The Importance of Streetscapes and Servicescapes in Tourist Shopping

Villages: A Case Study of Two Arizona Communities

by

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# ABSTRACT

Many communities that once relied on the extractive industries have since turned to tourism to find another source of income. These communities are primarily old mining towns. Since these towns have started to reinvent themselves, they have become important places of study. Previous literature has found specific factors that are common in tourist shopping villages. Currently, there is not much research that has explored the affect the streetscape and servicescape have on visitor experiences. Existing research focuses on urban shopping settings such as shopping malls. This study interviewed employees and surveyed visitors in two suburban tourist shopping villages in Arizona. More specifically, it is aimed to explore how the streetscapes and servicescapes in tourist shopping villages influence visitors' overall experience, intent to return to the village, and their purchasing behavior. This study adds to the current literature on tourist shopping villages and the streetscapes and servicescapes as there is a limited amount of information available. To date, the majority of scholarly information available describes the factors of tourist shopping villages and does not attempt to identify their importance for tourists. This study may serve as a stepping platform for future research. The findings of this study offer important implications for destination marketing organizations, different stakeholders of tourism, and the policy makers. This study primarily focuses on the tourists' view of tourist shopping villages, and can offer insight into how to increase visitor spending.

TABLE OF CONTENTS

APPENDIX

LIST OF TABLES

iv

# LIST OF FIGURES

Chapter 1

INTRODUCTION

Queen Hatshepsut's journey in 1480 B.C.E. is recorded on a temple wall in Egypt,

marking one of the first journeys taken for leisure purposes. Thousands of years later,

tourism is one of the largest industries in the world. In 2009 in the United States, tourism

was the third largest retail industry after auto and food sales.  In employment, tourism

was ranked second only to health services. There are many different categories of

tourism, including ethnic tourism, cultural tourism, heritage tourism, environmental

tourism, recreational tourism, and business tourism (Goeldner and Ritchie, 2009).

Heritage tourism is one of the oldest forms of tourism, existing since ancient

times.  Ancient explorers, traders, sailors and adventurers explored the world and

discovered different cultures.  During the 16th and 17th centuries, people participated in

the Grand Tour, traveling through multiple ancient cities, including Paris, Milan, Rome,

and Venice (Timothy and Boyd, 2003; Towner, 1984). Today, approximately half of all

international trips taken involve some type of cultural heritage.

The World Tourism Organization (UNWTO) noted that "heritage and culture

have become a component in almost 40 per cent of all international trips undertaken,"

(Timothy and Boyd, 2003, pg.1).  Heritage tourism is the primary form of tourism in

many different parts of the world; places that have traditionally relied on other forms of

tourism have begun to offer heritage tourism (Richards, 2007; Prideaux and Kininmont,

1999; Timothy and Boyd, 2003). The UNWTO defines heritage tourism as "an

immersion in the natural history, human heritage, arts, philosophy and institutions of another region," (Timothy and Boyd, 2003, pg.1). Many others have defined heritage tourism, and while no two definitions are identical, most of them share a common thread. Common terms found in most heritage tourism definitions include remains of the past, natural landscapes, local cultures, traditions, historic buildings, works of art, beautiful scenery, and others' ways of life (Caton and Santos, 2007; Goeldner and Ritchie, 2009; Timothy and Boyd, 2003; Yale, 1991; Zeppel, Hall and Weiler, 1992). Heritage is often equated with history; however, they are not one in the same. History is the recording of the past, and while heritage does include history, it also includes language, culture, identity and locality. Heritage refers to how the past is used today.

Heritage tourism is significant in many ways. Heritage helps visitors and residents develop a sense of place within their own heritage. Place attachment formed by visitors often sparks a desire to preserve historic areas (UNWTO, n.d.; Richards, 2007; Park, 2010). Heritage and its conservation are also of scientific significance. Some protected and conserved areas, such as national parks, may hold gene pools and ecosystems that may have medical significance. There is also an educational aspect in which visitors can learn about living history, culture, and the people of an area (Timothy and Boyd, 2003). For most communities, however, the main promise of heritage tourism lies in its economic potential. Regions with thriving heritage tourism benefit economically from visitor expenditures. Tourists spend money at restaurants, souvenir shops, convenience stores, and accommodations (Murphy et. al, 2010). Heritage tourism

sites rely on entrance fees and donations from visitors to survive, and they provide jobs for local people, which help to stimulate the local economy.

One of the closest economic relationships between heritage tourism and economic development in destination communities is shopping. A litany of studies has illustrated how heritage tourists tend to be bigger spenders than other types of tourists, resulting in more desirable fiscal outcomes for destinations than many other types of tourists (Chhabra et al. 2003; McKercher and Chan 2005). One manifestation of this phenomenon is the formation of what Getz (1993) has called tourist shopping villages (TSVs), where tourists and recreationists go to enjoy a heritage ambience and to shop in rural or suburban communities that are known for their historic importance. The purpose of this research is to examine the role of the destination ambience in two Arizona TSVs, namely Jerome and Wickenburg. The focus of the study is the communities' streetscapes and servicescapes as noted in the TSV literature and how the elements of these affect tourists' overall experience, purchasing behavior, and intent to return.

Chapter 2

REVIEW OF LITERATURE

**Tourist Shopping Villages and the Attractiveness of Destinations**

There are multiple forms of cultural heritage attractions, which all fit into one of two

categories: tangible or intangible heritage. Tangible heritage includes buildings,

archaeological sites, heritage cities, routes and cultural landscapes, moveable cultural

property, and museums. Intangible heritage is mostly made up of stories, poems, and

traditions passed down through generations (Apostolakis, 2003; Caton and Santos, 2007;

ethics.unwto.org). Timothy and Boyd (2003) identified several different types of heritage

in the tourism context: natural heritage (national parks), living cultural heritage (customs

and traditions), built heritage (historic cities, castles), industrial heritage (coal mines,

lumber mills), personal heritage (cemeteries, religious sites), and dark heritage (places of

atrocity, death and pain).

One of the most salient forms of heritage in Arizona and the US Southwest is

industrial heritage, and it is this resource from the past that is the focus of the present

study. Since the decline of extractive industries throughout the world, including in the

United States, tourism has been an important tool in reinvigorating derelict industrial

regions in the form of industrial heritage. One result has been the growth and

development of the TSVs noted above. Several of these TSVs exist in Arizona based

upon the villages' industrial (primarily mining) past and have become known as desirable

destinations because of the shopping opportunities that have developed and enhanced the

heritage appeal of the communities. This study will take place in two industrial heritage-based TSVs in Arizona: Jerome and Wickenburg. These towns were once booming mine towns that faced a detrimental decline in the mining industry, and have revitalized their economies by turning to tourism, particularly recreational shopping.

As already noted, observers have found significant relationships between heritage destinations and shopping. One manifestation of this is tourist shopping villages (TSVs). TSVs are an element of the leisure shopping phenomenon, and are often linked to heritage conservation (Getz, 1993). Getz (1993) defines tourist shopping villages as:

> [S]mall towns and villages that base their tourist appeal on retailing, often in a pleasant setting marked by historical or natural amenities. They are found along touring routes, in destination areas and near urban centres, but are markedly different from urban business and shopping districts in terms of their small scale, specialty retailing and distinct ambiance (p.15).

Shopping is a complex subject and one of the oldest and most important activities undertaken by tourists (Lehto, Cai, O'Leary, and Huan, 2004; Goss, 1993; Murphy, Benckendorff, Moscardo, and Pearce, 2010; Murphy et. al, 2008; Timothy & Butler, 1995; Yüksel, 2007). Despite the gaps in the wide-ranging literature, one constant in the research surrounding leisure shopping is its economic importance, as well as its importance in creating a positive visitor experience. Multiple studies have determined that shopping is among the top leisure activities in tourism throughout the world, as most tourists seek to purchase some kind of souvenir, and shopping is often the main motivation for taking a trip. Many tourists do not feel satisfied if they do not purchase something to represent their experience (Lehto et. al., 2004; Snepenger, Murphy,

5

O'Connell, Gregg, 2003; Timothy & Butler, 1995; Turner and Reisinger, 2001; Wilkins, 2011). Following accommodations, shopping is the second most important expenditure in both domestic and international tourism (Goss, 1993; Turner and Reisinger, 2001). Some estimates suggest that shopping accounts for 33% of tourists' expenditures (Getz, 1993; Littrel et. al. 1994; Murphy, Moscardo, Benckendorff, and Pearce, 2011; Turner and Reisinger, 2001; Wilkins, 2011). Moscardo's (2004) study found that 49% of tourists she surveyed said that they went shopping for souvenirs (local arts and crafts), and 62% said that they went shopping in general.

Some researchers have suggested that shopping enhances a site and the experience of the visitor (Murphy et. al, 2010). However, there is some disagreement among researchers on this subject. Timothy (2005) references 11 studies after stating that shopping is a universal activity and that it does, indeed, enhance destinations globally. Getz (1993) stated that there has been research done in historic inner cities that has confirmed that "historic settings and shopping together present an inviting leisure environment," (1993, pg. 17). Also in the article, Getz stated that while shopping is a very common tourist activity, "it does not necessarily mean that shopping heightens an area's relative attractiveness," (1993, p.17). While this discrepancy should be acknowledged, most of the existing literature leans toward the notion that shopping improves a tourism area.

Due to the complexity of this subject, the current literature on leisure shopping is vast and covers a wide range of topics, yet relatively little is known about tourists'

experiences in tourist shopping villages and how TSVs can influence the visitors' experiences.

Murphy et. al. (2010) identified several needs for future research on tourist shopping villages, claiming that shopping is a very important visitor activity, but it is poorly researched in TSV settings. While onsite visitor experiences, including the influences of servicescapes and other elements of the retail environment, have been thoroughly researched in urban retail centers and tourist attractions (Timothy, 2005), they are poorly understood in the context of TSVs. How do intangible elements, such as service quality and experiencing new cultures, affect the visitor experience? Research is needed to understand the linkage of elements that are consistent with the overall theme of the village, including the interior and exterior environment of shops. These concepts should be applied to TSVs and other outdoor shopping areas. It is also worth researching whether or not visitors are more interested in the environment and the theme of the village rather than the products offered. Additionally, Bäkström, (2006) suggested that future studies focus on the importance that individuals attach to the physical aspects of store environments while they are partaking in leisure shopping, and what meanings those individuals attribute to these aspects. She also recommended researching the role these aspects play in creating the satisfaction derived from leisure shopping.
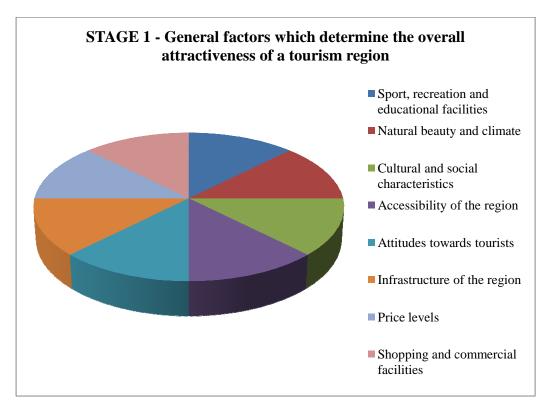
These issues are all important in understanding how TSVs become tourist attractions and how their physical environments affect visitors' experiences. This study aims to examine the role of streetscapes and servicescapes in the experiences of tourists,
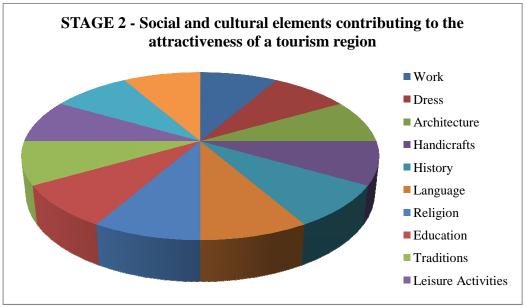
7

how they influence visitors' purchasing behavior, and their intent to return to the TSV. TSVs, however, as already noted, are different from other shopping environments in that they typically derive most of their appeal from their historic origins. Their cultural or natural heritage, therefore, provides the foundations for tourism development, while shopping becomes the secondary product down the road. In the end, however, the heritage and shopping elements tend to become equal in importance for attracting tourists.

**Attractiveness of Tourist Destinations**

Ritchie and Zins (1978) presented a model aimed at determining the variables that most influence the attractiveness of a tourism region. This is a two-stage model; the first stage includes the general factors that determine the overall attractiveness of a tourism region, and the second stage includes the social and cultural elements contributing to the attractiveness of a tourism region, shown in Figure 1. While both stages may apply to TSVs, this study will only include the first stage. The first stage of the model lists eight variables that determine the overall attractiveness of a tourism region, shown in Figure 1 and described in Figure 2. These variables are sport, recreation and educational facilities, shopping and commercial facilities, price levels, infrastructure of the region, attitudes towards tourists, accessibility of the region, cultural and social characteristics, and natural beauty and climate. The inclusion of shopping and commercial facilities in this model

supports the idea that shopping does increase a tourism area's attractiveness. The

remaining factors will be further discussed later in this study.

