2016). Furthermore, the present study supports the literature which advocates for the important role of connections with friends, family, and other customers in creating added value for festivals (Maeng et al., 2016; Van Zyl et al., 2004). Although visitors were more likely to identify with the festival, this did not significantly predict an attachment to the destination itself. This stands in contrast with the literature which argues that festivals create greater connectedness to a destination (Adongo et al., 2019; Jepson and Clarke, 2016).

The creation of a sense of community was a critical aspect and important contribution of this study. The authors revealed that creating a sense of community promoted both identification with the festival and attachment to the destination. Importantly, time spent with others predicted creating a sense of community. However, as noted time spent with others and a sense of community had differential effects on destination attachment. Consequently, the authors posit that to generate attachment to the destination, festival organizers need to do more than just get people together; they need to take extra steps to create a genuine sense of community. In relation to the present research, the findings of this study support prior research findings indicating that when participants engage with one another, they experience a strong sense of community and identification with other places outside their homes (Stevenson, 2019). Furthermore, prior studies asserted that interactions with others are an important motivator to attend a festival (Maeng et al., 2016). Additionally, interactions with both family and other visitors have the potential to strengthen the sense of community and increase tourist loyalty and identification with these events

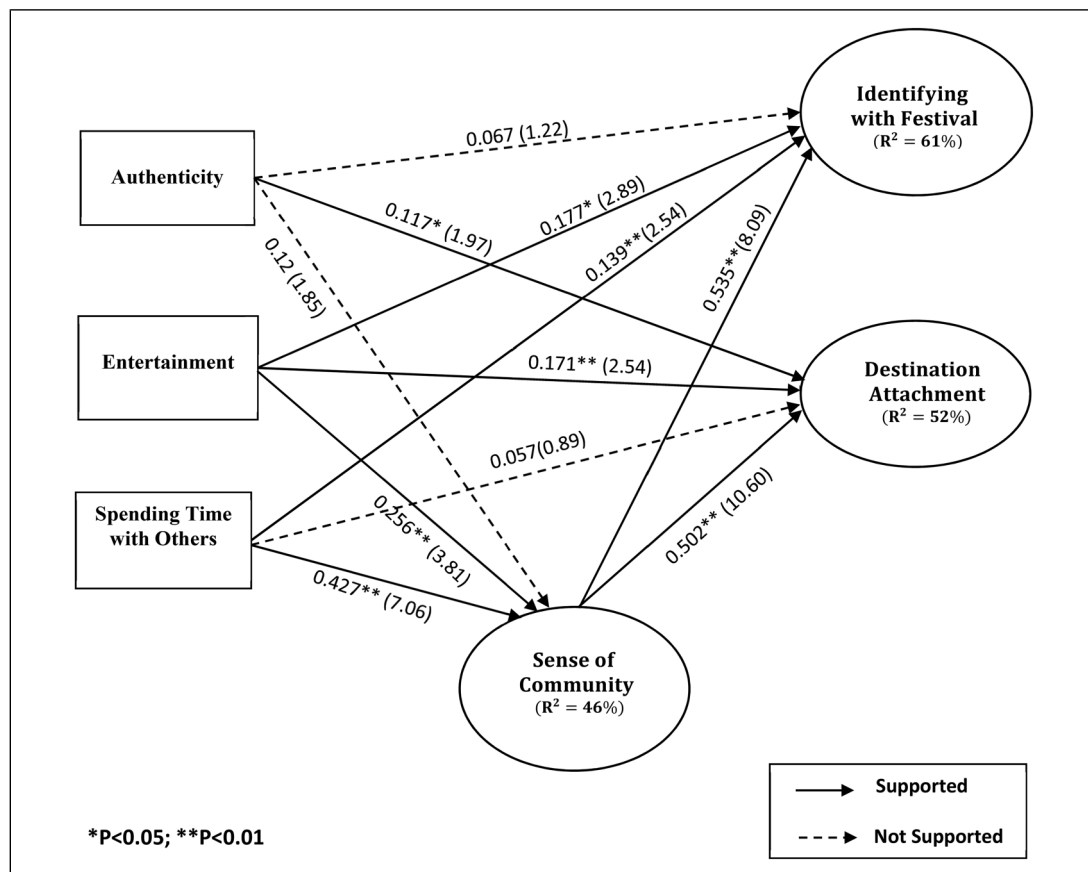
(Jepson et al., 2019; Patwardhan et al., 2020). The present research supports the findings related to customer-to-customer interactions in festival and adds that creating a sense of community goes beyond simply putting people together in the same physical location.

