

The 4 E's of Experience and their Impact on TripAdvisor Reviews of Wine Tourism in the Western Cape

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Abstract

◦Purpose – Wine tourism is important to the South African economy, most especially in the Western Cape. The rise of customer rating metrics in the last decade has resulted in platforms, such as TripAdvisor, dictating the success of wine tour operations. This study examined the extent to which the four dimensions of experience namely education, entertainment, escapism and esthetics (Pine and Gilmore, 1998) configure to explain tourist satisfaction ratings found on TripAdvisor.

◦Design/methodology/approach – We variously regressed TripAdvisor wine tourism ratings across five Western Cape wine areas (Walker Bay, Franschhoek, Paarl/Wellington, Robertson and Stellenbosch).

◦Findings – We variously regressed TripAdvisor wine tourism ratings across five Western Cape wine areas (Walker Bay, Franschhoek, Paarl/Wellington, Robertson and Stellenbosch).

◦Practical implications – Destination managers need to enhance the quality of their esthetic offering, as this is clearly the most important contributor to excellent reviews.

Key words: Wine Tourism, Experience Economy, 4 E's, TripAdvisor, Western Cape.
