SCALE DEVELOPMENT TO MEASURE THE TOURISTS' ALCOHOL CONSUMPTION EXPERIENCE

Edgar Philip DSOUZA
V. M. Salgaocar Institute of International Hospitality Education, India
edgar.dsouza@vmsiihe.edu.in
M.S. DAYANAND
Goa University, India
msd@unigoa.ac.in
Nilesh BORDE
Goa University, India
nileshborde@unigoa.ac.in

Abstract
While the role of alcohol tourism has begun to gain importance in the last decade, little effort has been made to explain what influences the tourist's consumption of alcoholic beverages in a tourist destination and to establish a measurement scale for those influencers. This study followed the systematic procedures of scale development measurement recommended by prior studies. The scale development process yielded a measurement scale with appropriate reliability and content validity. The five underlying influential dimensions of alcohol consumption experience were identified as tourists' knowledge and past experience, choice of alcoholic beverage, choice of drinkscape, social setting and service experience. This is the first study to focus on scale development for measuring the alcoholic beverage experience of a tourist and modelling it to the revisit intention or the willingness to recommend the alcohol consumption or the drinkscapes. The findings and implementations of the developed scale are discussed in terms of both theoretical and managerial implications.

I. INTRODUCTION

Alcotourism refers to the practices of travelling to drink, drinking on holiday, drinking to travel and drinking while travelling, which is an important but understudied aspect of tourism and alcohol studies (Bell, 2008). The consumption and enjoyment of alcoholic beverages are important tourism features (Munar, 2013). It is just an incidental accompaniment of the journey for some travellers, but for others, it is the key reason to travel (Getz et al., 2014; Yeoman et al., 2015).

Few studies (e.g. Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac and Gonzales, 2014; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Sato and Kohasa, 2017) have examined whisky, tequila, rum and sake as development factors for regional branding and tourism. However, studies related to the consumption of alcohol in beverage tourism are further limited. Food and beverage consumption can contribute to competitive marketing and promote tourist destinations (Boniface, 2003; Kivela and Crotts, 2006). Studies have identified the factors impacting food consumption (Fotopoulos et al., 2009; Han and Hyun, 2017; Mak et al., 2017; Konuk, 2019; Promsivapallop, 2019; Agyeiwaah et al., 2019; Liu et al., 2020). However, studies related to examining alcohol consumption in a destination are scarce. Also, efforts to understand factors affecting tourists' choice of alcohol at a destination and the alcohol consumption experience have yet to be addressed. This study addresses this limitation by consolidating existing hospitality and tourism literature to identify the salient factors influencing tourist alcohol consumption and the interrelationships among these factors. The study addresses the positive aspects of alcohol tourism, i.e. a set of contextual practices that are often part of the holiday experience.

O'Dell and Billing (2005) have defined experienscapes as "the material base upon which experiences are anchored". The experiencescape architecture has proven effective in a variety of situations, including eventscape (Brown, Lee, King, & Shipway, 2015), shipscape (Kwortnik, 2008), dinescape (Ryu, 2005), and cyberscape (Williams & Dargel, 2004). Previous research on scape constructs and food experiences has always focused on man-made and constructed surroundings. In the context of food service, academics have defined foodscape as a construct describing a "landscape of food" centred on "food environments." (Mikkelsen, 2011; MacKendrick, 2014). Likewise, in the context of beverage service, the operational definition of drinkscapes in this study would be "Places and scapes that facilitate alcohol consumption".

In reviewing the literature, the elements influencing alcohol-drinking experiences may be summarised as drinkscapes (spaces for drinking), social settings and service experiences. One can experience alcohol consumption in various drinkscapes such as bars, restaurants, shacks, lounges, pubs and discotheques. Food and beverage providers must frequently be aware of the environment's effects on food and drink experiences. The relationship between vacationing and the experience of alcohol consumption brings to the fore the importance of alcohol's social function. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005).

On the other hand, service experiences apply to any interaction with the service organisation that the guest may have throughout their entire experience at the drinkscapes (Fitzsimmons et al., 2008). Kim (2014) proposes that the service quality depends on the degree to which the travellers interpret the service staff to be friendly, polite, courteous, helpful, and willing to exceed expectations. When guests observe that service staffs are friendly and caring, they can evaluate their experience positively and co-create memorable experiences (Barkat and Demontrond, 2019).

By integrating two distinct streams of research on experienscapes and choice of alcoholic beverages, this study seeks to develop a measurement scale that can understand tourist influences on the alcohol consumption experience. Given the relatively well-established literature in experienscapes (e.g., O'Dell and Billing, 2005; Kastenholz and Figueiredo, 2014; Pizam and Tasci, 2018; Campos et al., 2018; Chen et al., 2019; Mei et al., 2020; Piramanayagam et al., 2020; Senthilkumaran et al., 2020) and alcohol tourism (e.g. Bruwer and Alant, 2009; Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac and Gonzales, 2014; Kaddi, 2015; Rogerson, 2016; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Schamel, 2017; Sato and Kohasa, 2017; Baran, 2017; Thomas et al., 2019; Brochado et al., 2019; Madeira et al., 2019; Puigcorbé, 2020; Carlisle and Ritchie, 2020; Khilova, 2020; Manis et al., 2020), the current study investigates dimensions connected with tourists consumption of alcohol at a destination and develops a scale to measure the consumption of alcohol in a touristic environment.