**STAGE 1 - General factors which determine the overall attractiveness of a tourism region**

- Sport, recreation and educational facilities
- Natural beauty and climate
- Cultural and social characteristics
- Accessibility of the region
- Attitudes towards tourists
- Infrastructure of the region
- Price levels
- Shopping and commercial facilities

**STAGE 2 - Social and cultural elements contributing to the attractiveness of a tourism region**

- Work
- Dress
- Architecture
- Handicrafts
- History
- Language
- Religion
- Education
- Traditions
- Leisure Activities

Source: Ritchie and Zins (1978)

*Figure 1*. Variables influencing the attractiveness of a tourism region

10

Natural beauty and climate

- which includes the general topography; flora and fauna; proximity to lakes, rivers and sea; mountains; islands; hot and mineral water springs; waterfalls; as well as; amount of sunshine; temperature; winds; precipitation; discomfort index

Culture and social characteristics

- which includes language; traditions; gastronomic practices; art; sculpture; music; architecture; work; religion; education; dress; leisure behavior; history; museums; and festivals

Sport, recreation and educational facilities

- which includes golf courses; tennis courts; swimming; skiing; horseback riding; sailing; movies; casinos; health spas; picnic grounds; hiking trails; zoos; aquariums; and botanical gardens

Shopping and commercial facilities

- which includes souvenir and gift shops; boutiques; shopping malls; commercial displays

Infrastructure of the region

- which includes the quality and availability of differenct means of communication; auto routes; lodging; health services; information; food services; and level of personal and material safety

Price levels

- which involves the value received for money spent on major services, food, lodging and transportation within the region

Attitudes towards tourists

- which involves the warmth of reception by the local population; ease of communication; willingness to privide information; and a lack of hostility towards tourism activities

Accessibility of the region

- which includes the physical distance to the region; the time involved in reaching the region; and practical barriers due to customs and security inspections

Source: Ritchie and Zins (1978)

*Figure 2.* General Factors Influencing the Attractiveness of a Tourism Region

The first factor from Ritchie and Zins' (1978) model is 'natural beauty and climate.' This includes the flora and fauna, which is part of the vegetation of an area, and the temperature of the area. In this study, as it is being conducted in Arizona, the temperature of the region can be very important. Day trippers from the Phoenix area usually enjoy a break from the summer heat, making at least one of the two sites in this study, Jerome, an ideal place to go, as the temperature tends to be much lower than that in Phoenix.

The second factor is 'cultural and social characteristics,' including language and tradition. Languages and traditions are part of intangible heritage, and are usually found in TSVs. Museums and festivals can serve as anchor attractions in a TSV. Also in this category are architecture and art, which are tangible heritage.

The next factor in Ritchie and Zins' (1978) model is the availability of 'sport, recreation, and educational facilities.' Amenities such as golf courses, swimming, skiing and horseback riding are interactive, participatory activities for visitors. Casinos, health spas, zoos, and hiking trails can be anchor attractions that entice tourists to visit a village.

'Shopping and commercial facilities' includes souvenir and gift shops, boutique shops, and displays. This is the foundation of a TSV, as the majority, if not all, of the shops in a TSV are unique, boutique style stores.

The 'infrastructure of the region' is important to any tourist attraction. This includes parking and easy public access, which TSVs sometimes struggle with. TSVs are often located in old towns that were not built to sustain a heavy traffic flow, which leads

town managers to be creative with the space available. Also in this category are lodging and food services. Both of these are important components in TSVs, as they can lure visitors to stay longer and spend more money.

Of the eight factors listed in Ritchie and Zins' (1978) model, one of them, 'price levels,' is not very relevant to TSVs. While this may be somewhat applicable to any lodging properties in a village, people are more willing to spend money on items that are unique to a location, such as artwork and handicrafts, typically found in TSVs (Murphy et. al., 2010).

Ritchie and Zins' (1978) model includes a factor called 'attitudes towards tourists,' which is echoed in Mitchell's (1998) creative destruction model. Ritchie and Zins found that of the eight factors that contribute to the attractiveness of a tourism region, 'attitudes towards tourists' was ranked third most important to tourists. While this study focused on warm, helpful and friendly attitudes, it is safe to assume that negative attitudes towards tourists would be just as important. Mitchell's creative destruction begins with positive attitudes towards tourists, but as tourism takes over, the locals' views of tourists begins to worsen, ending with an extremely negative attitude towards visitors. Drawing from both models, it is necessary to find a happy medium in which the locals do not feel threatened by tourism, and the visitors feel welcomed by the locals.

Finally, 'accessibility of the region' refers to the distance and time travelled to arrive at the tourist destination, as well as any barriers to entrance. Murphy et. al. (2010)

13

stated that in order to have a busy TSV, it needs to be located close enough to a large

base market where visitors can make a day trip to the village.  It should also be relatively

easy for visitors to access from main roads; signage can be helpful to guide visitors to the

village.

**Post-Industrialism and the Development of TSVs**

Many regions of the world have undergone an economic transition from extractive

economies (e.g. mining, hunting, gathering, agriculture), to manufacturing/industrial

economies, to post-industrial economic activities (e.g. services and information

technology). In pre-industrial societies, more than 60% of the labor force is engaged in

extractive industries, which include mining, fishing, forestry, and agriculture.  These

industries were, and still are, exceptionally important to the global economy (Bell, 1976).

By the late 1970s, some areas of the world were still in the pre-industrial period,

including parts of Asia, Africa, and South America.  Some areas of the world, such as

Japan and the United States, have moved on to become industrial and post-industrial

societies.  In an industrial society, the mass production of goods prevails, and workers

rely more heavily on machinery for production. Post-industrial societies are based on

services rather than the production of goods.  In the US in 1950, half of the labor force

was involved in the production of goods, with 34% directly manufacturing products

(Bell, 1976).  The 2010 US Census found that only 18.6% of the population was

employed in the agriculture, mining, construction, and manufacturing industries.  By

2010, over one third of the US population, 34.4%, was employed in the retail trade and

educational and health services industry (U.S. Bureau of Labor Statistics, 2011; U.S.

Census Bureau, 2010).  Table 2 shows the percentage of the labor force that was

employed in each major industry in the US in 2010; the smallest industries pertain to

agriculture and mining.

Table 1

*Labor Force by Industry*

| Industry | Total Employed In Industry | Percentage of Labor Force |
|---|---|---|
| Agriculture and Related Industries | 2,206,000 | 1.5% |
| Mining | 731,000 | 0.5% |
| Construction | 9,077,000 | 6.5% |
| Manufacturing | 14,081,000 | 10.1% |
| Wholesale Trade | 3,805,000 | 2.7% |
| Retail Trade | 15,934,000 | 11.4% |
| Transportation and Utilities | 7,134,000 | 5.1% |
| Information | 3,149,000 | 2.2% |
| Financial Activities | 9,350,000 | 6.7% |
| Professional and Business Services | 15,253,000 | 10.9% |
| Education and Health Services | 32,062,000 | 23.0% |
| Leisure and Hospitality | 12,530,000 | 9.0% |
| Other Services | 6,769,000 | 4.8% |
| Government Workers | 6,983,000 | 5.0% |
| Source: US Census (2010) | | |

The production of goods will continue to be an important component in the United States as long as the public yearns for a higher standard of living. However, goods are being produced by fewer and fewer people (U.S. Census Bureau, 2010).

The transition from an industrial society to a post-industrial society has roughly followed the economic shift from Fordism to post-Fordism (Apostolakis, 2003). The concept of Fordism began in the 1920s, and was based on Henry Ford's approach to mass production (Ioannides and Debbage, 1997). Ford used an assembly line and broke down complex tasks into simpler tasks by the use of specialized tools. By doing so, Ford was able to increase the volume of goods produced, while at the same time reducing the cost of producing the goods (Antonio and Bonanno, 2000; Sayer, 1989). The major characteristics of Fordism include mass production and consumption, standardization of products, unskilled laborers, and most everything being crafted by a machine rather than by hand (Clarke, 1990; Ioannides and Debbage, 1997).

The Fordist economy was at its highest point in the 1960s. The 1970s marked a time of crisis for Fordist economies, and during the 1980s the economy began to shift towards post-Fordist service economies (Clarke, 1990; Ioannides and Debbage, 1997). Rather than mass production, post-Fordism uses small batch production. Goods and jobs are more specialized, and luxury and custom goods are more important. Mass marketing is replaced by market segmentation in which consumers are treated as different groups who seek different goods and services. Production of goods is based on demand, rather than relying on a mass stock of standardized goods (Ioannides and Debbage, 1997; Sayer,

16

1989), and the economic focus shifts from manufacturing to more service-oriented economies such as technology, tourism, and finance.

One area of historic economic importance that has undergone a radical change, or de-industrialization, is mining. Mining in the US southwest began in 1849 during the California Gold Rush.  When the output of gold decreased, the price of silver increased. Copper did not become very important or valuable until the 1890s. Copper camps were usually camps that had previously mined for other minerals, such as gold or silver. Nikola Tesla introduced alternating current (AC) electricity at the World Exposition in Chicago in 1893.  The AC system relied on copper as a conductor for electricity, causing the copper industry to boom.   By 1910, Arizona had become the country's leader in copper mining (Arizona Mining Association, 2013), and by 1970 the US had become the largest copper producer in the world (Tilton and Landsberg, 1999).

By 1790, a mere 5% of Americans lived in cities that had a population of 2,500 or more.  By 1995, that number had increased to over 80% of the American population. Rural North America was heavily dependent on the extractive industries until the 1970s. During this time, an economic restructuring was occurring, shifting from pre-industrial/industrial society with a Fordist economy to a post-industrial society with a post-Fordist economy.  The US started to move away from the extractive economy to a more service-based economy.  This caused a rise in rural unemployment, which forced people to have to find new sources of income.  Many turned to service-based activities, such as tourism.  Areas that were once heavily production based have now become

17

consumption areas (Litvin, 2005; Daugstad, 2008).  One manifestation of this

phenomenon was socio-economic change in rural America, and the development of what

Getz (1993) terms 'tourist shopping villages.'

> In most cases, TSVs began as agricultural or mining settlements that possessed cultural and/or natural heritage features that were of interest to outsiders.  As part of a natural process, then, tourism began to grow, transforming them into boutique communities where shopping dominates the tourism scene (Timothy, 2005 p. 48).

As previously noted, Getz (1993) defines TSVs as small towns that attract tourists by

unique shopping opportunities, and historic or natural amenities. The primary appeal of

TSVs is heritage or natural surroundings, but they also offer specialty shops,

accommodations, and restaurants designed around a specific theme, all of which create a

unique rural shopping appeal.  TSVs are often set in important historic areas that offer

additional attractions and services for visitors.  These attractions may consist of

museums, guided tours, historic buildings, bed and breakfast establishments, and

shopping (Getz, 1993; Lew, 1989).  Businesses typically found in TSVs include cafes,

antique shops, gift shops, art galleries, book stores, and restaurants (Timothy, 2005).  A

combination of these amenities, together with the villages' heritage ambience, attracts

tourists to these towns (Murphy et. al., 2010).

As the above paragraphs note, TSVs tend to spring up in attractive areas. There

are three ways in which TSVs develop: natural/organic evolution, entrepreneur-driven,

and planned.  In the case of natural evolution, tourist-oriented services develop in

response to tourist demand, which usually appears and grows as a result of an area's

18

natural or cultural aesthetics (Getz, 1993; Lew, 1989). There is no single individual or business that dominates the area, only several small businesses. Although growth begins organically, local planning and environmental controls are needed to conserve the heritage and natural amenities in the area (Getz, 1993).

In an entrepreneur-driven TSV, there is a dominant business or individual that takes initiative, and others may follow suit. The first businesses act as catalysts in hopes that tourism demand will be stimulated. There is a risk of selling out to non-residents and a loss of authentic heritage in the area (Getz, 1993).

The final strategy of TSV development is a planned site. A developer may be enticed by the heritage or natural attractiveness of an area, and create a TSV where one does not exist. This would result in a built heritage site, with a high risk of a negative reaction due to its lack of authenticity (Getz, 1993).

Souvenir shops are a common result of tourism growth. As tourism becomes more concentrated in an area, souvenir shops are established to capitalize on tourists' need to spend. As tourism increased throughout the $20^{th}$ century, tourists' demand for local handicrafts increased and souvenir shops began to open around major attractions. Besides meeting tourist demand, shopping adds attractiveness to most tourist destinations, which can increase the flow of traffic through an area (Timothy, 2005). As TSVs develop, the entire leisure experience should be taken into consideration to attract tourists (Murphy, Moscardo, Benckendorff & Pearce, 2011). As noted above, initially, the growth of a TSV is largely due to the nearby natural or heritage attraction. As the

number of visitors increases, the town begins to thrive and shopping comes in, adding to the flow of tourists (Murphy et. al., 2010).

Successful TSVs do not solely focus on the shops in the village and the products that are sold; they focus on the visitors' leisure experience as a whole, including the shops and additional activities available for tourists. TSVs are typically located near multiple anchor attractions, although there are some exceptions. Single dominant anchor attractions are not common. It is better to have several smaller anchor attractions than one dominant one; if the dominant anchor attraction moves or closes, the town may have to re-establish itself as a tourist destination. Anchor attractions can include large museums, large theme stores, and natural or heritage tourism sites. The more shops, restaurants, and accommodations that are available, the longer tourists are likely to stay (Murphy et. al., 2010). Also, the more significant the attractions are, the more people will likely visit the TSV (Apostolakis, 2003).

TSVs are typically located near a large base market, or on a touring route. It is beneficial to the TSV if it is located near a major highway, as the highway provides easy access. It is beneficial if the drive to the TSV is scenic and enjoyable, rather than something that has to be endured, however, not all villages have a choice in this matter, as some of them have developed organically (Murphy et. al, 2008; Murphy et. al, 2010).

**Features of TSVs**

Visitor information centers offer information, usually free of charge, to the public. The information provided is intended to aid in creating a positive experience for visitors. The information center needs to be easy to access and clearly visible to tourists. Information provided can include maps, accommodation options, tours, and activity information. Maps are important to help visitors find their way to and around the village. They can help to manage the traffic flow of visitors, guiding them to a particular pathway through the village (Murphy et. al, 2008; Murphy et. al, 2010).