The element of authenticity had mixed results with regards to the outcome variables. While it significantly predicted destination attachment, it did not help tourists identify with the event nor did it create a sense of community. In the past, Grayson and Martinec (2004) categorized authenticity along two dimensions: indexical and iconic. Consequently, it is possible that visitors to a food and beverage experience might stress one dimension more than the other. Future research can help clarify this dilemma and bring light to the role of authenticity in creating community and attachment to a destination. Prior research explained that authenticity and nostalgia positively influence place identity among visitors (Park et al., 2018). Additionally, storytelling and authenticity are important for visitors' satisfaction and future visits. As a result, visitors experience higher levels of attachment and loyalty to hosting destinations. Similarly, another study by Park et al., (2018) stated that authenticity is a strong indicator of visitors' satisfaction and loyalty at cultural heritage destinations. Importantly, the concept of authenticity is highly perceptual in nature. Furthermore, researchers have at times struggled to define what is indeed an authentic food and beverage offering. Consequently, the researchers of this study argue that what is most critical for these festivals is to manage the visitor's perception of authenticity, which as observed can be highly subjective.

Table 6. Mediation effects of sense of community.

Hypothesis	Path coefficient	t-value	95% CI	P-value	Decision
AUTH -> S_COM -> FEST	0.069	1.800	[-0.003, 0.149]	0.072	Not supported
AUTH -> S_COM -> DEST	0.065	1.740	[0.063, 0.144]	0.082	Not supported
ENTER -> S_COM -> FEST	0.137	3.522	[0.066, 0.215]	0.000	Supported
ENTER -> S_COM -> DEST	0.128	3.792	[0.063, 0.196]	0.000	Supported
STWO -> S_COM -> FEST	0.228	5.761	[0.153, 0.309]	0.000	Supported
STWO -> S_COM -> DEST	0.214	5.743	[0.142, 0.290]	0.000	Supported

AUTH: Authenticity; DEST: Destination attachment; ENTER: Entertainment; FEST: Identifying with festival; STWO: Spending time with others; S_COM: Sense of community.

**Figure 2.** Structural model. *P<0.05; **P<0.01.

One of the key findings of this study relates to the indirect effect of sense of community as a mediator between visitors' experiences at food and wine festivals in the United States (e.g. authenticity, entertainment, and spending time with others) and identification with the events and attachment to the hosting destinations. Specifically, this study's outcome establishes that sense of community fully mediates the relationship between spending time with others and attachment to

the hosting destination. Meanwhile, this study's results also indicated that sense of community partially mediates the following relationships:

1. Spending time with others and identification with the events.
2. Entertainment and identification with the events.
3. Entertainment and attachment to the hosting destination.

Food and wine festivals help visitors achieve a higher level of satisfaction when all the aspects of their experiences—food and beverage, entertainment, and spending time with friends and family—meet or exceed their expectations. The present research also indicated that when visitors and locals are satisfied with their overall experiences at food and wine festivals and express a high level of sense of community, they develop a deep identification with these events as well as attachment to the hosting destinations.

It is important to acknowledge the role that the COVID-19 pandemic is having on the hospitality and tourism industry in general and festivals in particular. Davies (2021) exposes some of the key questions the events industry is facing concerning the future of festivals. One possibility is that events become smaller and more exclusive. This can potentially have negative implications for creating a sense of community and making events affordable to visitors. On the positive side, smaller events could potentially have less impact on the environment. A key question also remains concerning whether events are an ‘essential’ part of society (Davies, 2021). The answer to this could have either positive or negative consequences for the future of events. Other scholars argue that the gradual reopening of borders and events creates an opportunity for a transformed festival experience that relies more heavily on co-creation (Rowen, 2020). Seraphin (2021) posited that events will gradually return to the daily lives of people amid strict controls. Furthermore, it is argued that instead of mega events, smaller scale country or regional events will replace them. All of the results put together indicate that the festival industry will have to adapt as the pandemic continues. However, the demand for events and the resiliency of the industry will likely keep festivals viable in the future.