Developing an instrument that can measure alcohol consumption experiences is relevant for at least two reasons. First, it can be used to understand tourists' drinking preferences. The instrument can also be used to understand tourists' experiences at the drinkscape, thereby providing insights into satisfying customers and increasing the revisit intentions. The construction of a valid and reliable framework for assessing factors considered by tourists when deciding to consume alcohol in a destination, as well as the antecedents of the alcohol consumption experience, its content and its consequences in terms of revisit intentions, is not only a matter of scholarly interest but also a possible contribution to tourism marketing practice. This study is the first step towards validating a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption.8.

II. SCALE DEVELOPMENT PROCESS

The systematic stages of measurement development used by previous studies (Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Kwortnik and Ross, 2007, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019) were followed to construct scales to measure alcohol consumption influencers at a tourist destination. The current study's scale development procedure used the following four steps to ensure reliability and validity: 1) Literature review, 2) item generation, 3) testing initial items and 4) assessing reliability and validity.

2.1) Literature Review:
The first step of the scale development involved a systematic literature review identifying the constructs and content domain of tourists' alcohol consumption experience. In the broad context of alcotourism, an extensive literature review was conducted to identify probable constructs, the variables, and previous attempts to measure them.

The theoretical approach to factors that influence the consumption of food and beverage in a tourist destination can be found in previous research (Gustafsson, 2006; Björk and Räisänen, 2017; Barkat and Demontrond 2018; Kuhn and Bothma, 2018; Back et al., 2018; Stone et al., 2018; Brochado et al., 2019; Manis et al., 2020). To bridge the research gaps in the area of beverage tourism and alcohol consumption experience literature, we made a note of items used to measure alcohol consumption experience.

Of the overall tourist expenditures of the global tourism turnover, food and beverage expenses add up to one-third (Meler and Cerovic', 2003). Harrington and Ottenbacher (2013) have suggested that food and drink experiences can significantly impact the development of a destination image. Park et al. (2019) argue that visitors' satisfaction significantly impacts revisit intentions. To build sustainable businesses, repeat visitors are crucial for tourism destinations. Therefore, studying food and beverage tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the tourism sector, it receives very little attention in the literature. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism. In a review of the different concepts used for experience in

consumer research, Gomes et al. (2018) have stressed that while the literature on the consumption experience studying material objects has increased, the consumption experience of food and beverages has been less explored (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013). Researchers argue that food and drinks are crucial elements that influence the intention to visit (Getz et al., 2014; Yeomet al. al, 2015). Despite this, there is still a limited understanding of how and to what extent the image of the tourism destination is associated with the consumption of alcoholic beverages.

2.2) Item Generation

A preliminary list of items was developed on aspects that could affect the alcohol consumption experience. They were derived from prior studies (e.g. Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Jennings and Nickerson, 2006, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019). From these sources, a list of 59 items was generated. A five-point scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1) accompanied each statement (scale values were reversed for negatively worded statements before data analysis). The Flesch–Kincaid readability tests (Kincaid et al., 1975) were conducted to assess readability. The Flesch reading-ease test produced a result of 52.4, whereas the Flesch–Kincaid (F–K) reading grade level was 8.3, suggesting that even a 10th-standard student can easily understand the scales used.

The initial items were refined and edited for content validity by five academic faculty members and three industry experts, selected based on their research and consulting. Expert assessment is commonly recommended as a general technique for item generation (Netemeyer et al., 2003). The use of the sorting method by experts was to classify the items obtained from current literature into constructs based on the operational definitions of the construct. Accordingly, they were asked to identify the unclear items and also allocate them. To assess the intra-judge correlation, Fleiss' kappa was used (Fleiss, 1971; Fleiss et al., 2003). Fleiss et al. (2013) suggest that a score greater than 0.74 is excellent. The reliability coefficient alpha was found to be 0.95. Table 1 shows the 52 items adapted or developed and categorised based on the constructs identified.