Certain amenities are often overlooked that are actually very important to visitors' perceptions of a TSV. Some of these amenities are trash cans, public restrooms, benches, shade, lighting, parks and play areas for children. Many successful TSVs have incorporated these amenities into the village without taking away from the heritage aesthetic by designing them to fit the theme of the village (Murphy et. al, 2010).

As a TSV grows, the need for accommodations becomes increasingly important. Most TSV visitors spend half a day to a full day in the village, but there are tourists who spend longer periods of time and require accommodations. Accommodations in TSVs usually consist of bed and breakfast inns, country inns, dude ranches, and guest houses. Some locations renovate heritage buildings, such as barns or workers quarters, and transform them into guest accommodations, keeping with the heritage theme of the rest of the village (Murphy et. al., 2010).

21

Parking is a major challenge for many TSVs. Most of the streets and sidewalks are old and were not constructed with tourists' parking needs in mind. Many of the villages have narrow streets that are less than ideal for on-street parking. In addition to the lack of parking space that most TSVs face, on-street parking can take away from the heritage aspect of the village. Vehicles add unwanted noise and emissions that may sometimes overpower the aesthetics of the heritage environment. Some successful TSVs have created parking areas behind the buildings on the main road and parking lots located a short distance from the main road so that they remain out of sight (Murphy et. al., 2010).

A strong and well-defined theme is very important to a successful TSV (Murphy et. al., 2011). "…a theme can be defined as 'a singular statement that captures the meaning that we hope will be retained in a visitor's psyche'" (Murphy, et. al., 2010, pg. 123). A theme creates a point of interest, connects the visitors to the place, and enhances visitors' memories of their experiences by making it easier to organize them. Themes also justify shopping in a TSV, as visitors are seeking a new and different environment in which to consume. "Without a unique story and theme that both attracts visitors and connects them to the TSV location, it can be difficult for a TSV to develop a competitive profile," (Murphy et. al., 2010, 133). Some of the most common themes for TSVs are Western, cowboy, Gold Rush, ethnic/cultural, waterfront/wharf, and old town/historic preservation (Lew, 1989). Murphy et. al. (2010) defined four major themes common in

TSVs.  These themes are nature, primitive or ethnic culture, nostalgia for childhood, and heritage.

Themes are presented in a variety of ways, including promotion through websites and brochures, theme slogans in advertisements, architectural style, landscaping, events and festivals, merchandise sold in shops, and activities and attractions.   There are usually museums and art galleries consistent with the theme.  Also, guided tours, information centers, signs, and the information provided through these methods helps to disperse knowledge about the theme of the village (Murphy et. al, 2010).

**Streetscapes and Servicescapes**

Successful TSVs do not solely focus on the specialty shops and their products, but also on the ambiance and environment both in and out of the shops.  A variety of environmental details are important in creating a successful TSV, which Murphy et. al. (2010) break down into three categories: landscape, streetscape and servicescape.

The landscape includes factors that provide the setting for TSVs.  Some environmental aspects such as vegetation and signage may cross over into the streetscape category.  Vegetation is an important visual feature of a TSV.  Important aspects of vegetation include trees, shrubbery, grass, flowers, and open spaces.  The presence of these factors creates a positive image, and helps attract visitors (Fukahori and Kubota, 2003).  Some man-made features are also desired, such as stone walls and heritage buildings.  However, because many TSV visitors travel to rural areas to escape their

23

urban way of life and seek the rural idyll, some man-made elements detract from the visitors' positive view of the village, including roads and power lines.  In addition to visual elements of a TSV, auditory and olfactory elements are important in creating a pleasant village.  Instead of alarms, sirens, car horns, traffic, and telephone noises, the sounds in a TSV should be replaced with birds, moving water, and other animals.  Similarly, vehicle emission and other pollution odors should be replaced by scents of food, herbs, flowers, and local produce (Murphy et. al., 2010).

The servicescape is possibly the most well-researched of the three settings (landscape, servicescape, and streetscape) as the social, physical, and ambient factors that make up this category describes the interior environment of the shops.  However, the majority of the existing literature regarding the servicescape pertains to retail settings in general, not necessarily in TSV settings.  The servicescape impacts not only visitors, but entrepreneurs as well.  Entrepreneurs may view the servicescape as factors that "can be manipulated to encourage desirable visitor responses such as repeat visitation, increased length of stay and increased expenditures," (Murphy et. al., 2010, pg. 88).  However, despite evidence that suggests that customer satisfaction is valuable, Arnold et. al. (2005) found that less than 30% of 200 firms in a study thought that their satisfaction management increased their bottom line.

Often the exterior theme continues to the interior of the shops.  A store's internal environment is likely to influence consumers' moods and emotions, which affect their purchasing intentions, patronage decisions, decision making time, willingness to buy,

perceived value, and consumer satisfaction (Akhter, 1994; Andreu, Bigné, Swaen, 2006; Aubert-Gamet, 1999; Babin, 2000; Bitner, 1992). The environment in which products are placed are just as important, if not more so, than the product themselves (Akhter, 1994). Some scholars believe that the physical attractiveness of a store has a greater affect on consumer intentions than the quality and price of the actual products (Baker, 1994). Providing a pleasant shopping environment has become a competitive retailing strategy (Andreu et. al, 2006; Turley and Chebat, 2002).

There are many aspects of the internal environment that impact consumers' shopping behavior including music, color, noise, lighting, signage, layout of the store, temperature, air quality, odor, and furnishings (Akhter, 1994; Anderson, 1983; Babin, 2000; Baker, 1994, Bitner, 1992; Chebat, 2003; Park, 2007; Yüksel, 2007). Kotler (1974) termed the interior elements of stores 'atmospherics,' and divided them into four categories: visual, aural, olfactory and tactile (softness, smoothness, temperature). Later, Bitner (1992) coined the term servicescapes, which is generally the same as atmospherics (Areni, 1994; Aubert-Gamet, 1999). As the atmospherics in a retail environment change, consumers' perceptions, behaviors and attitudes also tend to change (Turley and Chebat, 2002).

Many of the aforementioned elements of a store have been thoroughly researched in the retail context; however, most of this research has been conducted in malls and other urban shopping areas and has not focused on shopping in heritage villages (Bäckström, 2006). Music has been found to influence the speed in which consumers

25

shop, the amount of time spent in the store, and the amount of money spent. The slower

the tempo, the more customers tend to linger in the store.  Also, if consumers perceive the

music as favorable, their perceptions of wait times are influenced, and they find waiting

in line to be less stressful (Baker, 2002; Bitner, 1992; Yüksel, 2007). While music tends

to influence shoppers' moods positively, other noises can have the opposite effect.  In

more rural areas, mechanical/unnatural sounds are not as accepted as they are in

developed areas.  Loud vehicles, tools, motorcycles, car horns, sirens, etc. can detract

from the environment and negatively affect consumers' image of the store.  Sounds such

as birds, wind, water, and other natural sounds usually have a positive effect on shoppers

(Anderson, 1983).

Lighting can also have an impact on consumer purchase behavior.  Bright lights

can cause shoppers to be more aroused and influence more impulse buys, while soft

lighting is less stimulating and causes shoppers to spend more time in the store (Areni,

1994).  Lighting can be so influential that there is a Lighting Handbook, which lays out

the three main goals of lighting in retail.  These goals are 1) to attract the customer, 2) to

allow for evaluation of the merchandise, and 3) to facilitate completion of the sale.

Lighting can affect people's mood and emotional state, which can influence their

purchasing behavior (Park, 2007).

Smell also plays an important role inside of stores.  Different smells elicit

different feelings and emotions, which again, can affect shoppers' purchasing behaviors

and intentions (Bitner, 1992; Chebat, 2003).  Artificial smells are often used to induce

specific feelings in customers, depending on the store.  For example, a room in the Epcot Center in Walt Disney World smells like freshly baked chocolate chip cookies to make visitors feel relaxed and comfortable.  Bakeries have used synthetic scents to increase sales, Dunkin' Donuts and Starbucks infuse their shops with potent coffee smells, and similar tactics have been utilized in Las Vegas, NV (Chebat, 2003).  While these elements have been well researched in typical retail settings, they have not been excessively applied to TSV settings.

While the servicescape has been thoroughly researched, the importance of the streetscape has been given less attention by researchers (Murphy et. al., 2010).  It has been well established that the atmospherics and design of store are very important, but little research exists that explains how or why they are important (Bäckström, 2006).  This study will help to minimize this deficiency, and will focus on the streetscape of TSVs.  The streetscape is the exterior environment in a TSV; it is what the tourists are drawn to.  The exterior shopping environment is evaluated by tourists before entering the shops, it is important that their first impression of the village is pleasing in order to draw visitors into the shops (Bäckström, 2006; Yüksel, 2007; Frost, 2006; Murphy et. al., 2011; Ward et. al, 1992).  When the streetscape is well designed, it becomes an amenity zone and attractive shopping area.  However, sometimes the money spent to improve streetscapes is considered a waste, often keeping the spending to a minimum (Fukahori and Kubota, 2003). The streetscape is made up of vegetation, signage, street furniture, water features, roadside buildings, road paving, and other aesthetic elements (Fukahori

27

and Kubota, 2003).  Social, physical, and ambient factors are also included in the streetscape.

Vegetation is an important factor in improving a TSV streetscape.  Trees can be used to break up continuous rows of buildings.  Flowers add color and can take away from more unsightly areas of a TSV.  Vegetation has been found to evoke feelings of calmness and reduce stress and anxiety.  Aside from the aesthetic appeal, vegetation including trees, shrubs and flowers can enhance the scent of an area (Smardon, 1988). Visitors in areas that have many trees are found to spend more money in retail settings.

Architectural styles also play an important part in the physical presentation of a streetscape.  Consistency throughout the village is crucial in maintaining the heritage aesthetic.  A single building that looks modern can greatly take away from the heritage aesthetic of a village.  Creating buildings that are no more than two stories high creates a feeling of quaintness and nostalgia.

Benches, trash cans, water fountains, lamp posts, etc. should all be consistent with the theme.  Consistently themed signage is also important.  Often, government agencies issue ordinances to set rules for signage.   Preserving nostalgic forms of transportation, such as steam trains and horses and carts can add to the heritage aesthetic.

A variety of shops in a TSV helps attract visitors and keep them interested in the village. Too many similar shops selling the same types of products may become boring for the visitors.  In addition to a variety of shops, TSVs should have dining establishments including restaurants, bakeries, coffee shops, pubs, ice cream parlors,

candy stores, etc.  While many vendors extend their window displays to the exterior of the shop to lure customers, they should to be careful not to make the area look cluttered (Yüskel, 2007).  Street vendors, greeters, guides, and street performers can add to the liveliness of the streetscape.

The design and comfort of pedestrian pathways is also an important factor in the physical presentation of a TSV.  Raised pedestrian crossways, wide walkways, and walkways that are separated from the road add to pedestrian comfort and their perception of their safety (Murphy et. al., 2010).

Table 2

*Environmental and Social Cues Found in TSV Streetscapes*

| Environmental Cues | Typical Features |
|---|---|
| **Physical/design factors** | |
| *Vegetation* | Well-maintained small to medium street trees with wide canopies, woody flowering perennials, bright perfumed annuals, climbers on buildings, hardy drought tolerant species, fragrant herbs |
| *Architectural Style* | Heritage facades, distinct rural or ethnic styles, use of natural materials (stone and timber), use of color |
| *Use of Space* | Low built forms, set back from road, separation between buildings |
| *Store Variety* | Restaurants, pubs, cafes, bakeries, local produce, arts and crafts, galleries, antiques & collectibles, toy shops, boutique clothing, Christmas shops, fudge & lolly shops |
| *Signage* | Small, quaint, country-style, old-style lettering, use of rustic materials. Themed entrance signage, directional signs and interpretation |
| *Street Decoration* | Consistent presentation of amenities such as lamp posts, bins and seating, street art, pavement art, water features, picket fences, café-style umbrellas |
| *Pedestrian Areas* | Separation from road, wide walkways, arcades, frequent crossings, consistent use of paving in natural tones to add interest and texture |
| *Displays* | Prominent street and window displays of products |
| *Water* | Running water, fountains, streams |
| **Social factors** | |
| *People* | Street theatre, music, costumed/uniformed 'actors' |
| *Transport* | Nostalgic modes of transport, stream trains, horse& cart, vintage cars, removal of modern transport and parking from main streetscape |
| **Ambient factors** | |
| *Soundscape* | Birdsong, livestock, running water, breeze through vegetation, street music, absence of urban noises |
| *Olfactory* | Village smells, cafes, bakeries, coffee shops, fragrant flowers & herbs, smoke from log fires, absence of urban pollution |

*Source:* Murphy et. al. (2010)

Table 3

*Environmental Cues Found in TSV Servicescapes*

| Environmental Cues | Typical Features |
| --- | --- |
| **Physical/design factors** | |
| *Use of Space* | Small, narrow walkways, often cluttered with products, limited use of tall shelving |
| *Product Variety* | Individual stores specialize in particular product categories, breadth of products but often one of a kind or limited number of the same product, local handcrafted products or produce |
| *Signs & Labels* | Small, quaint, country-style, old-style lettering, labels often hand written, emphasis on products themselves not elaborate labeling |
| *Displays* | Low to eye level displays, emphasis on showcasing products and produce with great care taken in placing products, organic rather than orderly arrangement of displays, products often not grouped |
| *Color & Texture* | Earthy tones (e.g. timber, stone) or heritage schemes, walls sometimes textured (e.g. stone, timber) |
| *Floor Coverings* | Hard surfaces, tiles, timber, stone, slate |
| *Furnishings & Shelving* | Usually timber, sometimes glass, rarely metallic |
| **Social factors** | |
| *Hosts* | Traditional outfits, ethnic clothing styles or costume |
| *Visitors* | Expectations are for an uncrowded experience |
| **Ambient factors** | |
| *Lighting* | Natural light, supplemented by warm, soft lighting schemes |
| *Sound* | Quiet music, slow tempo, relaxation, classic or jazz styles, rarely pop or rock |
| *Olfactory* | Coffee, baked items, confectionary, incense, handmade soaps, timber, candles |

*Source:* Murphy et. al. (2010)

Almost every aspect of a successful TSV corresponds to Ritchie and Zins' (1978) model of general factors that determine the overall attractiveness of a tourism region. This study will merge these two sets of concepts and attempt to study the common characteristics of TSVs empirically with two case studies in Arizona.