Practical implications

Food and wine festivals present an opportunity for vendors and event organizers to showcase their menu offerings and culinary skills to a large group of visitors. As food and beverage special events expose visitors to local food and regional wines, they enhance the hosting destinations’ brand image and support regional wine sales and promotions (Kruger and Viljoen, 2019; Lee et al., 2017; Peter and Anandkumar, 2016; Yang et al., 2020). Based on the study results of this study, several practical implications are presented. First, the authenticity of food and wine festivals

plays an important role in creating long-lasting memories and enhancing the hosting destination’s image among visitors. Therefore, event managers and festival organizers should consider authenticity a priority during their planning and execution of these special events. Authenticity is a complex construct; therefore, it might be worthwhile conducting market research concerning what specifically consumers consider authentic. Second, the quality of live entertainment and shows at food and wine festivals has a critical role in creating a happy environment. For instance, entertainment offerings at these special events increase the levels of sense of community, identification with these events, and attachment to the hosting destination. Therefore, event managers and food and wine festival organizers should include quality entertainment to meet visitors’ expectations and tastes. Third, spending time with others at food and wine festivals proves to be influential in improving visitors’ overall satisfaction with these events and demonstrates to strengthen their sense of community. Therefore, event managers should create spaces and allow for opportunities for visitors to socialize with family members, friends, and other visitors, as well as games and interactive activities to engage these visitors. Other suggestions include implementing name tags for the event workers and providing memory-making opportunities like photo booths or meet-and-greet areas with the event participants and entertainment crew.

From a managerial standpoint, the practical outcome of this study helps event planners and food and wine festival organizers understand the importance of promoting local businesses, such as restaurants, wine vendors, and other related products, to attract more visitors and to create an attachment to both the festival and the destination itself. It is also through food and wine festivals that food service operators have presented the opportunity to build new relationships with their potential customers. While visitors get more exposure to a variety of local food and beverage and how these are produced, they also get the opportunity to sample different types of food and interact with the vendors. To help with branding and promoting such events, this study provided event managers and festival organizers with a clear insight on the value of improving food and wine festivals’ offerings, such as food and beverage authenticity, quality and variety, live entertainment, and opportunities to socialize and spend time with relatives, friends, and other event attendees.

From a policy-making perspective, city and county leaders should encourage hosting food and wine festivals at the local level by making special event permits easier to receive, in addition to providing logistics and consulting support to event managers and festival organizers. Meanwhile, government officials, at the state and country levels, should support budgets that promote food and wine festivals, especially in countries that heavily depend on international tourism.

Festivals present an excellent opportunity to attract new visitors to a destination. Furthermore, guests from the surrounding area have the opportunity to meet and become better acquainted with their community. Festival organizers should evaluate various target markets based on geography, psychographics, and demographics. More specifically, people whose AIO (activities, interests, and opinions) closely match the affinity for food and wine whose personality gravitates toward adventurous eating, can be a prime target for the marketing of food and wine festivals. While some customers might visit for the food, others might be more interested in the social connections which ensue from festivals. Given the social isolation emerging from the COVID-19 pandemic, visitors (especially those with high levels of extroversion) might be hungry for social interactions. Therefore, food and festival events have a great opportunity as the virus subsides to market and promote social interactions which foster a sense of community. Generating loyalty toward food and wine festivals is yet another important goal for organizers. Therefore, organizers should seek to create the tastes, sounds, scents, entertainment, and design that would differentiate one food festival from the other. By creating a unique event with a sense of authenticity, whether indexical or iconic, visitors might be more prone to revisit. Once loyal to a festival, destination marketers have a great opportunity to promote other parts and attractions within their destination and establish longer lasting relationships with their guests.

Limitations and future research

Despite its contributions, the present research has several limitations which could open avenues for further research inquiry. First, participants in this research survey might have had different experiences based on the purposes, planning, and execution of the food and wine festivals they attended. There might be less emphasis on

authenticity at local events than at popular touristic destinations. Second, this inquiry was conducted in unspecified regions within the United States; therefore, the outcome of similar research at international touristic destinations could differ based on participants' sophistication and the festival offerings at authentically rich and well-established food tourism destinations. This study anticipated the authenticity of food and wine festivals in the United States to have a significant effect on visitors' sense of community and identification with these events; however, the results of this study proved these anticipations to be untrue. This could be attributed to the scale used to measure authenticity. Since authenticity is complex a complex construct, this study suggests utilizing other scales, such as Chhabra (2008) which was confirmed by other studies, including Ramkissoon and Uysal (2010).