Table 1. Initial Scale items

Constructs	No	Scale Items	Reference
Tourist's Profile	1	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	Unstructured interviews with Bar Managers
	2	I am aware of the temperatures of the alcoholic beverages at which they should be served.	Unstructured interviews with Bar Managers
	3	I am not aware of the appropriate mixers for alcoholic beverages.	Unstructured interviews with Bar Managers
	4	I have had a satisfying alcohol consumption experience in the past.	Unstructured interviews with Alcohol consumers
	5	I can relate to my earlier alcohol consumption experience.	Unstructured interviews with Alcohol consumers
	6	My alcohol consumption is not based on my past experiences.	Unstructured interviews with Alcohol consumers
Choice of Alcoholic Beverage	7	Choice of Alcohol you generally prefer to consume	(A. Armira et al. 2016)
	8	I choose a drink based on its place of origin.	(A. Armira et al. 2016)
	9	The price of the drink does not matter.	(A. Armira et al. 2016)
	10	I usually order a drink that's on offer/discount.	(A. Armira et al. 2016)
	11	The most important thing about the drink is its taste.	(A. Armira et al. 2016)
	12	I wouldn't consider the brand of alcohol while ordering a drink.	(A. Armira et al. 2016)
	13	I choose a drink based on its quality.	(A. Armira et al. 2016)
	14	I usually order a drink based on the server's or friend's suggestion.	(A. Armira et al. 2016)
	15	I choose a drink based on the quantity I wish to consume	(A. Armira et al. 2016)
	16	I drink because I want to get intoxicated.	(A. Armira et al. 2016)
	17	The alcohol I drink should complement the type of food being consumed.	(A. Armira et al. 2016)
Experiencescape	18	The entertainment adds value to my drinking experience.	(A. Armira et al. 2016)
	19	The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing.	(A. Armira et al. 2016)
	20	The comfort of seating arrangements does not matter.	(A. Armira et al. 2016)
	21	The noise level should be loud.	(A. Armira et al. 2016)

	22	The temperature should be comfortable.	(A. Armira et al. 2016)
	23	The washroom, and toilet facilities need to be adequate.	(A. Armira et al. 2016)
	24	The environment should be safe.	(A. Armira et al. 2016)
	25	The area should be thoroughly clean.	(A. Armira et al. 2016)
	26	The venue should be easily accessible.	(A. Armira et al. 2016)
	27	The Social setting I am in (Party, business meeting, socialising with friends, family get-togethers) influences my drinking experience.	Unstructured interviews with Alcohol consumers
	28	I drink more when I am in a group rather than when I am alone.	Unstructured interviews with Alcohol consumers
	29	My relationship with the person I am consuming alcohol with (friends, family, relatives, business colleagues) influences the quantity I consume.	Unstructured interviews with Alcohol consumers
	30	The presence of other people does not influence my level of satisfaction.	Unstructured interviews with Alcohol consumers
	31	It is enjoyable to join in drinking with people enjoying alcohol consumption.	Unstructured interviews with Alcohol consumers
	32	Drinking does not add warmth to social occasions.	Unstructured interviews with Alcohol consumers
	33	Type of alcohol that you generally consume in different social settings	Unstructured interviews with Alcohol consumers
	34	Employees should be friendly.	Kleynhans 2003
	35	Employees should be willing to help.	Kleynhans 2003
	36	Employees should provide prompt service.	Kleynhans 2003
	37	The standard of service does not matter while consuming alcohol.	Kleynhans 2003
	38	Employees need not be knowledgeable about the drinks offered	Kleynhans 2003
Alcohol Consumption Experience	39	Alcohol consumption enhances social pleasure.	Unstructured interviews with Alcohol consumers
	40	Alcohol consumption enhances physical pleasure.	Unstructured interviews with Alcohol consumers
	41	An alcohol consumption experience does not help me unwind and enjoy.	Unstructured interviews with Alcohol consumers
	42	I can easily remember alcohol consumption experiences in different settings.	Unstructured interviews with Alcohol consumers
	43	I have wonderful memories of my drinking experiences.	Unstructured interviews with Alcohol consumers
	44	Alcohol consumption provides a sense of freedom from the stresses of life.	Unstructured interviews with Alcohol consumers
	45	This experience is a wonderful way to strengthen existing bonds of relationships.	Unstructured interviews with Alcohol consumers
Revisit Intention	46	I intend to revisit the venues I had an alcohol consumption experience in the near future.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	47	I will share my alcohol consumption experience at a venue with others through social media and other platforms.	Unstructured interviews with Alcohol consumers
Willingness to Recommend	48	I will not say positive things about my Alcohol Consumption Experience to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	49	I intend to consume the same alcohol in the near future.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	50	My Alcohol consumption experience helps me to recommend a venue to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	51	I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	52	I won't recommend the alcohol that I consume to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)

The constructs used in this research were operationalised based on reviewing existing definitions and existing literature base. The operational definitions are as follows:

1. Tourists Profile: The aspects such as the traveller's socio-demographics, knowledge of the product (alcoholic beverage), and previous alcohol consumption experience influence their interpretations of a quality experience.

Socio-Demographics: Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, marital status, occupation

etc., are considered demographics.

Knowledge of Alcohol: This has been defined as what people perceive they know about alcoholic beverages and alcohol consumption.

Prior alcohol consumption experience: An earlier experience of drinking alcohol that we can bring up from memory (Stone et al., 2018).

2. Choice of an Alcoholic Beverage: Choice of Alcoholic beverages includes preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink. Alcoholic beverages are divided into three categories: beers, wines and spirits.