Chapter 3

CASE STUDIES AND METHODS

This study took place in two industrial heritage villages in Arizona: Jerome and

Wickenburg. These sites were chosen based on Getz's (1993) definition of a TSV and

because of their representativeness of industrial heritage locations in the state and

because they have become recreational shopping communities for day-trippers and

tourists.

**Jerome**

Jerome was settled on top of Cleopatra Hill, more than a mile above sea level, and is

known as the "City on the Move" due to the town gradually shifting down the hill.  The

mine in Jerome, the United Verde Mine, was once the largest copper mine in Arizona,

and one of the richest in the west, as it produced more than a billion dollars in copper,

gold, silver and zinc (Stocker, 1976).  Established in 1876, Jerome began as a tent city.

With the increasingly profitable mine, Jerome became a prosperous company town

(jeromechamber.com), and at one point during the 1870s it was the fourth largest city in

the Arizona Territory (AZJerome, 2013).  The United Verde & Pacific Railway opened in

1894, allowing miners' families to move to Jerome, greatly increasing the population

(Rodda, 1990).  At its peak in the 1920s, Jerome had a population of 15,000

(jeromechamber.com, azjerome.com, Toll, 1968; Stocker, 1976).  During the 1890s

Jerome burned down at least three times, which partially led to it becoming incorporated.

By incorporating Jerome, tax money would remain in the town, rather than be spent to

build roads outside of Jerome.  It would also allow for laws to be formed prohibiting any

wooden structures built in the commercial area, and it would enable residents to form a

volunteer fire department.  Jerome was incorporated on March 8, 1899, and the first

volunteer fire department was established on July 27, 1899 (Smith, 1990).

In the early 1930s during the Depression, mining slowed due to the decrease of

copper's value (Smith, 1990).  Production picked back up, only to cease forever in 1953

(Toll, 1968; Stocker, 1976; Smith, 1990; jeromechamber.com; azjerome.com).  The

population decreased dramatically to about 50-100 people after the closing of the mine

(AZJerome, 2013).  With the loss of mining wages, the remaining residents turned to

tourism to supplement a large portion of income.  They formed the Jerome Historical

Society in an attempt to preserve Jerome and its mining history (Smith, 1990).  Jerome

was designated as a National Historic District in 1967 (Smith, 1990; AZJerome, 2013;

jeromechamer.com).  During the 1970s the population had increased to about 300, and

the current population is approximately 500 (jeromechamber.com; Smith, 1990).

Many of the buildings in Jerome have been standing since 1899, and have been

restored and turned into shops, restaurants, wineries, saloons, art galleries, and more.

There are more than ten eateries, nine lodging properties and many unique shops.  The

hospital was turned into a large hotel, and the Douglas Mansion, home of one of the

mine's owners, was turned into a museum in 1965 (AZJerome, 2013; Smith, 1990).

In addition to the Douglas Mansion, Jerome features the Gold King Mine and

Ghost Town.  Located about one mile north of Jerome, the Gold King Mine and Ghost

Town is a self guided, outdoor museum. It features a blacksmith shop from about 1901, antique gas engines, and a gift shop. The Jerome Historical Society Mine Museum is located on Main Street and houses pictures and equipment from the United Verde Mine. Also located near Jerome are the Cliff Castle Casino, Tuzigoot National Memorial, Montezuma Castle, and the Verde Canyon Railroad. Jerome is located 30 miles from Prescott, 90 miles from Phoenix, 20 miles from Sedona, and 60 miles from Flagstaff, giving Jerome a base market of over 4,000,000 people, and an ideal location for day trips from Phoenix (AZJerome, 2013).

**Wickenburg**

Henry Wickenburg came to the area that is now known as Wickenburg in the late 1800s in search of gold. He eventually founded the Vulture Mine, which went on to produce more than $30 million of gold, silver, and copper. Wickenburg was founded in 1864 and incorporated in 1909 (Smith, 1964).

In 1866, Wickenburg almost became the capital of Arizona Territory, but fell short by only two votes. The town had a difficult beginning due to many factors including, droughts, mine closures, crime, and a major flood. From 1865 to 1880, crime ran rampant throughout western Arizona. For example, Wells Fargo drivers were murdered for the gold that they guarded. In 1890 there was a severe rainstorm that caused the Hassayampa River to rage and break through the Walnut Grove Dam located 25 miles north of Wickenburg. This flood wrecked mines, ranches, and the town, and also killed residents. During this time, the rich ore vein in the Vulture Mine was lost

35

forever.  Despite these hardships, Wickenburg continued to grow.  Wickenburg was once the third largest city in Arizona Territory, and the construction of the railroad only increased the population (Smith, 1964; Brown, n.d.).  The construction of the highway connecting Phoenix to California brought more tourists through Wickenburg.

Many of the buildings currently in Wickenburg are from the early 1900s and house many different types of businesses.  There are over 600 businesses throughout the town, including those aimed at tourists and those for local residents, such as grocery stores.  There are 15 gift shops, one museum, antique stores, over 20 restaurants, eight bars, four art galleries, and various other shops geared towards tourists.  Wickenburg is also known as the Dude Ranch Capital of Arizona, boasting four ranches that offer a unique western accommodation experience.  Wickenburg offers Jeep tours, self-guided mine tours, and guided tours of the town.  Located along the main street there are six large statues, including an early 1900s school teacher, a cowboy, and a miner.  Each statue has a button, which when pushed tells a short story about Wickenburg's history (Brown, n.d.; Wickenburg Chamber of Commerce, n.d.).

Wickenburg has hosted an annual Gold Rush Days festival for over 60 years, beginning in 1951 (Smith, 1964).  This festival takes place over three days in February each year, and attracts more than 100,000 visitors.  Gold Rush Days features food, music, panning for gold, a shoot out in the street, a parade, arts and crafts, and a carnival. Wickenburg is located 54 miles from Phoenix, giving Wickenburg a base market of over 4,000,000 people, and making it an ideal location for a day trip (Brown, n.d.).

**Methods**

As noted at the outset, the purpose of this study is to acquire a better understanding of the role that streetscapes and servicescapes in TSV settings have in the experiences of tourists, how they influence the tourists' purchasing behavior, and their influence on the tourists' intent to return to the TSV.

To achieve this goal, multiple data sources were used, including observations, questionnaires, and interviews. The utilization of multiple data-collection methods, or triangulation, helps to eliminate personal and methodological biases, weaknesses of single methods, and enhances the overall validity of the research findings (Decrop, 1999; Hartmann, 1988; and Modell, 2005).

As already mentioned, this study has taken place in Jerome and Wickenburg, Arizona. These sites were chosen for the aforementioned reasons, as they fit Getz's (1993) definition of a TSV and are in their own right important day-trip and tourist destinations in the state. The researcher recorded the physical elements of the towns, based upon the work of Murphy et al. (2010) (Tables 2 and 3). The researcher noted which elements in the towns are consistent with Murphy et. al. (2010) and which elements are not. The observations collected regarding the environmental elements of the towns aided in creating the survey instrument. Participant observation is most appropriate under certain conditions; the research question is concerned with human meanings and interactions, it is observable in an everyday setting, the researcher is easily able to gain access to the setting, and the research question can be effectively addressed by qualitative data that can be gathered by direct observation (Jorgensen, 1989), which

are all applicable conditions in this study. Participant observation allows the researcher to conduct observations fairly unobtrusively, observe and experience the setting, and can play a role in recording information as it occurs (Jorgensen, 1989; Creswell, 2009). In addition to observing the elements of the towns, the participant observations allowed the researcher to study tourists' purchasing behavior by observing their actions and dialogue inside the shops.

Secondary data sources, including brochures, maps, and websites, were collected for further analysis.  These sources helped show how the towns portray themselves to tourists, and can possibly offer insight into how shop owners view the TSVs. Additionally, these secondary sources may reveal some discrepancies between how the town promotes itself and what is actually there and how visitors perceive the town.

Surveys were utilized to analyze all three of the components of the research purpose.  Surveys may help researchers to gain an understanding of a particular phenomenon, and are often used for theory testing (Modell, 2005). They can also be utilized for theory development if the research takes on a more inductive research approach such as this project does. The completed surveys for this study will help to understand the case studies from the perspective of Ritchie and Zins' (1978) model of factors that contribute to a tourism area's attractiveness, as well as Murphy et. al.'s (2010) important factors of streetscapes and servicescapes. Given the confined set of shopping opportunities and the limited access points available, the surveys were conducted using a convenience sample. A convenience sample utilizes the most

accessible subjects that are willing to participate (Marshall, 1996; Teddlie and Yu, 2007). While convenience samples have clear limitations when it comes to generalizability, they are useful in identifying patterns and trends that can help establish theory development and empirical cases. Lloyd et. al. (2011) conducted a study using similar variables, such as shop environment and behavioral intentions, and found convenience sampling to be effective.

There have been many different definitions of a 'tourist' through the evolution of tourism research. In the 1970s, both a 'tourist' and 'excursionist' were defined, the former referring to people that stay one or more nights at a destination other than home, and the latter referring to people that are same day travelers, or what is also known as 'day trippers.' Additionally, the word 'trip' was also defined as people leaving their place of residence and returning home. Included in this definition was a specific number of miles away from home one needed to travel to be considered a tourist, which began at 50 miles one way, but was later changed to 100 miles one way (Hunt and Layne, 1991). For the purpose of this study, all of the aforementioned definitions were combined to create the definition of a visitor. This study refers to visitors as people who have traveled outside of their home town to visit Jerome or Wickenburg. They may be overnight visitors or day trippers, as long as they do not live or work in the TSV being studied.

Interviews were also used to analyze all of the components of the research question. Interviews help researchers understand the lived experiences of other people and the meanings they make of their experiences (Seidman, 2006). This type of

qualitative research method enables the researcher to understand the world and its human dimensions, which in tourism are the social and cultural implications (Phillimore and Goodson, 2004). Participants can provide historical and unobservable information that the researcher may otherwise be unable to access (Creswell, 2009). Semi-structured and open-ended interviews were carried out with shopkeepers to obtain a better understanding of their perceptions of visitors' attitudes about, and experiences with, the elements of the streetscape and servicescape.

Upon completion of the initial site observations based on Murphy et. al.'s (2010) elements regarding the ambiance of TSVs (Tables 2 and 3), interview and survey questions were created. Not all of the elements identified by Murphy et. al. (2010) applied to both Jerome and Wickenburg. The surveys were created based upon the elements found to exist in the TSVs. Additionally, the two TSVs do not have identical ambient elements. It is crucial that the surveys for the two towns are identical for analytical purposes, so the common factors that were found were taken to create the survey instrument.

The survey questions were primarily measured on a seven point Likert scale with a neutral midpoint. Likert scales are commonly used to measure participant's attitudes on a subject, allowing the participants to express the direction and strength of their opinions (Garland, 1991; Komorita, 1963). Researchers tend to prefer participants to make a definite choice rather than choose the neutral point. It has been found that the more points there are on a Likert scale, the less likely the participants are to choose the neutral

point.  Scales that contain three to five points tend to result in 20% neutral responses, while scales that have seven or more points may result in around 7% neutral responses. Likert scales with only four points and no midpoint have a tendency to push people to respond on the positive side, which may not necessarily be their true opinions.  While it has been concluded that the more points that are included in a Likert scale may produce more accurate results, it is still up for debate whether or not it is beneficial to include a neutral midpoint (Garland, 1991).

The interview questions were more general than the survey questions, and were made up of open ended questions.  There were guiding questions, but the interviewees were able to discuss any topic they found relevant to the study.  The results of these interviews aided in the creation of the survey questions, as what the business owners see as important factors to the TSV were not identical to the researcher's primary observations and Murphy et. al.'s (2010) TSV factors.  The initial observations found many of the original factors in Murphy et. al.'s (2010) research to exist in the towns. New tables were created to fit Jerome and Wickenburg (Tables 4 and 5).  The interviews with the employees in Jerome and Wickenburg also helped to adjust Murphy et. al.'s (2010) streetscape and servicescape tables.

**Data Collection and Analysis**

Initial observations were collected by the researcher in each town.  The researcher utilized Murphy et. al.'s (2010) lists of important factors of the streetscape and servicescape in TSVs.  The researcher wrote down whether or not the factors existed in

the towns' streetscapes and servicescapes, and noted specific details about each factor. This information was then reviewed to find common themes.

Brochures and websites were analyzed for Jerome and Wickenburg. The data was thoroughly read through and organized into different categories based on the frequency of certain words in the documents  This resulted in the formation of multiple categories: activities/attractions, history, directions/addresses/phone numbers, events, businesses, accommodations and nearby attractions.

Interviews were conducted in both Jerome and Wickenburg on two occasions per town. The interviews were done with employees of various shops located throughout the town. In total, 15 interviews were completed in each community. Random visits by the researcher were made to places such as restaurants, bars, wineries, antique stores, gift shops, museums, lodging properties, and art galleries, and talked with employees that were willing to participate. They were assured that the interviews would be kept completely anonymous. Each interview lasted from five to 20 minutes, as some participants were much more willing to talk than others. Some participants were very hesitant to answer questions. The results of these interviews were transcribed by the researcher so that they could be reviewed for themes. The main purpose of the interviews was to aid in the creation of the survey instrument.