Even though food and wine festivals are vital to both visitors' satisfaction and hosting communities' appeal, no prior research measured the effect of economical spillover on local communities within the hosting destinations. Although attendees are primarily attracted to a touristic destination through food and wine festivals, they end up visiting local bars, restaurants, and shopping centers. Hence, future studies should investigate the correlation between the attendance of special events and increased tourist monetary spending at local businesses. Finally, this quantitative study, which is cross-sectional in nature, took place at one specific point in time; therefore, future research should consider longitudinal investigations of food and wine festivals at other global food tourism destinations with strong cultural or historical heritage.

Conclusions

Recently, food tourism destinations have become more competitive in branding special events to attract more visitors. Because visitors are increasingly seeking unique experiences, touristic destinations have become motivated to diversify their offerings to meet these visitors' needs. Both locals and food and wine festival visitors have been identified in prior research as important stakeholders and promoters of both these special events and their hosting destinations (Boley et al., 2014; Braun et al., 2013; Palmer et al., 2013; Strzelecka et al., 2017; Uchinaka et al., 2019). Locals and returning visitors add more value to a special event like a food and wine festival as they bring with them cultural diversity

and share information and knowledge with others on the destination and the festival specifically (Braun et al., 2013; Uchinaka et al., 2019; Young et al., 2007). More importantly, food and wine festival visitors are very effective in promoting such an event by spreading positive word of mouth since their opinions are more organic and trustworthy than advertising messages generated by the festival's management or DMOs (Uchinaka et al., 2019; Xiang and Gretzel, 2010).

Food and wine festivals play an important role in bringing people from within the community together, including visitors from neighboring areas as well as international visitors. Therefore, organizing food and wine events encourages visitation among individuals who desire different experiences, escape from day-to-day routines, spending time with friends and family, or meeting new people with similar interests. As visitors reach a high level of satisfaction with their experiences at food and wine festivals, they become more attached to these events and plan on attending in the future. In a study on international visitors at major heritage destinations, Ram et al. (2016) established a positive correlation between the authenticity of major visitor attractions and place attachment, which is in line with this study's findings. In addition, the same study established that the stronger the relationship between place attachment and authenticity, the more valuable these visitors find heritage tourism destinations.

This study aimed to explore the effect of food and wine festival experiences (e.g. authenticity, entertainment, and spending time with others) on visitors' sense of community, identification with the event, and attachment to the hosting destination. Indeed, the outcome of this study has concluded that visitors' experiences at food and wine festivals are vital for improving their sense of community, identification with the event, and attachment to the hosting destination. Moreover, this study confirmed that sense of community mediates the relationship between visitors' experiences at food and wine festivals (e.g. authenticity, entertainment, and spending time with others) and identification with the event and attachment to the hosting destination.

Declaration of conflicting interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

ORCID iDs

Mohammed Lefrid  <https://orcid.org/0000-0001-7746-9083>

Edwin N. Torres  <https://orcid.org/0000-0001-7834-8515>

References

- Adongo R, Kim SS and Elliot S (2019) 'Give and take': A social exchange perspective on festival stakeholder relations. *Annals of Tourism Research* 75: 42–57.
- Ali F, Rasoolimanesh S M, Sarstedt M, et al (2018) An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management* 30(1): 514–538.
- Anwar SA and Sohail MS (2004) Festival tourism in the United Arab Emirates: First-time versus repeat visitor perceptions. *Journal of Vacation Marketing* 10(2): 161–170.
- Asensio-Martínez A, Leiter MP, Gascón S, et al. (2019) Value congruence, control, sense of community and demands as determinants of burnout syndrome among hospitality workers. *International Journal of Occupational Safety and Ergonomics* 25(2): 287–295.
- Axelsen M and Swan T (2010) Designing festival experiences to influence visitor perceptions: The case of a wine and food festival. *Journal of Travel Research* 49(4): 436–450.
- Banyard V, Hamby S and Grych J (2017) Health effects of adverse childhood events: Identifying promising protective factors at the intersection of mental and physical well-being. *Child Abuse & Neglect* 65: 88–98.
- Beverland MB and Farrelly FJ (2010) The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research* 36(5): 838–856.
- Boley BB, McGehee NG, Perdue RR, et al. (2014) Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a weberian lens. *Annals of Tourism Research* 49: 33–50.
- Braun E, Kavaratzis M and Zenker S (2013) My city—my brand: The different roles of residents in place branding. *Journal of Place Management and Development* 6(1): 18–28.