3. Experienscapes: Experienscapes are defined as the material base upon which experiences are anchored (O'Dell and Billing, 2005). The elements that influence alcohol-drinking experiences are made up of Drinkscapes, Social settings and Service experience

Drinkscapes: are spaces for drinking (Bell, 2009). Alcohol can be consumed in an F&B outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, in a tasting room, in public spaces, wine or beer festivals. The atmosphere in these drinkscapes facilitates immersion into the food/drink experience through entertainment, music, ambience, comfortable seating, and comfortable temperature (Armira et al., 2016).

The Social Setting: The social setting consists of the people accompanying the individual and their interpersonal relationships during the consumption experience (Baker 1987). This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005).

The Service Experience: Service experiences apply to any interaction with the service organisation that the guest may have throughout their entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).

4. Alcohol Consumption Experience: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful' (adapted from Kwortnik and Ross, 2007).

5. Revisit Intentions: A deeply held commitment to rebuy or revisit a preferred product, place, or service consistently in the future (JS Cheng, 2016). In this study, revisit intention is the likelihood

that visitors will return back to experience alcohol consumption.

6. Willingness to Recommend: An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else (Farris et al., 2003).

2.3) Testing Initial Items

Given results and experts' comments, 52 modified measurement items were suggested and classified into six categories: Tourist profile, Choice of alcoholic beverage, Experiencescape, Alcohol consumption experience, Willingness to revisit the alcohol consumption and willingness to recommend the alcohol consumption to others. The judges were then given a content validity checklist and asked to indicate how representative each item was in terms of the relevance, clarity and simplicity dimension (Bearden et al., 1989; Zaichkowsky, 1985). The options were 1- not relevant, 2- item needs some revision, 3- relevant but needs minor revision, and 4- very relevant.

Content Validity Index (CVI) calculations were performed for each instrument's items (I-CVI). The final average of the I-CVI scores produces a scale-level content validity score (S-CVI). The item-level content validity index, elucidated by Polit et al. (2007), was calculated for relevancy, clarity and simplicity. S-CVI/Ave for relevance was calculated, and the value was found to be 0.988; besides, S-CVI/UA was calculated, and the value was 0.93. A CVI between $0.3 < CVI < 0.75$ was considered for rewriting, considering the item-wise score for simplicity and clarity. Also, the interclass correlation coefficient was calculated for relevance, clarity and simplicity for all 52 items. The intra-class correlation was 0.858, suggesting excellent scores (Polit et al., 2007), as seen in Table 2. The face validity was finally gauged to assess if the items in a scale measure a construct (Rossiter, 2002). Two experts, one from the hospitality industry and the other an academician, were asked to comment on the scale's sensitivity. This resulted in rewriting two items.

Table 2. Intraclass Correlation Coefficient

	Intraclass Correlation	95% Confidence Interval		F Test with True Value 0	
		Lower Bound	Upper Bound	Value	df1
Single Measures	.335	.244	.452	7.301	52
Average Measures	.858	.794	.908	7.301	52

For assessing the internal consistency of items, the 52-item instrument was pretested with a convenience sample of 56 participants who had experienced alcohol consumption in Goa in the last six months. This assessment's fundamental purpose was to

identify possible ambiguities, missing questions, and low reliability (DeVellis, 2003). This procedure can support construct validity, as it eliminates items that may not be consistent conceptually (Netemeyer et al., 2003).

The raw data from the responses of each participant were coded numerically. Data were entered and analysed using the Statistical Package for Social Sciences. To determine the average correlation and internal consistency of items in the instrument and to gauge the reliability of the questionnaire, Cronbach's alpha was used. The α Cronbach for total scores demonstrated the right post-test internal consistency with an α = 0.825. Also, perfect internal consistency was determined in all questionnaire domains.

2.4) Assessing Reliability and Validity

Since the pilot study results were reliable, the questionnaire containing the validated 52 items was administered to the final sample without further modifications. The primary data were collected using a web-based self-administered questionnaire. The study was conducted from December 2020 to March 2021. The questionnaire was in English. The Google form link was shared through social media platforms to potential respondents by Restaurant/Bar managers, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa among their guests who had visited them, requesting them to participate in the study. The questionnaire was administered to tourists who had visited various drinkscapes in Goa post-lockdown and those who had visited them a few months before lockdown, making for a total of 962 valid questionnaires that were used for the final analysis.

Exploratory Factor Analysis

The data was split into two halves based on odd-even number sorting (481 responses in each set). The exploratory factor analysis (EFA) was conducted with one-half of the data. EFA is used to explore the underlying factors of the ACE scale. These factors were then confirmed through Confirmatory Factor Analysis (CFA). Hair et al. (2014) have suggested that it is advisable to use two different data sets for EFA and CFA. An initial analysis run was performed to obtain Eigenvalues for each element in the data. Following that, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (KMO) test and Bartlett's Test of Sphericity were used to assess construct validity and confirm the data obtained for an exploratory factor study were sufficient.

i. Descriptive Statistics

The first output from the analysis can be seen in Table 3, showing the descriptive statistics for all the variables under investigation. The mean and the standard deviation for 481 respondents in the survey are given below in this table:

Table 3. Descriptive statistics (EFA)

Items	Mean	Std. Deviation
CA2_Place_origin	3.22	1.312
CA3_Price	3.25	1.274
CA4_Taste	3.19	1.342
CA5_Offer	3.15	1.265
CA6_Brand	3.36	1.295
CA7_Quality	3.39	1.363
CA8_Suggestn	3.01	1.293
CA9_Quantity	3.38	1.288
CA10_Intoxict	2.87	1.333
CA11_Food	3.25	1.298
TP1_Distinguish	4.37	0.734
TP2_Temp	4.3	0.785
TP3_Mixers	4.07	0.911
TP4_Satpast	4.31	0.759
TP5_Relate	4.2	0.813
TP6_Past_exp	4.21	0.787
ED2_Entertainment	4.71	0.538
ED3_Ambiance	4.69	0.58
ED4_Seating	4.69	0.618
ED5_Noise	4.56	0.814
ED6_Temperature_A	4.61	0.609
ED7_Washroom	4.6	0.663
ED8_safe_env	4.73	0.541
ED9_clean	4.72	0.526
ED10_accessible	4.52	0.674
ES1_drinkgroup	4.03	0.982
ES2_drinkparty	3.82	1.057
ES3_drinkfriends	4.15	0.983
ES4_drinkfamily	3.67	1.14
ES5_colleagues	3.76	1.248
ES6_presence	4.03	1.042
ES7_enjoyable	4.12	0.987
ES8_warmth	4.04	1.005
ESS1_friendly	4.53	0.839
ESS2_help	4.53	0.559
ESS3_prompt	4.58	0.546
ESS4_standard	4.53	0.581
ESS5_knowledgeable	4.41	0.748
ACE1_socialpleasure	4.42	0.749
ACE2_physicalpleasure	4.38	0.751
ACE3_unwind	4.41	0.784
ACE4_remember	4.42	0.706
ACE5_memories	4.44	0.574
ACE6_freedomstress	4.39	0.759
ACE7_strengthenbonds	4.42	0.697
RI1_revisitintention	4.4	0.824
WR1_shareACE	4.25	0.93
WR2_saypositivethings	4.34	0.873
RI2_consumefuture	4.41	0.827

WR3_recommendvenue	4.41	0.77				
WR4_encouragefriendsACE	4.34	0.842				
WR5_recommendalcohol	4.3	0.867				

4	5.3	10.31	48.212	5.19	9.99	46.35
5	4.2	8.10	56.314	5.04	9.70	56.05
6	2.9	5.74	62.059	3.3	6.43	62.48
7	2.9	5.65	67.718	2.72	5.23	67.71
Extraction Method: Maximum Likelihood.						

Looking at the highest mean value, we can conclude that the score on the safe environment (4.73) is the most crucial variable, followed by clean surroundings (4.72) and entertainment (4.71) that influences the alcohol consumption experience of a tourist.

ii. Sampling Adequacy:

It is essential to establish the reliability and validity of the obtained reduction. This is done with the KMO and Bartlett's Test of Sphericity.

The results of KMO and Bartlett's Test of Sphericity are given below in table 4:

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	25927.007
	df	1326
	Sig.	.000

The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.874, above the commonly recommended value of .6. 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 52 items considered for measuring Alcohol Consumption Experience.

iii. Extraction of factors:

An initial analysis was performed to obtain eigenvalues for each factor in the data. The SPSS software, by default, considers Principal Component Analysis (PCA) for generating these values. However, Maximum likelihood extraction was used for this analysis. When sample sizes are large, the maximum likelihood becomes a broadly available approach that yields good estimates. Maximum likelihood estimators are asymptotically regular, efficient, and reliable (Pan and Fang 2002). It is specified to retain only those factors with an eigenvalue larger than 1 (Guttman-Kaiser rule).

Table 5. Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	9.8	18.88	18.882	7.17	13.80	13.80
2	6.1	11.78	30.668	6.46	12.44	26.24
3	3.7	7.22	37.893	5.25	10.11	36.35

It is observed from Table 5 that the initial Eigenvalues indicate that the first seven factors have Eigenvalues greater than 1. The 52-item structure for measuring alcohol consumption experience explains 67 % of the variance in the relationships among the items. The percentages explained by each factor were 13.80% (Factor 1- Choice of Alcohol), 12.44% (Factor 2- Choice of Drinkscapes), 10.11% (Factor 3- Alcohol Consumption Experience), 9.99% (Factor 4- Revisit Intention & Willingness to recommend), 9.70% (Factor 5- Social setting), 6.43% (Factor 6- Tourists Profile), and 5.23% (Factor 7- Service experience). The eight factors onwards have eigenvalues below one.

iv. Rotation and Factor Loadings:

EFA is carried out to verify the number of factors underlying the variation and the correlations among the items. It is essential to identify the items that load onto a specific factor. Objects that do not load onto any factor must be deleted, and the analysis must be re-run. It must be determined how high an item's factor loading should be to keep it. An object may be retained if its primary loading is greater than 0.5 up to 0.6 (Henson and Roberts, 2006). Guadagnoli and Velicer (1988) states that a factor with four loadings greater than 0.6 is stable for sample sizes greater than 50. A factor with ten loadings greater than 0.4 is stable for a sample size greater than 150. Rotation is done to simplify and clarify the data structure, and Varimax is the most common method used for such rotation.