The surveys were collected during multiple visits to Jerome and Wickenburg. Sixty-five surveys were collected from each town. Participants were selected based on a convenience sample. Visitors who were at least 18 years of age and did not live or work

in the town were asked to complete a survey. Visitors were informed that their answers would be completely anonymous and that participation was fully voluntary and they could withdraw at any time. Of the 130 participants, none of them withdrew from the study. The response rate for Jerome was 78.3% and 80.2% for Wickenburg.

Upon completion of the data collection, the surveys were reviewed and coded to allow the qualitative data to be entered into the statistical computer program, SPSS. The responses to the open ended qualitative question, which was number five regarding participants main purpose for their visit, were divided into 12 codes. These codes were created based upon the frequency of key words in the responses such as art, museums, and shops. The rest of the questions, both qualitative and quantitative, were assigned a number so they could be entered into SPSS. The raw data were first entered into Microsoft Excel into two separate worksheets, one for Jerome's data and one for Wickenburg's data. The Excel worksheets were then transferred into SPSS. Before running statistical tests, the data frequencies and descriptive data were obtained. This was done for both towns' socio-demographics, travel behavior and preferences, as well as the responses to the questions regarding experience, intent to return to the town and purchasing behavior.

Participants were asked to fill in their exact age; it was not based on a scale. However, for analytical purposes, ages were grouped together in ten year intervals. Participants were asked to check all that apply when describing their employment status. Multiple people checked off that they were both employed and a student. The options

43

given were full time student, part time student, employed part time and employed full time. Given the many different combinations, the responses were simply grouped into student only, employed only, and student and employed. Respondents were given seven choices when choosing their income. The highest three choices, $100,001-$125,000, $125,001- $150,000, and more than $150,000 were combined into a group called more than $100,000 due to their low response rates.

Before asking respondents about their current experience in Jerome and Wickenburg in regards to the streetscape, servicescape and infrastructure, they were asked about their travel behavior and preferences. The first seven questions made up this portion of the survey. Participants were asked about their overall satisfaction with their current visit, how long they planned on staying in town, how they learned about the town, how likely they are to return within the next 12 months, the main purpose for their visit, which activities they had participated in and how many times they had previously visited.

Responses to the question regarding overall satisfaction with the current visit were scored on a seven point Likert scale, ranging from extremely dissatisfied, very dissatisfied, dissatisfied, neither satisfied or dissatisfied, very satisfied and extremely satisfied. These categories were ranked from one to seven, one being extremely dissatisfied and seven being extremely satisfied. For analyzing purposes, the categories were condensed from seven to five, resulting in extremely/very dissatisfied (Ex/V Dis), dissatisfied, neutral, satisfied and very satisfied/extremely satisfied (V/Ex Sat). The categories that were combined were done so due to the similarity in their meanings.

Participants were asked questions pertaining to the streetscape, the servicescape and the infrastructure. These questions were asked three different times as they were applied to the different parts of the research question: overall experience, intention to return and purchasing behavior. The frequencies of these responses were grouped together by streetscape as it applies to each portion of the research question, streetscape as it applies to the research question, and infrastructure as it applies to the research question.

Questions about the streetscape, servicescape and infrastructure were scored on a seven point Likert scale ranging from strongly disagree, disagree, slightly disagree, neither agree nor disagree, slightly agree, agree and strongly agree. These categories were ranked from one to seven, one being strongly disagree and seven being strongly agree. For analyzing purposes, the categories were condensed from seven to five, resulting in strongly disagree/disagree (SD/D), slightly disagree (SLD), Neutral (N), slightly agree (SLA), and agree/strongly agree (A/SA). The categories that were combined were done so due to the similarity in their meanings.

Multiple regression analysis was performed using SPSS. Multiple tests were run using different dependent and independent variables. The dependent variables were satisfaction with current visit, length of stay and frequency of visits. Each of the dependent variables was paired with a set of constant socio-demographic independent variables: age, education, income and gender. Additionally, each dependent variable was tested with streetscape overall experience, streetscape intent to return, streetscape

purchasing behavior, servicescape overall experience, servicescape intent to return, servicescape purchasing behavior, infrastructure overall experience, infrastructure intent to return, and infrastructure purchasing behavior.  Each town's data were analyzed with 27 tests to determine if there were any significant cause and effect relationships.  The tables showing the significant models (Appendix) will be discussed in Chapter 4.

Chapter 4

FINDINGS AND INTERPRETATIONS

During interview visits, the researcher collected brochures from each town.
These brochures were content analyzed for recurrent themes.  The brochures and
websites were found to offer valid information that can be useful to visitors before and
during their trip.  The websites for Jerome and Wickenburg offer a brief history of the
town, accommodation information, what shops and restaurants are located in the towns,
local and nearby attractions, as well as current and future events.  The websites also
present pictures of the towns and their surroundings.  Many of the pictures provided show
some aspects of the streetscape, including the signage on the buildings, historic buildings,
public areas and landscaping.  Other than photos of the exterior of some shops, there is
not much information provided about the servicescape.  There does not seem to be any
falsified information, and the towns appear to represent themselves appropriately.  The
brochures' main purpose for this study was to list the activities available to visitors in
each town.  These activities were then listed in the visitor surveys.

The common factors found in the interviews from Jerome were that there is not
enough parking available, traffic congestion is often a problem, products being unique to
Jerome are important to visitors, the display of products and the layout of the stores are
the most significant factors of the streetscape and servicescape.  The interviews
conducted in Wickenburg found the traffic driving through the town to sometimes detract
from the historic ambience of the town; however, this is not as common as it used to be

now that an alternate bypass road was recently constructed. Another aspect of the town that sometimes takes away from the historical ambience is the presence of some buildings and a gas station immediately next to the main street in Wickenburg that do not have a heritage façade. These structures are located directly next to other buildings that fit the old west theme, making them stand out. While parking is not usually an issue in Wickenburg, aside from during special events, important elements of the servicescape are the same as in Jerome, according to employees. Visitors and employees agree about some aspects of the streetscape and servicescape; it was found that parking and the amount of traffic are important to visitors. Product displays influenced visitors' purchasing behavior. Additionally, architecture and historic buildings had a statistically significant effect on visitors' overall experience and intent to return.

The parking and traffic situation differ significantly between Jerome and Wickenburg. During interviews in Jerome, the most common complaint about the town was the lack of parking. They noted that it has been an issue for a while, and that some businesses have lost customers due to the lack of parking. Also, on weekends or when there is a special event, the traffic through the town can be an issue as well. In Wickenburg, the main complaint about traffic was that there can be a lot of cars driving through the town to get to another destination, sometimes causing a hassle for people who actually want to visit historic Wickenburg. In either scenario, it is apparent that the accessibility of the region, which is a category on Ritchie and Zins' (1978) model, is important to both employees and tourists.

The key points taken from the interviews were that parking and traffic can cause problems for both employees and tourists and that buildings that do not follow the heritage theme can greatly take away from the historic ambience. These two items adhere to Murphy et. al's (2010) research, which states that modern transportation on the main roads in TSVs can take away from the experience, and that buildings incongruent with the rest of the TSV's theme can have a similar effect.

While the specific details of each town are not identical, factors that were found to exist and not exist were the same. These include vegetation, architectural styles, store variety, signage, street decorations, pedestrian areas, displays, product variety, signs and labels, color and texture and furnishings. Factors not found to exist are use of space, water, people, transport, soundscape, olfactory, floor coverings, hosts, visitors, and lighting. These findings were used to adjust Murphy et. al.'s (2010) tables to fit Jerome and Wickenburg's streetscapes and servicescapes (Appendix A).

While the socio-demographic information is not identical between the two towns, each category's breakdown is similar. There were slightly more female participants, but the distribution was about even. Therefore, this study is representative of gender. The age group 21-30 had the most respondents in Jerome and Wickenburg, and only about 16% were over 60. However, this study was conducted in the spring, so it is a possibility that older people do not visit during this time and there may be a seasonal bias. In Arizona, the population of seniors increases dramatically during the winter months. Almost half of the respondents had a Bachelor's degree or higher in both towns. More

than half of the participants said that they were employed only, and more than half of the participants in both towns identified as being white. In Jerome, 35.4% of people said they made $25,001-$50,000 and 35.4% said they made $50,001- $75,000. In Wickenburg, 33.8% of people said they made $50,001-$75,000 in the last year (Appendix C).

One third of participants were satisfied with their visit, and almost two thirds were either very satisfied or extremely satisfied with their visit. No one was extremely or very dissatisfied, and only one person said they were dissatisfied in Wickenburg. This may have been the person who said that their main purpose for visiting was for a funeral (Appendix C).

Almost half of the participants planned in the TSV 3-5 hours. None said they were staying for less than one hour, and almost one third said they were staying for more than five hours, making these locations daytrip destinations, which corresponds with previous research (Murphy et. al., (2010). In Jerome, 18.5% of people said they planned to stay for more than one day, while in Wickenburg this number was only 6.2% (Appendix C).

Most people learned about Wickenburg through friends or relatives. Over 75% of people said that they learned about it through friends or relatives, or word of mouth. The next most popular choice for this question was books, then other sources, films and lastly by travel agents. For Jerome, while the frequencies per category differ slightly from Wickenburg, the order is exactly the same (Appendix C).

50

The main purpose for visiting the towns was pretty evenly disbursed.  The most

common purpose for visiting Wickenburg was friends and relatives, which could be

interpreted as a visit to a friend or relative or a trip with a friend or relative.  Shopping

was the next most common answer.  This supports the 'Shopping and Commercial

Facilities" portion of Ritchie and Zins' (1978) model of factors that improve a tourism

area.  Art, personal/work/school, and driving through all scored the same.  Next was for

historic learning/experience, then a daytrip or staycation.  Museums, sightseeing and no

specific reason were ranked the same.   Winery/restaurant was next, and ghost town

experience came in last with no responses.   The main purpose for visiting Jerome

differed from that of Wickenburg.  The most common reason was the ghost town

experience, followed by shopping.  Art and driving through ranked third with the same

number of responses.  Daytrip/staycation and sightseeing were next and also ranked the

same.  Next was sightseeing and friends or relatives, which were scored the same.

Lastly, museums, historic learning/experience, personal/work/school and no specific

reason were all the least frequent and were the same (Appendix C).

Respondents were asked to choose all of the activities that they have participated

in.  The number of responses for this question was different for each town, but they both

had the same top three responses.  Museum/gallery, restaurant/café, and shopping were

all chosen by more than 70% of participants.  In Wickenburg, restaurants came in first,

followed by museum/gallery and shopping which were ranked the same, followed by

sightseeing, bar/saloon, winery and other.  In Jerome, restaurants were first, followed by

shopping, museum/gallery, sightseeing, bar/saloon, winery and other. Restaurants fall

into Ritchie and Zins' (1978) category of "Infrastructure of the Region," museums and

galleries fit into "Cultural and Social Characteristics," and again, shopping supports the

model here as it did in the visitors' main purpose for their trip (Appendix C).

Forty-six percent of participants in Jerome had never been there before, and

33.8% in Wickenburg said it was their first visit. More than half of the participants were

repeat visitors, with 6.2% in each town having visited seven or more times. Sixty-seven

percent of respondents in Jerome, and 72.3% in Wickenburg, said they were likely or

very likely to return within the next 12 months. Murphy et. al. (2011) did a study that

found 42.6% of participants were planning on returning to the village within the

following 12 months, which is a significantly lower percentage than what was found in

Jerome and Wickenburg. However, Murphy et. Al. did find that almost half of

participants were planning on returning, which is a considerable portion of visitors. The

difference between this study and Murphy et. al.'s (2011) study could be due to the

locations in which the studies were conducted, the distance the tourists had to travel to

visit the village or the visitors that were surveyed. Yüskel (2007) noted that due to the

entertainment and novelty value of the TSV setting, visitors were very likely to return

(Appendix C).

Respondents were asked to choose all of the information sources they used when

planning their trips. For Wickenburg, the internet was the most chosen answer, followed

by friends and family, previous trips, guidebooks and then locals. Magazines, films and

other sources were next and were scored the same. Travel agents and Chamber of Commerce/Tourism Bureau came in last with no responses. For Jerome, the internet was most frequent, followed by friends and family, previous trips, guidebooks then magazines. Films, locals and other sources were next with the same ranking. Travel agents and Chamber of Commerce/Tourism Bureau came in last with no responses (Appendix C).

Landscaping rated between slightly agree and agree as being important to the visitor's trip. Landscaping and vegetation fall into Ritchie and Zins' (1978) model into the "Natural Beauty and Climate" category. Additionally, architecture, which falls into the "Cultural and Social Characteristics" category, was rated as agree or slightly higher than that, making it very important to visitors. Again, shopping proves to be important. Store variety scored in between agree and strongly agree.

The following findings apply to the first research question: how do streetscapes affect tourists' overall experience, intent to return and purchasing behavior. Architecture/historic buildings, variety of stores and cleanliness of public areas were the most important items to visitors for their overall streetscape experience. For their intent to return and streetscape experience, architecture/historic buildings, variety of stores and well maintained public spaces were the most important. For purchasing behavior, the most important factors were variety of stores, signage and street and window displays. Streetscape experience in all three categories averaged a response of 6, which was 'agree' on the surveys, meaning that the streetscape is important to visitors (Appendix D).