- Brockmeier J (2002) Remembering and forgetting: Narrative as cultural memory. *Culture & Psychology* 8(1): 15–43.
- Bruwer J (2003) South African Wine routes: Some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism Management* 24(4): 423–435.
- Buhrmester M, Kwang T and Gosling S D (2016). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality data?. In: Kazdin AE (Ed), *Methodological issues and strategies in clinical research*. Washington, DC: American Psychological Association, 133–139.
- Carneiro M, Eusébio JC, Caldeira A, et al. (2019) The influence of eventscape on emotions, satisfaction and loyalty: The case of re-enactment events. *International Journal of Hospitality Management* 82: 112–124.
- Chhabra D (2008) Positioning museums on an authenticity continuum. *Annals of Tourism Research* 35(2): 427–447.
- Chin W W (2010). Bootstrap cross-validation indices for PLS path model assessment. In: Vinzi VE, Chin W W, Henseler J and Wang H (eds) *Handbook of partial least squares – concepts, methods and applications*. Berlin: Springer, 83–97.
- Cole ST and Chancellor HC (2009) Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing* 15(4): 323–333.
- Cracolici MF, Nijkampand P and Rietveld P (2008) Assessment of tourism competitiveness by analyzing destination efficiency. *Tourism Economics* 14(2): 325–342.
- Davies K (2021) Festivals post COVID-19. *Leisure Sciences* 43(1–2): 184–189.
- Davis A (2017) It wasn't me, it was my festival me: The effect of event stimuli on attendee identity formation. *Tourism Management* 61: 484–500.
- Delamere T A, Wankel L M and Hinch T D (2001) Development of a scale to measure resident attitudes toward the social impacts of community festivals, Part I: Item generation and purification of the measure. *Event management* 7(1): 11–24.
- Del Chiappa G, Atzeniand M and Ghasemi V (2018) Community-based collaborative tourism planning in islands: A cluster analysis in the context of costa smeralda. *Journal of Destination Marketing & Management* 8: 41–48.
- Derrett R (2003) Festivals & regional destinations: How festivals demonstrate a sense of community & place. *Rural Society* 13(1): 35–53.
- Dimache A, Wondiradand A and Agyeiwaah E (2017) One museum, two stories: Place identity at the Hong Kong museum of history. *Tourism Management* 63: 287–301.
- Emmons RA (2005) Striving for the sacred: Personal goals, life meaning, and religion. *Journal of Social Issues* 61(4): 731–746.
- Fields K (2002) Demand for the gastronomy tourism product: Motivational factors. In: *Tourism and Gastronomy*. Routledge, pp. 50–64.
- Fisher WR (1984) Narration as a human communication paradigm: The case of public moral argument. *Communications Monographs* 51(1): 1–22.
- Formica S and Murrmann S (1998) The effects of group membership and motivation on attendance: An international festival case. *Tourism Analysis* 3(3/4): 197–207.
- Fredline E and Faulkner B (2000) Host community reactions: A cluster analysis. *Annals of Tourism Research* 27(3): 763–784.
- Gacnik A (2012) Gastronomy heritage as a source of development for gastronomy tourism and as a means of increasing Slovenia's tourism visibility. *Academia Turistica* 5(2): 39–60.
- Gálvez JC, Granda MJ, López-Guzmán T, et al. (2017) Local gastronomy, culture and tourism sustainable cities: The behavior of the American tourist. *Sustainable Cities and Society* 32: 604–612.
- Getz D (2008) Event tourism: Definition, evolution, and research. *Tourism management* 29(3): 403–428.
- Girish VG and Chen CF (2017) Authenticity, experience, and loyalty in the festival context: Evidence from the San fermin festival, Spain. *Current Issues in Tourism* 20(15): 1551–1556.
- Grayson K and Martinec R (2004) Consumer perceptions of iconicity and indexicality and their influence on authentic market offerings. *Journal of Consumer Research* 31(2): 296–312.
- Gursoy D, Jurowski C and Uysal M (2002) Resident attitudes: A structural modeling approach. *Annals of Tourism Research* 29(1): 79–105.
- Hahm JJ, Breiter D, Severt K, et al. (2016) The relationship between sense of community and satisfaction on future intentions to attend an association's annual meeting. *Tourism Management* 52: 151–160.
- Hair J F, Sarstedt M, Ringle C M, et al (2017) *Advanced issues in partial least squares structural equation modeling*. Los Angeles: Sage Publications.
- Hassanli N, Walters T and Williamson J (2020) 'You feel you're not alone': How multicultural festivals foster social sustainability through multiple psychological sense of community. *Journal of Sustainable Tourism* 1–18.
- Hede AM (2008) Food and wine festivals: Stakeholders, long-term outcomes and strategies for success. *Food*