Table 6. Rotated Factor Matrix

	Factor						
	1	2	3	4	5	6	7
CA9_Quantity	0.919						
CA6_Brand	0.889						
CA7_Quality	0.861						
CA11_Food	0.84						
CA3_Price	0.836						
CA2_Place_origin	0.827						
CA4_Taste	0.814						
CA5_Offer	0.802						
CA10_Intoxict	0.748						
CA8_Suggestn	0.659						
ED9_clean		0.958					

Item					
ED2_Entertainment	0.939				
ED8_safe_env	0.897				
ED3_Ambiance	0.885				
ED4_Seating	0.862				
ED6_Temperature_A	0.770				
ED5_Noise	0.680				
ED7_Washroom	0.628				
ED10_accessible	0.578				
ACE4_remember		0.933			
ACE2_physicalpleasure		0.910			
ACE1_socialpleasure		0.905			
ACE6_freedomstress		0.902			
ACE3_unwind		0.882			
ACE7_strengthenbonds		0.794			
ACE5_memories		0.530			
ES7_enjoyable			0.839		
ES6_presence			0.837		
ES8_warmth			0.820		
ES3_drinkfriends			0.766		
ES2_drinkparty			0.758		
ES5_colleagues			0.701		
ES1_drinkgroup			0.682		
ES4_drinkfamily			0.594		
RI1_revisitintention				0.927	
RI2_consumefuture				0.893	
WR5_recomdalcohol				0.885	
WR1_shareACE				0.851	
WR4_encfriendsACE				0.805	
WR3_recommendvenue				0.748	
WR2_saypositivethings				0.573	
TP1_Distinguish					0.906
TP4_Satpast					0.858
TP2_Temp					0.802
TP6_Past_exp					0.737
TP5_Relate					**0.355**
TP3_Mixers					**0.305**

Item							
ESS2_help							0.929
ESS3_prompt							0.758
ESS4_standard							0.744
ESS1_friendly							**0.395**
ESS5_knowledgeable							**0.355**
Extraction Method: Maximum Likelihood.							
Rotation Method: Varimax with Kaiser Normalization.							

Tabachnick and Fidell (2001) recommend .32 as a good rule of thumb for an item's minimum loading, equating to around 10% overlapping variation with the other items in that factor. At least three elements with loading greater than 0.4 should be present in all the retained variables. A factor with less than three items is usually weak and unstable; factors with five or more firmly loading items (.50 or better) are desirable and suggest a solid factor (Costello and Osborne, 2005). As a result, two items from Factor 6 and 2 items from Factor 7 were dropped as they loaded below .50. The above results indicate the use of seven factors for determining the relationship with the dependent variable, as seen in table 6.

v. Screen Plot
The screen plot is a graph of the eigenvalues against all the factors. The graph helps determine how many factors to retain. The points of interest are where the curve starts to flatten.
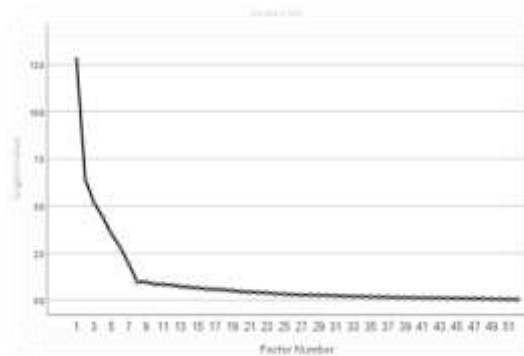

Figure 1- Screen plot
Source: Derived from SPSS Output file

It can be seen in figure 1 that the curve begins to flatten after factor 7, So only seven factors have been retained.

vi. Scale Reliability
The Cronbach's alpha coefficient was calculated as a test for the reliability of factors (Table 7), and it was greater than .7, suggesting good reliability of the

factors according to Hair et al. (2014).

Table 7. Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
0.935	52

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results with a separate sample of 481 respondents. The researcher can evaluate each scale item's contribution and integrate how well the scale measures the concept (reliability) by performing confirmatory factor analysis (CFA). The scales are incorporated into assessing the relationships between dependent and independent variables in the structural model (Hair et al., 2014). The CFA was performed on the constructs: Tourist profile, choice of alcohol, choice of drinkscapes, social settings, service experience, alcohol consumption experience and willingness to recommend & revisit intention. This was determined by verifying i) The Unidimensionality, ii) The reliability, iii) Multicollinearity, iv) The construct validity, and v) The model fit.

i. Validation of the Measurement Model

The following section presents the CFA results of the measurement models, which can be further considered for testing Structural Equation models.