These findings apply to the second part of the research question: how do servicescapes affect tourists' overall experience, intent to return and purchasing behavior. For their overall experience, architectural/artistic merit, visual appeal, and overall ambiance were the most important factors for both TSVs. Architectural/artistic merit, range of products and visual appeal were the most important items for visitors' intent to return. Alluring colors, product displays, range of products, signs and windows and visual appeal were all very important for visitors' purchasing behavior. Like the streetscape experience, the servicescape experience in all three categories averaged a response of about 6, meaning the servicescape is important to visitors (Appendix D).

In addition to the importance of the streetscape and servicescape, it was found that the ease of navigation through the town was very important to visitors in both towns (Appendix J and M), which was also found as significant in Murphy et. al.'s (2011) study.

Murphy et. al. (2011) conducted a study in which visitors ranked different items on their importance to their experience in a TSV. Some of the items in that study are congruent with the current study, including cleanliness of the shops (termed 'cleanliness of public areas' in this study), regionally distinctive products (noted by employees as important), variety of products and window displays. These items all scored over 4 out of 5, five being the highest, in Murphy et. al.'s study. Additionally, Murphy et. al. (2011) found the ease of parking, ease of navigating through the town, heritage buildings and variety of shops to be essential for attracting visitors.

Upon running multiple regression analysis and controlling for socio-demographic variables, some surprising relationships were revealed. While these relationships were not the primary purpose of the study, they were found to be significant and need to be discussed. Models 1-10 explain the significant relationships for Jerome. Model 1 explains 7% of variance in frequency of visits ($R^2 = .007$) while controlling for streetscape experience, age, education, income and gender. Model 2 explains 11.9% of variance in satisfaction ($R^2 = .119$) while controlling for servicescape experience, age, education, income and gender. The remaining models are all interpreted in the same manner.

Tables 15-23 (Appendix E) show which models had significant factors for the town of Jerome. Table 15 shows that gender, when applied with servicescape experience, has a positive correlation with satisfaction with the current visit. This means that females ranked their satisfaction with Jerome higher than males when servicescape experience is taken into account. All of the tables, 15-23, show that age has a positive correlation with the frequency of visits when it was applied to streetscape overall experience, streetscape intent to return, streetscape purchasing behavior, servicescape overall experience, servicescape intent to return, servicescape purchasing behavior, infrastructure overall experience, infrastructure intent to return, and infrastructure purchasing behavior. This indicates that as age increases, so does the number of visits to Jerome. None of the other dependent variables, with the exception of satisfaction, mentioned above had any statistical significance.

Models 11-30 explain the significant relationships for Wickenburg. Model 11 explains 44.8% of variance in satisfaction ($R^2 = .448$), while controlling for streetscape experience, age, education, income and gender. Like the models for Jerome, the remaining models for Wickenburg are interpreted in the same way, and can be found in the appendix.

Tables 24-32 (Appendix E) show the significant factors for Wickenburg. Only two factors were significant for the dependent variable, frequency of visits, which were servicescape experience and streetscape intent to return. This indicates that the higher the ratings for these two independent variables, the more frequently the participants visit Wickenburg. Similarly, streetscape experience, servicescape experience, streetscape intent to return and servicescape purchasing behavior were all significantly, positively correlated to satisfaction with the current visit. This indicates that the higher the rating in these categories, the higher the visitor satisfaction with their visit to Wickenburg. Gender is a significant factor in each model for satisfaction of current visit and length of stay. It is positively correlated to each dependent variable for every model, meaning females rated their satisfaction higher than males, and they planned to spend more time in town than males.

56

Chapter 5

CONCLUSIONS

This study surveyed visitors to two TSVs in Arizona. The purpose was to find out what, if any, importance the streetscape and servicescape have on visitors' experiences with the town, their intent to return to the town and their purchasing behavior while in the town. It was found that streetscapes and servicescapes are influential in visitors' experiences in TSVs. Certain factors were more important than others, but they were the same in both towns.

**Conceptual Implications**

This study adds to the current literature on TSVs and streetscapes and servicescapes as there is a limited amount of information available that goes beyond listing ambient factors found in TSVs. To date, most of the scholarly information available describes the ambient factors of a TSV and does not attempt to identify their importance for tourists. It is important to determine which elements make a TSV more attractive in the eyes of a tourist. This study may serve as a stepping platform for future research.

This study has validated previous research on TSV environments (Murphy et. al., 2010; Murphy et. al., 2011). Many of the factors that have been understood to be important in a TSV setting have been confirmed in this study. Similar to Murphy et. al. (2011), this study puts a value on the level of importance each factor holds to visitors. However, the current study utilized different factors than Murphy et. al. (2011), and they

57

were applied to visitors' overall experience, intent to return and purchasing behavior. This study used a modified model based on Murphy et. al.'s (2010) important factors of a TSV (Tables 2 and 3). It was modified according to the initial observations and interviews conducted for this study, which resulted in new models appropriate for Jerome and Wickenburg (Tables 4 and 5). This research will allow future studies to be conducted to further validate these findings in other locations.

Additionally, this study focused on the tourists' perspective of TSVs and how certain feature influence their overall experience, intent to return to the TSV and their purchasing behavior while in the TSV. Due to the demand perspective provided, the findings from this study have economic implications for TSVs. The findings will help to identify what should be enhanced or emphasized in the village in order to increase visitor spending.

This study also validates the statement that historic settings and shopping go hand in hand (Getz, 1993), which also confirms two of the elements on Ritchie and Zins' (1978) model, 'culture and social characteristics' and 'shopping and commercial facilities.' Knowing that this applies to modern TSVs, more research can be done utilizing these models.

**Real World Recommendations**

The most influential factors relating to visitors' overall experience and intent to return were architecture, store variety, range of products, parking, ease of navigation through the town, visual appeal, well maintained public spaces and cleanliness. Making

58

certain that these items are updated and kept to what the visitors want can help to increase the amount of return visitors.

Architecture was important to visitors in both Jerome and Wickenburg, and is a major attraction for many visitors. City officials, preservation societies and shopkeepers can work together to create a set of standards that should be applied to all of the buildings in the village, and ensure that each building meets these standards.

Making sure that there are not too many of the same types of shops in town will help attract repeat visitors. If there are many similar stores, shopkeepers may possibly work together to spread out the variety of products they offer so that each store does differ from the rest, as range of products was also important to visitors' experience and intent to return.

Parking was an issue for both employees and visitors in Jerome, and during special events in Wickenburg. It was noted in Jerome during the interviews that some businesses have lost customers due to the parking situation. While it may not be possible to add parking space, it is worth reevaluating it to see if there is a feasible solution.

Ease of navigation through the town was important in both locations. Additionally, Murphy et. al. (2011) came to the same conclusion. To aid in visitors' navigation, signs, maps, arrows and information booths would be beneficial.

Visual appeal was important to visitors' overall experience and intent to return. Further studies should focus on exactly what visitors find visually appealing in TSVs and make any necessary changes in the villages.

59

Well maintained public spaces and cleanliness of public areas were both found to be important in this study as well as in Murphy et. al.'s (2011) study. The towns may hire someone to maintain the cleanliness on the streets, in the parking lots and in the recreational areas. Also, shopkeepers should make sure the interior of the stores are kept clean and orderly.

The most influential factors on visitors' purchasing behavior are variety of stores, range of products, easy to navigate through town, signage, street and window displays, product displays, and alluring colors. Maintaining these factors can be financially beneficial to shop owners as they may entice people to spend more money.

Varieties of stores, range of products and ease of navigation through the town have already been discussed, and their implications are the same for purchasing behavior.

Stores should feature clear signage both inside and outside of the shops so visitors know what kinds of products are available in the store, pricing information, and any other relevant information about the products, such as if it was made locally.

Street and window displays should be visually appealing and show the products that the store offers. Similarly, product displays within the shop should also be visually appealing. The products should be easy to see, within reach (no tall shelving), be neat and organized, and be labeled with the prices and other information about the products. Further studies should be conducted to find out exactly what about product displays in TSVs is visually appealing to visitors.

Alluring colors was significant to visitors' purchasing behavior. Additional studies should be conducted to determine which colors bring about certain feelings, and where they should be placed in TSV shops in order to encourage people to spend more money.

Additionally, it was found that gender has a significant relationship with visitors' overall satisfaction, and age has a positive correlation to the frequency of visits to Jerome. The overall satisfaction with Wickenburg's streetscape and people's intent to return based on the servicescape has a positive correlation with the frequency of visits. The higher visitors rated the servicescape and streetscape, the higher they rated their satisfaction with the town. Gender is a positive factor in Wickenburg. Females rated their satisfaction higher and planned on spending more time in the town. By finding out what each age group and gender group's preferences are, marketing managers can better serve these market segments.

Word of mouth was the most common way that participants heard about the TSVs. This has implications for marketing managers, and gives them the opportunity to increase visitor traffic through town. Marketing managers should assure that visitors are receiving correct and thorough information about the town. Shopkeepers can ensure that visitors are receiving a consistently good experience so that they tell their friends and family about it. People are more likely to tell others about a bad experience, so it is imperative that visitors do not have a negative experience in the TSVs. Also, social media should be utilized to spread the word of the towns and their activities.

There were several participants that said they found the town by accident, were driving through and decided to stop or were brought there for a reason other than tourism. These participants can be categorized as incidental visitors, and marketing managers should find a way to appeal to them.

The majority of respondents said that they participated in multiple activities during their visit. Town officials and shopkeepers should work together to ensure there is always a variety of activities available to visitors. Murphy et. al. (2010) stated that it is better for TSVs to have more than one anchor attraction to attract more visitors.

More than half of the respondents were repeat visitors. The local CVBs should offer a newsletter or email club to visitors to keep them informed of any local events, new shop openings, etc. to entice people to come back.

Only 18% of participants in Jerome and 6% in Wickenburg were planning to spend the night. There is a great opportunity to increase overnight visits in these towns. Owners of lodging properties should push their advertising and possibly use social media networks as a platform to do so. These owners may partner with other businesses and tourism officials to offer incentives to visitors that spend the night.

The internet was the most common tool used for trip planning. Tourism officials should make sure that the information presented to potential visitors is always correct and thorough. The websites should advertise upcoming events, new store openings, etc.

The Chamber of Commerce and Tourism Bureau were not utilized by any participants when planning their trip. These offices may use social media to reach

62

potential visitors, particularly younger people.  As the internet was the most popular way to plan a trip, and social media is incredibly common, this would be beneficial to let people know what they offer.

**Limitations/Future Research**

This study is not without its limitations.  Future studies should attempt to validate these findings.  This study assumes that respondents answered the survey questions honestly, accurately and without any biases.  It is possible that survey questions were interpreted differently by different participants.  Furthermore, this study is not representative of age.  It should be repeated during the winter months to see if there is a difference in visitors' age, and if so, if there is a difference in their responses.

Future studies may be more heavily qualitative in nature.  By doing more in depth interviews and adding more open ended questions to visitor surveys, it is likely that new information will be discovered.  In depth surveys with the employees and shop owners can give more information about the supply side of TSVs.  A look at how TSVs are portrayed in guidebooks, magazines and other print media compared to how the town portrays itself and visitors' opinions of the TSV would also offer new insight. Additionally, ethnography may shed new light on the TSVs.

This study was only conducted in two towns in one southwestern state in the United States, and the results did vary between the two towns.  It is possible that answers will be different in every town since none of them are identical in their history and

63

activities offered.  While the findings may only specifically relate to Jerome and

Wickenburg, they may still have implications for similar sites.

        Also, the sample size for this study is rather small with a total of 130 surveys and

30 interviews.  Additional studies that replicate the current study with larger sample sizes

would be beneficial in helping to validate the findings of this study.

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APPENDIX A

MODIFIED STREETSCAPE & SERVICESCAPE FACTORS

Table 4

*Environmental and Social Cues Found in Jerome and Wickenburg Streetscapes*

| *Environmental Cues* | *Typical Features* |
| --- | --- |
| **Physical/design factors** | |
| *Landscaping* | Trees, flowers, bushes or any other plant life located throughout the street |
| *Architecture/Historic Buildings* | Heritage facades, distinct rural or ethnic styles, use of natural materials (stone and timber), use of color |
| *Layout of town* | Aesthetically pleasing, easy to find one's way around |
| *Variety of store types* | Restaurants, pubs, cafes, bakeries, local produce, arts and crafts, galleries, antiques & collectibles, toy shops, boutique clothing, Christmas shops, candy shops |
| *Signage* | Small, quaint, country-style, old-style lettering, use of rustic materials.  Themed entrance signage, directional signs and interpretation |
| *Street Decorations* | Lamp posts, trash cans, seating, fences |
| *Pedestrian Areas/Front Street* | Well maintained, seating, shading, wide walkways |
| *Street and Window Displays* | Prominent street and window displays of products |
| **Social factors** | |
| *Crowding* | Streets may be overpopulated with tourists |
| *Parking* | Parking lots are set away from buildings and main streets, but it is still available on the streets |

Table 5

*Environmental Cues Found in Jerome and Wickenburg Servicescapes*

| *Environmental Cues* | *Typical Features* |
| --- | --- |
| **Physical/design factors** | |
| *Layout* | Organized shelving and product displays |
| *Product Variety* | Variety of products throughout different shops, products unique to town |
| *Signs & Labels* | Small, quaint, country-style, old-style lettering, labels often hand written, emphasis on products themselves not elaborate labeling |
| *Displays* | Low to eye level displays, emphasis on showcasing products and produce with great care taken in placing products |
| *Color & Texture* | Earthy tones (e.g. timber, stone) or heritage schemes, walls sometimes textured (e.g. stone, timber) |
| *Furnishings* | Usually timber, sometimes glass, rarely metallic |
| **Social factors** | |
| *Crowding* | Shops may be crowded with tourists, making it difficult to see all products available |