- and Wine Festivals and Events around the World: Development, Management and Markets 85–100.
- Henseler J, Ringle C M and Sarstedt M (2015) A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science* 43(1): 115–135.
- Higgins L (2007) Acts of hospitality: The community in community music. *Music Education Research* 9(2): 281–292.
- Hillel D, Belhassen Y and Shani A (2013) What makes a gastronomic destination attractive? Evidence from the Israeli negev. *Tourism Management* 36: 200–209.
- Hughes G (1995) Authenticity in tourism. *Annals of Tourism Research* 22(4): 781–803.
- Isaykina E (2001) *Defining the target market and motivations for visiting the GrapeFest wine festival in Grapevine, Texas (Doctoral dissertation)*. Texas: Texas Tech University.
- Jepson A and Clarke A (2016) An introduction to planning and managing communities, festivals and events. In: *Managing and Developing Communities, Festivals and Events*. London: Palgrave Macmillan, pp. 3–15.
- Jepson A, Stadler R and Spencer N (2019) Making positive family memories together and improving quality-of-life through thick sociality and bonding at local community festivals and events. *Tourism Management* 75: 34–50.
- Jupp J and Jupp J (1996) *Understanding Australian multiculturalism*. Canberra: Centre for Immigration and Multicultural Studies, Australian National University, Australian Government Publishing Service.
- Kerwin S, Warner S, Walker M, et al. (2015) Exploring sense of community among small-scale sport event volunteers. *European Sport Management Quarterly* 15(1): 77–92.
- Kim H and Bonn MA (2016) Authenticity: Do tourist perceptions of winery experiences affect behavioral intentions. *International Journal of Contemporary Hospitality Management* 28(4): 839–859.
- Kim H and Jamal T (2007) Touristic quest for existential authenticity. *Annals of Tourism Research* 34(1): 181–201.
- Kruger M and Viljoen A (2019) Terroir wine festival visitors: Uncorking the origin of behavioural intentions. *Current Issues in Tourism* 24(5): 616–636.
- Kruger S, Rootenberg C and Ellis S (2013) Examining the influence of the wine festival experience on tourists' quality of life. *Social Indicators Research* 111(2): 435–452.
- Lee I, Arcodia C and Lee TJ (2012) Benefits of visiting a multicultural festival: The case of South Korea. *Tourism Management* 33(2): 334–340.
- Lee W, Sung H, Suh E, et al. (2017) The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination: The case of a food and wine festival. *International Journal of Contemporary Hospitality Management* 29(3): 1005–1027.
- Lefrid M (2021) Dining at gas stations: An analysis of nonconventional fast-food outlets from a consumer behavior perspective. *British Food Journal* 123(12): 4347–4366.
- Li X, Wan YK and Uysal M (2020) Is QOL a better predictor of support for festival development? A social-cultural perspective. *Current Issues in Tourism* 23(8): 990–1003.
- Liu Y and Jang SS (2009) Perceptions of Chinese restaurants in the US: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management* 28(3): 338–348.
- Lopez-Guzman T, Lotero CPU, Galvez JCP, et al. (2017) Gastronomic festivals: Attitude, motivation and satisfaction of the tourist. *British Food Journal* 119(2): 267–283.
- Lugosi P, Robinson RN, Walters G, et al. (2020) Managing experience co-creation practices: Direct and indirect inducement in pop-up food tourism events. *Tourism Management Perspectives* 35: 100702.
- Maeng HY, Jang HY and Li JM (2016) A critical review of the motivational factors for festival attendance based on meta-analysis. *Tourism Management Perspectives* 17: 16–25.
- Mannarini T, Rochira A and Talo C (2012) How identification processes and inter-community relationships affect sense of community. *Journal of Community Psychology* 40(8): 951–967.
- Martin CL and Pranter CA (1989) Compatibility management: Customer-to-customer relationships in service environments. *Journal of Services Marketing* 3(3): 5–15.
- Mgonja JT, Backman KF, Backman SJ, et al. (2017) A structural model to assess international visitors' perceptions about local foods in Tanzania. *Journal of Sustainable Tourism* 25(6): 796–816.
- Mitchell R, Hall CM and McIntosh A (2000) Wine tourism and consumer behaviour. In: *Wine Tourism Around the World*. Routledge, pp. 115–135.
- Nicholson RE and Pearce DG (2001) Why do people attend events: A comparative analysis of visitor motivations at four South Island events. *Journal of Travel Research* 39(4): 449–460.