Table 8. Factor names, number of the final scale items, with factor loadings and Cronbach's alpha value

Factor names	No of Items	Items	Factor Loading	Cronbach's alpha Values
Tourists' Knowledge and Past Experience	4	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	.868	.899
		I am aware of the temperatures of the alcoholic beverages at which they should be served	.834	
		I have had satisfying alcohol consumption experiences in the past	.839	
		My alcohol consumption is based on my past experiences	.856	
Choice of Alcohol	6	The most important thing about the drink is its taste	.873	.940
		I consider the brand of alcohol while ordering a drink.	.874	
		I choose a drink based on its quality	.909	
		I usually order a drink based on the suggestion of the server or friends	.768	
		I choose a drink based on the quantity I wish to consume	.901	
		The alcohol I drink should complement the type of food being consumed	.884	
Choice of Drinkscapes	6	The entertainment adds value to my drinking experience	.907	.932
		The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing	.862	
		Washroom, and toilet facilities need to be adequate	.800	
		The environment should be safe	.912	
		The area should be thoroughly clean	.886	
		The venue should be easily accessible	.743	
Social Setting	4	I drink more while socialising with friends	.851	.903
		The presence of other people influences my individual level of satisfaction	.849	
		It is enjoyable to join in drinking with people who are enjoying alcohol consumption	.857	
		Drinking adds warmth to social occasions	.856	
Service Experience	5	Employees should be friendly	.718	.854
		Employees should be willing to help	.852	
		Employees should provide prompt service	.806	
		The standard of service matters while consuming alcohol	.799	
		Employees need to be knowledgeable about the drinks offered	.665	
Alcohol Consumption Experience	6	Alcohol consumption enhances social pleasure.	.893	
		Alcohol consumption enhances physical pleasure.	.889	

		An alcohol consumption experience helps me unwind and enjoy.	.883	.947
		I can easily remember alcohol consumption experiences in different settings	.901	
		Alcohol consumption provides a sense of freedom from the stresses of life.	.897	
		This experience is a wonderful way to strengthen existing bonds of relationships.	.812	
Revisit Intention & Willingness to Recommend	5	I intend to revisit the venues I had an alcohol consumption experience in the near future	.891	.930
		I intend to consume the same alcohol in the near future	.893	
		My Alcohol consumption experience helps me to recommend a venue to others	.829	
		I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	.868	
		I will recommend the alcohol that I consume to others	.864	

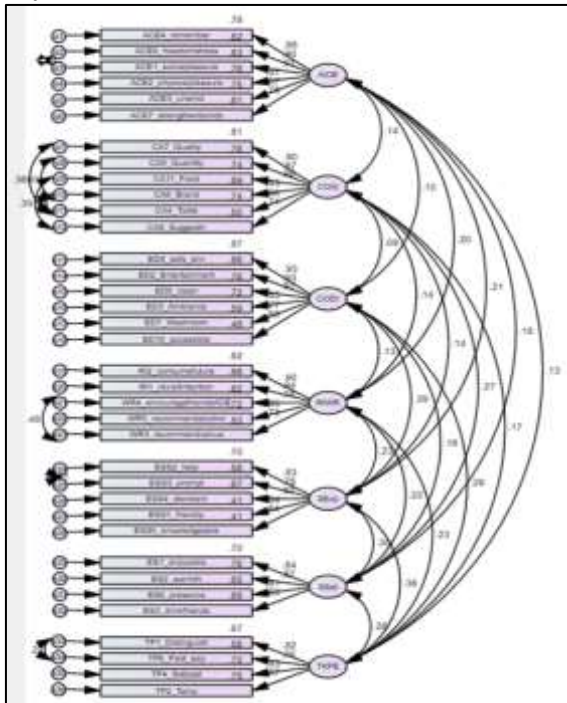### ii. Measurement model of constructs in this study

Figure 2- CFA of the Measurement model of constructs in this study

iii. Model Fit measure

Table 9. Model Fit measure

Measure	Estimate	Threshold	Interpretation
CMIN	1658.933	--	--
DF	556	--	--
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

The model fit measures as suggested by Hu and Bentler (1999) were excellent.

iv. Construct validity and reliability check

Table 10. Validity of the constructs

	CR	AVE	AlCE	COAl	CODr	RIWR	SExp	SSet	TKPE
AlCE	0.948	0.752	**0.867**						
COAl	0.937	0.712	0.146***	**0.844**					
CODr	0.934	0.703	0.096**	0.083*	**0.839**				
RIWR	0.929	0.724	0.196***	0.120***	0.134***	**0.851**			
SExp	0.855	0.546	0.209***	0.141***	0.382***	0.224***	**0.739**		
SSet	0.898	0.687	0.190***	0.278***	0.149***	0.203***	0.299***	**0.829**	
TKPE	0.892	0.675	0.133***	0.168***	0.259***	0.221***	0.355***	0.261***	**0.821**

Convergent validity

In table 10, The values below the diagonal are correlations. The diagonal values in bold are the square root of AVE. The Stats Tool Package designed by James Gaskin was used to get this table (Gaskin, 2016). It can be observed from table 10 that the Composite Reliability (CR) values of all the constructs are greater than 0.7, which fulfils the criteria set by Hair et al. (2014). The Average Variance Extracted (AVE) of all the constructs was greater than 0.5; thus, fulfil the criteria set by Hair et al. (2014). It can therefore be concluded that this measurement model is validated.