APPENDIX B

VISITOR SURVEY & INTERVIEW

# Jerome/Wickenburg Visitor Survey

**Thank you for agreeing to help us with this important study. This study is being conducted to understand visitors' experiences in Jerome. Your participation in this survey is completely voluntary, and you are free to withdraw at any time. Your anonymity will be assured, as no names will be included in the study. If you have any questions, please feel free to contact Dr. Dallen Timothy, who is supervising this study (602) 496 1566 (email: dimothy@asu.edu).**

*Part 1- We would like to begin by asking you some questions about your current visit to Jerome.*

1. Overall, how satisfied are you with your current visit?
   o Extremely dissatisfied
   o Very dissatisfied
   o Dissatisfied
   o Neither satisfied or dissatisfied
   o Satisfied
   o Very satisfied
   o Extremely satisfied

2. How long do you plan to stay in Jerome?
   o Less than one hour
   o One to three hours
   o Three to five hours
   o More than five hours
   o More than one day

3. Where did you learn about Jerome?
   o Friends or relatives
   o Films
   o Books
   o Travel agent
   o Other (*specify* _____)

4. How likely are you to make a return visit to Jerome in the next 12 months?
   o Very unlikely
   o Unlikely
   o Neutral
   o Likely
   o Very likely
   o Not sure

5. What was the main purpose for your visit today?

   _____

6. Which activities did you participate in on this visit? Please mark all that apply.

   o Museum/gallery
   o Winery

- o Restaurant/café
- o Shopping
- o Bar/saloon
- o General sightseeing
- o Other (*please specify* _____)

7.  How many times have you been to Jerome in the past?
- o Never
- o One
- o Two to three
- o Four to six
- o Seven or more

*Part 2- Next, we would like to ask you about your thoughts and impressions of Jerome during your visit.*

8. How would you rank the following as being an important part of your <u>overall experience</u> here today?

|  | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| The community's landscaping |  |  |  |  |  |  |  |
| Architecture/historic buildings |  |  |  |  |  |  |  |
| Geographical layout of the town |  |  |  |  |  |  |  |
| Variety of store types and other businesses |  |  |  |  |  |  |  |
| Signage (e.g. quaint, rustic, historical) |  |  |  |  |  |  |  |
| Street decorations (e.g. fences, street lights) |  |  |  |  |  |  |  |
| Pedestrian areas/main street |  |  |  |  |  |  |  |
| Street and window displays |  |  |  |  |  |  |  |
| Cleanliness of the streets and public areas |  |  |  |  |  |  |  |

77

Well maintained
public spaces

9. To what extent do you think the shop-specific (in-shop) elements below played an important part of your <u>overall experience</u> here today?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| alluring colors | | | | | | | |
| architectural/artistic merit | | | | | | | |
| visual appeal | | | | | | | |
| building materials | | | | | | | |
| signs and windows | | | | | | | |
| layout of the shops, bars, cafes | | | | | | | |
| range of products | | | | | | | |
| product displays | | | | | | | |
| furnishings | | | | | | | |
| overall ambience (e.g. lighting, sounds, smells) | | | | | | | |

10. To what extent do you agree with the statements below <u>regarding your experience here today</u>?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| There was adequate parking | | | | | | | |

The town was
too crowded

The shops
were too
crowded

It was easy to
find my way
around

11. How would you rank the following as influencing your intention to return to Jerome in the future?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| The community's landscaping | | | | | | | |
| Architecture/historic buildings | | | | | | | |
| Geographical layout of the town | | | | | | | |
| Variety of store types and other businesses | | | | | | | |
| Signage (e.g. quaint, rustic, historical) | | | | | | | |
| Street decorations (e.g. fences, street lights) | | | | | | | |
| Pedestrian areas/main street | | | | | | | |
| Street and window displays | | | | | | | |
| Cleanliness of the streets and public areas | | | | | | | |
| Well maintained public spaces | | | | | | | |

12. To what extent do you think the shop-specific (in-shop) elements below have influenced your intention to return to Jerome in the future?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| alluring colors | | | | | | | |
| architectural/artistic merit | | | | | | | |
| visual appeal | | | | | | | |
| building materials | | | | | | | |
| signs and windows | | | | | | | |
| layout of the shops, bars, cafes | | | | | | | |
| range of products | | | | | | | |
| product displays | | | | | | | |
| furnishings | | | | | | | |
| overall ambience (e.g. lighting, sounds, smells) | | | | | | | |

13. To what extent do you agree that the statements below have influenced your intention to return to Jerome in the future?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| There was adequate parking | | | | | | | |
| The town was too crowded | | | | | | | |
| The shops were too crowded | | | | | | | |

80

It was easy to
find my way
around

14. How would you rank the following as being an important part of your purchasing behavior (souvenirs, food, etc.) here today?

| | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| The community's landscaping | | | | | | | |
| Architecture/historic buildings | | | | | | | |
| Geographical layout of the town | | | | | | | |
| Variety of store types and other businesses | | | | | | | |
| Signage (e.g. quaint, rustic, historical) | | | | | | | |
| Street decorations (e.g. fences, street lights) | | | | | | | |
| Pedestrian areas/main street | | | | | | | |
| Street and window displays | | | | | | | |
| Cleanliness of the streets and public areas | | | | | | | |
| Well maintained public spaces | | | | | | | |

15. To what extent do you think the shop-specific (in-shop) elements below played an important part of your purchasing behavior (souvenirs, food, etc.) here today?

|  | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| alluring colors | | | | | | | |
| architectural/artistic merit | | | | | | | |
| visual appeal | | | | | | | |
| building materials | | | | | | | |
| signs and windows | | | | | | | |
| layout of the shops, bars, cafes | | | | | | | |
| range of products | | | | | | | |
| product displays | | | | | | | |
| furnishings | | | | | | | |
| overall ambience (e.g. lighting, sounds, smells) | | | | | | | |

16. To what extent do you agree with the statements below regarding <u>your purchasing behavior</u> (souvenirs, food, etc.) here today?

|  | Strongly disagree | Disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Agree | Strongly agree |
|---|---|---|---|---|---|---|---|
| There was adequate parking | | | | | | | |
| The town was too crowded | | | | | | | |
| The shops were too crowded | | | | | | | |

It was easy to
find my way
around

***Part 3- In this final part, we would like to ask you some background information about you and your
household. This information will be kept strictly confidential and used for statistical purposes only. The
information is used to make sure we accurately represent visitors to Jerome.***

17. Which of the following sources of information did you use when planning your trip? (*check all that
apply)*
   o Internet
   o Travel agent
   o Friends/Family
   o Guidebooks
   o Magazines
   o Films
   o Chamber of Commerce/Tourism Bureau
   o Local business people
   o From a previous trip
   o Other (*please specify_____*)

18. What is your gender?
   o Male
   o Female

19. What is your age? ____

20. Please indicate the highest level of education that you have attained. (*check only one*)
   o Less than high school
   o High school graduate
   o Technical school or Associates degree
   o Bachelor's degree
   o Master's Degree
   o Ph.D., M.D., J.D., or equivalent

21. What was your employment status during the past year (*check all that apply*)
   o Full-time student
   o Part-time student
   o Employed part-time
   o Employed full-time
   o Unemployed
   o Homemaker or caregiver
   o Retired
   o Other (*please specify_____*)

22. With which racial group(s) do you identify?
   o American Indian or Alaska Native
   o Latino/Latina
   o Asian

83

- o   African American
- o   Native Hawaiian or other Pacific Islander
- o   White

23. Which of the following broad categories best describes your total annual household income for the last calendar year?
- o   $25,000 or less
- o   $25,001 - $50,000
- o   $50,001 – $75,000
- o   $75,001 - $100,000
- o   $100,001 - $125,000
- o   $125,001 - $150,000
- o   More than $150,000

***Thank you for helping us with this important study.  If there is anything else you would like to tell us, please do so in the space below.***

INTERVIEW

What drew you to Jerome/Wickenburg?

What elements of a store do you think impact visitors the most?

Why do you think people come to Jerome/Wickenburg?

In what ways do you think the historic ambience of the town affects the tourist's experiences?

Do you think that carrying the historic theme into the stores is important?  Does it affect the tourist's experience?

Have you seen any changes in the town since you have been here (aesthetic changes, new stores, etc.)?  How have they affected tourists?

If you could change one thing in town, what would it be and why?

APPENDIX C

SOCIO-DEMOGRAPHICS & TRAVEL BEHAVIOR

Table 6

*Socio-demographic Characteristics of Jerome and Wickenburg*

| Socio-demographic Characteristics- Jerome | | Socio-demographic Characteristics- Wickenburg | |
|---|---|---|---|
| Socio-demographics | Frequency (%) | Socio-demographics | Frequency (%) |
| **Gender** | | **Gender** | |
| Male | 41.5% | Male | 46.0% |
| Female | 58.5% | Female | 54.0% |
| | | | |
| **Age** | | **Age** | |
| Below 20 | 1.5% | Below 20 | 0.0% |
| 21-30 | 36.9% | 21-30 | 33.8% |
| 31-40 | 18.5% | 31-40 | 23.1% |
| 41-50 | 15.4% | 41-50 | 13.8% |
| 51-60 | 12.3% | 51-60 | 12.3% |
| 61-70 | 9.2% | 61-70 | 9.2% |
| Over 70 | 6.2% | Over 70 | 7.7% |
| | | | |
| **Education** | | **Education** | |
| Less than Highschool | 0.0% | Less than Highschool | 0.0% |
| Highschool graduate | 20.0% | Highschool graduate | 15.4% |
| Associate Degree/Technical school | 29.2% | Associate Degree/Technical school | 23.1% |
| Bachelor's Degree | 36.9% | Bachelor's Degree | 38.5% |
| Master's Degree | 13.8% | Master's Degree | 16.9% |
| Doctorate Degree | 0.0% | Doctorate Degree | 6.2% |
| | | | |
| **Employment** | | **Employment** | |
| Student Only | 1.5% | Student Only | 3.1% |
| Employed Only | 73.8% | Employed Only | 63.1% |
| Student and Employed | 16.9% | Student and Employed | 21.5% |
| Unemployed | 0.0% | Unemployed | 0.0% |
| Homemaker | 0.0% | Homemaker | 1.5% |
| Retired | 7.7% | Retired | 10.8% |
| Other | 0.0% | Other | 0.0% |
| | | | |
| **Race** | | **Race** | |
| American Indian/Alaska Native | 9.2% | American Indian/Alaska Native | 3.1% |

| | | | |
|---|---|---|---|
| Latino/Latina | 10.8% | Latino/Latina | 15.4% |
| Asian | 3.1% | Asian | 3.1% |
| African American | 13.8% | African American | 4.6% |
| Hawaiian or other Pacific Islander | 1.5% | Hawaiian or other Pacific Islander | 3.1% |
| White | 61.5% | White | 73.8% |
| **Income** | | **Income** | |
| Less than $25,000 | 13.8% | Less than $25,000 | 13.8% |
| $25,001- $50,000 | 35.4% | $25,001- $50,000 | 29.2% |
| $50,001-$75,000 | 35.4% | $50,001-$75,000 | 33.8% |
| $75,001-$100,000 | 10.8% | $75,001-$100,000 | 12.3% |
| More than $100,000 | 4.6% | More than $100,000 | 10.8% |

Table 7

*Satisfaction and Travel Behavior- Jerome*

| Items | Frequency (%) | Items | Frequency (%) |
|---|---|---|---|
| **Overall Satisfaction** | | **Activities** | |
| Extremely/Very Dissatisfied | 0.0% | Museum/gallery | 72.3% |
| Dissatisfied | 0.0% | Winery | 27.7% |
| Neutral | 1.5% | Restaurant/café | 92.3% |
| Satisfied | 38.5% | Shopping | 81.5% |
| Very/Extremely Satisfied | 60.0% | Bar/saloon | 30.8% |
| | | General sightseeing | 52.3% |
| **Length of Stay** | | Other | 3.1% |
| Less than 1 hour | 0.0% | | |
| 1-3 hours | 13.8% | **Previous Visit** | |
| 3-5 hours | 40.0% | Never | 46.2% |
| More than 5 hours | 27.7% | One | 23.1% |
| More than 1 day | 18.5% | Two to three | 16.9% |
| | | Four to six | 7.7% |
| **Learned About Jerome** | | Seven or more | 6.2% |
| Friends or Relatives | 75.4% | | |
| Films | 1.5% | | |
| Books | 35.4% | | |
| Travel Agent | 0.0% | | |
| Other | 3.1% | | |
| | | | |
| **Likely to Return** | | | |
| Very Unlikely | 1.5% | | |
| Unlikely | 4.6% | | |
| Neutral | 21.5% | | |
| Likely | 33.8% | | |
| Very Likely | 33.8% | | |
| Not Sure | 4.6% | | |
| | | | |
| **Main Purpose for Visit** | | | |

| | |
|---|---|
| Shopping | 13.8% |
| Museums | 4.6% |
| Art | 10.8% |
| | |
| Historic | |
| Learning/Experience | 4.6% |
| Personal/work/school | 4.6% |
| Driving through | 10.8% |
| Daytrip/Staycation | 9.2% |
| Sightseeing | 6.2% |
| Winery/Restaurant | 9.2% |
| Ghost Town Experience | 15.4% |
| Friends/Relatives | 6.2% |
| No specific reason | 4.6% |