- Obst PL and White KM (2005) An exploration of the interplay between psychological sense of community, social identification and salience. *Journal of Community & Applied Social Psychology* 15(2): 127–135.
- Okumus B and Cetin G (2018) Marketing Istanbul as a culinary destination. *Journal of Destination Marketing & Management* 9: 340–346.
- Palmer A, Koenig-Lewis N and Jones LE (2013) The effects of residents' social identity and involvement on their advocacy of incoming tourism. *Tourism Management* 38: 142–151.
- Park J (2015) Searching for a cultural home: Asian American youth in the EDM festival scene. *Weekend Societies: Electronic Dance Music Festivals and Event-Cultures* 7(1): 15–34.
- Park S, Hwang D, Lee WS, et al. (2018) Influence of nostalgia on authenticity, satisfaction, and revisit intention: The case of Jidong mural alley in Korea. *International Journal of Hospitality & Tourism Administration* 21(4): 440–455.
- Patwardhan V, Ribeiro MA, Payini V, et al. (2020) Visitors' place attachment and destination loyalty: Examining the roles of emotional solidarity and perceived safety. *Journal of Travel Research* 59(1): 3–21.
- Peter S and Anandkumar V (2016) Travel motivation-based typology of tourists who visit a shopping festival: An empirical study on the Dubai shopping festival. *Journal of Vacation Marketing* 22(2): 142–153.
- Patrick JF, Bennett G and Tsuji Y (2013) Development of a scale for measuring event attendees' evaluations of a sporting event to determine loyalty. *Event Management* 17(2): 97–110.
- Pitt CS, Bal AS and Plangger K (2020) New approaches to psychographic consumer segmentation: Exploring fine art collectors using artificial intelligence, automated text analysis and correspondence analysis. *European Journal of Marketing* 54 (2): 325–326.
- Pretty GH, Chipuer HM and Bramston P (2003) Sense of place amongst adolescents and adults in two rural Australian towns: The discriminating features of place attachment, sense of community and place dependence in relation to place identity. *Journal of Environmental Psychology* 23(3): 273–287.
- Ram Y, Björk P and Weidenfeld A (2016) Authenticity and place attachment of major visitor attractions. *Tourism Management* 52: 110–122.
- Ramkissoon H and Uysal M (2010) Testing the role of authenticity in cultural tourism consumption: A case of Mauritius. *Tourism Analysis* 15(5): 571–583.
- Rezaei N, Mirzaei R and Abbasi R (2018) A study on motivation differences among traditional festival visitors based on demographic characteristics, case study: Gol-ghaltan festival, Iran. *Journal of Convention & Event Tourism* 19(2): 120–137.
- Robinson RN and Clifford C (2012) Authenticity and festival foodservice experiences. *Annals of Tourism Research* 39(2): 571–600.
- Rowen I (2020) The transformational festival as a subversive toolbox for a transformed tourism: Lessons from Burning Man for a COVID-19 world. *Tourism Geographies* 22(3): 695–702.
- Rudolph KF (2016) The importance of music festivals: An unanticipated and underappreciated path to identity. Honors College Thesis, Georgia Southern University, USA. (Accessed on 15th July 2021).
- Savinovic A, Kim S and Long P (2012) Audience members' motivation, satisfaction, and intention to re-visit an ethnic minority cultural festival. *Journal of Travel & Tourism Marketing* 29(7): 682–694.
- Selwood J (2004). The lure of food: Food as an attraction in destination marketing in Manitoba, Canada. In: Hall CM, Sharples L, Mitchell R, Macionis N and Cambourne B (Eds) *Food tourism around the world*. New York, NY: Routledge, 178–191.
- Seraphin H (2021) COVID-19: An opportunity to review existing grounded theories in event studies. *Journal of Convention & Event Tourism* 22(1): 3–35.
- Sims R (2009) Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism* 7(3): 321–336.
- Stevenson N (2019) The street party: Pleasurable community practices and placemaking. *International Journal of Event and Festival Management* 10(3): 304–318.
- Stritch JM, Pedersen MJ and Taggart G (2017) The opportunities and limitations of using mechanical Turk (mturk) in public administration and management scholarship. *International Public Management Journal* 20(3): 489–511.
- Strzelecka M, Boley BB and Woosnam KM (2017) Place attachment and empowerment: Do residents need to be attached to be empowered? *Annals of Tourism Research* 66: 61–73.
- Tanford S and Jung S (2017) Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management* 61: 209–220.
- Thrane C (2002) Music quality, satisfaction, and behavioral intentions within a jazz festival context. *Event Management* 7(3): 143–150.
- Torres EN (2016) Guest interactions and the formation of memorable experiences: An ethnography. *International Journal of Contemporary Hospitality Management* 28(10): 2132–2155.