Discriminant Validity

According to Fornell & Larcker (1981), for a construct to be distinct, the square root of the AVE of the construct should be greater than all its correlations with other constructs in the model. Table 10 shows that the square root of the AVE of the constructs is greater than all their correlations with other constructs in the model. According to Hair et al. (2014), this proves that discriminant validity is achieved.

v. Structural Models Multivariate Assumptions

Outliers and Influential's

We ran a Cooks distance analysis to determine if any influential multivariate outliers existed. In no case did we observe a cooks distance greater than 1. Most cases were far less than 0.100.

Multicollinearity

We examined variable inflation factors (VIF) on all predictors of our dependent variables. We observed no VIFs greater than two, as seen in table 11, which is far less than the threshold of 10.

Table 11. Coefficients table

Model		Unstandardised Coefficients		Stad Coef			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Const)	18.36	1.287		14.262	0		
	SE	0.197	0.051	0.135	3.888	0	0.817	1.225
	SS	0.113	0.037	0.101	3.013	0.003	0.877	1.14
	COA	0.051	0.018	0.092	2.817	0.005	0.93	1.076
	COD	0.037	0.04	0.031	0.924	0.356	0.857	1.167
a. Dependent Variable: ACE								

III. DISCUSSION

This study describes the development of a multiple-item scale to measure the alcohol consumption experience and revisit intention. The results showed a reliable and valid scale for identifying the variables influencing the alcohol consumption experience from the tourist's viewpoint. The development of this scale is considered meaningful because it is the first study to suggest a reliable and valid scale that can measure the influences of the alcoholic beverage under different experienscapes on revisit intentions. The scale to measure the alcohol consumption experience is tested and validated. The scale was found to demonstrate reliability and validity. Although this study has provided relevant and interesting insights into understanding the scale's adaptability, it is important to recognise its limitations. This paper does not address the relationships between alcohol production and consumption in destinations; instead, it is focused on the literature dealing with the socio-demographic and psychological factors affecting tourist alcohol consumption. This study aimed to identify the factors influencing tourist alcohol consumption. By analysing literature available in the hospitality and tourism studies and synthesizing insights from food and beverage consumption and sociological research, five factors influencing tourist alcohol consumption are identified: The tourist knowledge & past experience, the choice of alcoholic beverage, the choice of drinkscapes, the social setting and the service experience.

Given the lack of studies to systematically examine the consumption experiences of alcohol by tourists in a destination, the multi-disciplinary approach adopted in this study allows a comprehensive understanding of the experience, which forms the basis for future research and conceptual elaboration. Although the factors listed under each area may not be exhaustive, it provides a clear and logical framework for further investigation into the aspects pertaining to the destination environment's alcohol consumption experience. Since the objective of the present study was limited to validating the Alcohol Consumption Experience scale, we did not test the hypothesis to check the relationship between the variables that influences alcohol consumption experience in different drinkscapes. This will be reported in future studies conducted by the authors. This study focuses exclusively on understanding tourists' drinking preferences and tourists' experiences at the drinkscapes to satisfy customers and increase revisit intentions. One

limitation is that the hosts' benefits and problems are not considered in this study.

The study was conducted on a sample of tourists that visited Goa in India. Since the tourism sector in Goa was badly influenced by the Covid situation, and there were restrictions on the entry of foreign tourists to Goa, we could not capture many of the foreign tourist's perceptions. However, future studies can extend this study to a wider sample of tourists during a time conducive to international tourist arrivals.

IV. CONCLUSION

Understanding tourists' desires and expectations regarding alcoholic beverage consumption is of utmost significance for hospitality organisations. In-depth awareness of factors influencing tourist alcohol consumption is critical to the hospitality sector to provide the appropriate tourism drinking experiences and Experienscapes that can contribute to tourist satisfaction. By integrating two distinct streams of research on Experienscapes and the choice of alcoholic beverages, this study has developed a measurement scale that can be used to understand tourist influences on the alcohol consumption experience. Given the current lack of studies focused on the systemic and holistic analysis of tourist alcohol intake, the methodology established in this study is believed to add to the body of knowledge in the field and provide theoretical foundations for further research.

The construction of a valid and reliable framework for assessing factors considered by tourists when deciding to consume alcohol in a destination, as well as the antecedents of the alcohol consumption experience, its content and its consequences in terms of revisit intentions, is not only a matter of scholarly interest but also a possible contribution to tourism marketing practice. Therefore, this paper serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption and likewise use it to study consumption experiences of other beverages.

The new scale needs to be further tested and will be reported on in future papers. Acquiring more data on Experienscapes related to alcohol consumption can lead to interesting findings in future research. Some statements must be deleted or amended, and some require refined for different environments.

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