- Uchinaka S, Yoganathan V and Osburg VS (2019) Classifying residents' roles as online place-ambassadors. *Tourism Management* 71: 137–150.
- Van Westering J (1999) Heritage and gastronomy: The pursuits of the 'new tourist'. *International Journal of Heritage Studies* 5(2): 75–81.
- Van Zyl C and Botha C (2004) Motivational factors of local residents to attend the aardklop national arts festival. *Event Management* 8(4): 213–222.
- Van Zyl C and Botha C (2004) Motivational factors of local residents to attend the Aardklop National Arts Festival. *Event Management* 8(4): 213–222.
- Voorhees C M, Brady M K and Ramirez Calantone R (2016) Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies. *Journal of the academy of marketing science* 44(1): 119–134.
- Wan YK and Chan SH (2013) Factors that affect the levels of tourists' satisfaction and loyalty towards food festivals: A case study of Macau. *International Journal of Tourism Research* 15(3): 226–240.
- Wang N (2000) *Tourism and modernity: A sociological analysis*. Oxford, United Kingdom: Pergamum.
- Wilcox HN and Busse E (2017) 'Authentic' dance and racialized ethnic identities in multicultural america: The Chinese in minnesota and Peruvians in New jersey. *Sociology of Race and Ethnicity* 3(3): 355–369.
- Williams DR and Roggenbuck JW (1989) Measuring place attachment: some preliminary results. NRPA Symposium on Leisure Research, San Antonio, TX, 9.
- Williams DR and Vaske JJ (2003) The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science* 49(6): 830–840.
- Williams NL, Inversini A, Buhalis D, et al. (2015) Community crosstalk: An exploratory analysis of destination and festival eWOM on twitter. *Journal of Marketing Management* 31(9–10): 1113–1140.
- Xiang Z and Gretzel U (2010) Role of social media in online travel information search. *Tourism Management* 31(2): 179–188.
- Yang B, Hwang Y and Mattila AS (2021) Feelings of uncertainty and powerlessness from covid-19: Implications for advertising appeals in the restaurant industry. *International Journal of Hospitality Management* 97: 103017.
- Yang FX, Wong IA, Tan XS, et al. (2020) The role of food festivals in branding culinary destinations. *Tourism Management Perspectives* 34(1): 100671.
- Yolal M, Çetinel F and Uysal M (2009) An examination of festival motivation and perceived benefits relationship: Eskişehir international festival. *Journal of Convention & Event Tourism* 10(4): 276–291.
- Yoo IY, Lee TJ and Lee CK (2015) Effect of health and wellness values on festival visit motivation. *Asia Pacific Journal of Tourism Research* 20(2): 152–170.
- Young CA, Corsun DL and Baloglu S (2007) A taxonomy of hosts visiting friends and relatives. *Annals of Tourism Research* 34(2): 497–516.
- Yürük P, Akyol A and Şimşek GG (2017) Analyzing the effects of social impacts of events on satisfaction and loyalty. *Tourism Management* 60: 367–378.