Table 8

*Satisfaction and Travel Behavior- Wickenburg*

| Items | Frequency (%) | Items | Frequency (%) |
|---|---|---|---|
| **Overall Satisfaction** | | **Activities** | |
| Extremely/Very Dissatisfied | 0.0% | Museum/gallery | 72.7% |
| Dissatisfied | 1.5% | Winery | 6.1% |
| Neutral | 4.6% | Restaurant/café | 75.8% |
| Satisfied | 32.3% | Shopping | 72.7% |
| Very/Extremely Satisfied | 61.5% | Bar/saloon | 30.3% |
| | | General sightseeing | 54.5% |
| **Length of Stay** | | Other | 4.5% |
| Less than 1 hour | 0.0% | | |
| 1-3 hours | 18.5% | **Previous Visit** | |
| 3-5 hours | 46.2% | Never | 33.8% |
| More than 5 hours | 29.2% | One | 18.5% |
| More than 1 day | 6.2% | Two to three | 27.7% |
| | | Four to six | 13.8% |
| **Learned About Wickenburg** | | | |
| | | Seven or more | 6.2% |
| Friends or Relatives | 78.5% | | |
| Films | 3.1% | | |
| Books | 20.0% | | |
| Travel Agent | 1.5% | | |
| Other | 6.2% | | |
| **Likely to Return** | | | |
| Very Unlikely | 3.1% | | |
| Unlikely | 4.6% | | |
| Neutral | 9.2% | | |
| Likely | 43.1% | | |

| | |
|---|---|
| Very Likely | 29.2% |
| Not Sure | 10.8% |

**Main Purpose for Visit**

| | |
|---|---|
| Shopping | 13.8% |
| Museums | 7.7% |
| Art | 12.3% |
| Historic Learning/Experience | 10.8% |
| Personal/work/school | 12.3% |
| Driving through | 12.3% |
| | |
| Daytrip/Staycation | 9.2% |
| Sightseeing | 7.7% |
| Winery/Restaurant | 3.1% |
| Ghost Town Experience | 0.0% |
| Friends/Relatives | 3.1% |
| No specific reason | 7.7% |

APPENDIX D

STREETSCAPE, SERVICESCAPE & INFRASTRUCTURE FREQUENCIES

Table 9

*Streetscape Frequencies- Jerome*

| | Frequencies | | | | | | Standard Deviation |
|---|---|---|---|---|---|---|---|
| **Streetscape- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | |
| Community landscaping | 0.00 % | 1.54 % | 3.08 % | 15.38 % | 80.00 % | 5.99 | 0.82 |
| Architecture/historic buildings | 0.00 % | 0.00 % | 4.62 % | 4.62% | 90.77 % | 6.31 | 0.769 |
| Geographical layout of town | 0.00 % | 3.08 % | 1.54 % | 23.08 % | 72.31 % | 5.91 | 0.914 |
| Variety of stores | 0.00 % | 1.54 % | 3.08 % | 3.08% | 92.31 % | 6.28 | 0.801 |
| Signage | 0.00 % | 1.54 % | 4.62 % | 15.38 % | 78.46 % | 6 | 0.884 |
| Street decorations | 0.00 % | 1.54 % | 3.08 % | 12.31 % | 83.08 % | 6.09 | 0.843 |
| Pedestrian areas | 1.54 % | 0.00 % | 3.08 % | 7.69% | 87.69 % | 6.12 | 0.975 |
| Street and window displays | 1.54 % | 0.00 % | 4.62 % | 6.15% | 87.69 % | 6.17 | 0.928 |
| Cleanliness of public areas | 1.54 % | 0.00 % | 3.08 % | 10.77 % | 84.62 % | 6.22 | 0.944 |
| Well maintained public spaces | 1.54 % | 0.00 % | 3.08 % | 10.77 % | 84.62 % | 6.28 | 0.96 |
| Overall Streetscape Experience | | | | | | 6.14 | 0.677 |
| **Streetscape- Intention to Return** | | | | | | | |
| Community landscaping | 1.54 % | 1.54 % | 3.08 % | 16.92 % | 76.92 % | 5.83 | 0.911 |
| Architecture/historic buildings | 0.00 % | 3.08 % | 3.08 % | 4.62% | 89.23 % | 6.2 | 0.905 |
| Geographical layout of town | 0.00 % | 1.54 % | 4.62 % | 32.31 % | 61.54 % | 5.74 | 0.889 |
| Variety of stores | 0.00 % | 0.00 % | 3.08 % | 10.77 % | 86.15 % | 6.22 | 0.76 |
| Signage | 0.00 % | 0.00 % | 6.15 % | 24.62 % | 69.23 % | 5.95 | 0.909 |
| Street decorations | 0.00 % | 3.08 % | 3.08 % | 26.15 % | 67.69 % | 5.82 | 0.934 |
| Pedestrian areas | 0.00 % | 1.54 % | 4.62 % | 26.15 % | 67.69 % | 5.83 | 0.894 |
| Street and window displays | 0.00 % | 1.54 % | 3.08 % | 15.38 % | 80.00 % | 6.03 | 0.847 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Cleanliness of public areas | 0.00 % | 3.08 % | 1.54 % | 18.46 % | 76.92 % | 6.09 | 0.964 |
| Well maintained public spaces | 0.00 % | 1.54 % | 7.69 % | 9.23% | 81.54 % | 6.17 | 0.993 |
| Overall Streetscape Experience | | | | | | 5.99 | 0.747 |
| **Streetscape- Purchasing Behavior** | | | | | | | |
| Community landscaping | 1.54 % | 1.54 % | 6.15 % | 38.46 % | 52.31 % | 5.52 | 0.97 |
| Architecture/historic buildings | 0.00 % | 3.08 % | 3.08 % | 24.62 % | 69.23 % | 5.72 | 0.839 |
| Geographical layout of town | 1.54 % | 1.54 % | 3.08 % | 15.38 % | 78.46 % | 5.8 | 0.87 |
| Variety of stores | 1.54 % | 0.00 % | 3.08 % | 3.08% | 92.31 % | 6.35 | 0.975 |
| Signage | 0.00 % | 0.00 % | 4.62 % | 7.69% | 87.69 % | 6.29 | 0.805 |
| Street decorations | 1.54 % | 3.08 % | 3.08 % | 44.62 % | 47.69 % | 5.54 | 1.119 |
| Pedestrian areas | 1.54 % | 1.54 % | 3.08 % | 44.62 % | 49.23 % | 5.49 | 0.986 |
| Street and window displays | 1.54 % | 1.54 % | 4.62 % | 4.62% | 87.69 % | 6.12 | 1.068 |
| Cleanliness of public areas | 1.54 % | 1.54 % | 3.08 % | 40.00 % | 53.85 % | 5.68 | 1.032 |
| Well maintained public spaces | 0.00 % | 3.08 % | 4.62 % | 38.46 % | 53.85 % | 5.69 | 1.014 |
| Overall Streetscape Experience | | | | | | 5.82 | 0.812 |

Table 10

*Servicescape Frequencies- Jerome*

| | Frequencies | | | | | | |
|---|---|---|---|---|---|---|---|
| **Servicescape- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | Standard Deviation |
| Alluring colors | 1.54% | 0.00% | 4.62% | 4.62% | 89.23% | 6.23 | 0.932 |
| Architectural/artistic merit | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.42 | 0.748 |
| Visual appeal | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.37 | 0.741 |
| Building materials | 1.54% | 1.54% | 1.54% | 10.77% | 84.62% | 6.03 | 0.918 |
| Signs and Windows | 0.00% | 0.00% | 7.69% | 4.62% | 87.69% | 6.05 | 0.779 |
| Layout of shops | 0.00% | 1.54% | 3.08% | 13.85% | 81.54% | 6.05 | 0.837 |
| Range of products | 0.00% | 1.54% | 1.54% | 12.31% | 84.62% | 6.23 | 0.844 |
| Product displays | 0.00% | 0.00% | 3.08% | 10.77% | 86.15% | 6.19 | 0.748 |
| Furnishings | 0.00% | 3.08% | 3.08% | 6.15% | 87.69% | 6.15 | 0.905 |
| Overall ambience | 1.54% | 0.00% | 3.08% | 1.54% | 93.85% | 6.46 | 0.885 |
| Overall Servicescape Experience | | | | | | 6.22 | 0.695 |
| **Servicescape- Intention to Return** | | | | | | | |
| Alluring colors | 1.54% | 0.00% | 615.38% | 7.69% | 84.62% | 5.91 | 0.861 |
| Architectural/artistic merit | 1.54% | 3.08% | 1.54% | 6.15% | 87.69% | 5.99 | 1.023 |
| Visual appeal | 0.00% | 3.08% | 0.00% | 6.15% | 90.77% | 6.14 | 0.788 |
| Building materials | 1.54% | 1.54% | 7.69% | 23.08% | 66.15% | 5.74 | 1.122 |
| Signs and Windows | 1.54% | 1.54% | 6.15% | 18.46% | 72.31% | 5.82 | 1.088 |
| Layout of shops | 0.00% | 0.00% | 7.69% | 24.62% | 67.69% | 5.86 | 0.899 |
| Range of products | 1.54% | 1.54% | 0.00% | 9.23% | 87.69% | 6.03 | 0.935 |
| Product displays | 1.54% | 1.54% | 4.62% | 20.00% | 72.31% | 5.85 | 1.079 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Furnishings | 1.54% | 1.54% | 4.62% | 24.62% | 67.69% | 5.8 | 1.093 |
| Overall ambience | 0.00% | 3.08% | 3.08% | 6.15% | 72.31% | 6.23 | 0.932 |
| Overall Servicescape Experience | | | | | | 5.94 | 0.795 |
| **Servicescape- Purchasing Behavior** | | | | | | | |
| Alluring colors | 0.00% | 0.00% | 4.62% | 3.08% | 92.31% | 6.17 | 0.698 |
| Architectural/artistic merit | 0.00% | 0.00% | 6.15% | 18.46% | 75.38% | 5.89 | 0.793 |
| Visual appeal | 0.00% | 1.54% | 0.00% | 12.31% | 86.15% | 6.22 | 0.781 |
| Building materials | 0.00% | 1.54% | 12.31% | 40.00% | 46.15% | 5.43 | 0.918 |
| Signs and Windows | 0.00% | 1.54% | 0.00% | 9.23% | 89.23% | 6.15 | 0.712 |
| Layout of shops | 0.00% | 0.00% | 3.08% | 10.77% | 86.15% | 6.08 | 0.692 |
| Range of products | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.35 | 0.738 |
| Product displays | 0.00% | 1.54% | 0.00% | 6.15% | 92.31% | 6.39 | 0.744 |
| Furnishings | 0.00% | 0.00% | 4.62% | 29.23% | 66.15% | 5.91 | 0.879 |
| Overall ambience | 0.00% | 1.54% | 1.54% | 23.08% | 73.85% | 6.02 | 0.875 |
| Overall Servicescape Experience | | | | | | 6.06 | 0.612 |

Table 11

*Infrastructure Frequencies- Jerome*

| | Frequencies | | | | | | Standard |
|---|---|---|---|---|---|---|---|
| **Infrastructure- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | Deviation |
| There was adequate parking | 41.54% | 33.85% | 10.77% | 6.15% | 7.69% | 2.94 | 1.456 |
| Town was too crowded | 3.08% | 18.46% | 29.23% | 26.15% | 23.08% | 4.54 | 1.3 |
| Shops were too crowded | 4.62% | 16.92% | 26.15% | 29.23% | 23.08% | 4.57 | 1.287 |
| Easy to navigate through town | 1.54% | 0.00% | 0.00% | 15.38% | 83.08% | 6.06 | 0.917 |
| Overall Infrastructure Experience | | | | | | 4.53 | 0.587 |
| **Infrastructure- Intention to Return** | | | | | | | |
| There was adequate parking | 35.38% | 36.92% | 13.85% | 4.62% | 9.23% | 3.08 | 1.44 |
| Town was too crowded | 1.54% | 30.77% | 33.85% | 13.85% | 20.00% | 4.29 | 1.308 |
| Shops were too crowded | 1.54% | 26.15% | 35.38% | 20.00% | 16.92% | 4.34 | 1.254 |
| Easy to navigate through town | 3.08% | 0.00% | 1.54% | 16.92% | 78.46% | 5.83 | 1.084 |
| Overall Infrastructure Experience | | | | | | 4.38 | 0.639 |
| **Infrastructure- Purchasing Behavior** | | | | | | | |
| There was adequate parking | 43.08% | 26.15% | 18.46% | 4.62% | 7.69% | 3.02 | 1.42 |
| Town was too crowded | 1.54% | 32.31% | 24.62% | 20.00% | 21.54% | 4.37 | 1.341 |
| Shops were too crowded | 0.00% | 27.69% | 27.69% | 21.54% | 23.08% | 4.49 | 1.288 |
| Easy to navigate through town | 3.08% | 0.00% | 3.08% | 15.38% | 78.46% | 5.86 | 1.13 |
| Overall Infrastructure Experience | | | | | | 4.43 | 0.647 |

Table 12

*Streetscape Frequencies- Wickenburg*

| | Frequencies | | | | | | Standard |
|---|---|---|---|---|---|---|---|
| **Streetscape- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | Standard Deviation |
| Community landscaping | 1.54% | 0.00% | 1.54% | 7.69% | 89.23% | 6.18 | 0.934 |
| Architecture/historic buildings | 1.54% | 0.00% | 1.54% | 6.15% | 90.77% | 6.29 | 0.947 |
| Geographical layout of town | 1.54% | 0.00% | 0.00% | 23.08% | 75.38% | 5.91 | 0.947 |
| Variety of stores | 1.54% | 0.00% | 0.00% | 1.54% | 89.23% | 6.17 | 0.928 |
| Signage | 0.00% | 0.00% | 3.08% | 18.46% | 78.46% | 6.11 | 0.812 |
| Street decorations | 1.54% | 0.00% | 3.08% | 10.77% | 84.62% | 6.15 | 1.004 |
| Pedestrian areas | 1.54% | 0.00% | 1.54% | 12.31% | 84.62% | 6.18 | 0.983 |
| Street and window displays | 1.54% | 0.00% | 3.08% | 13.85% | 81.54% | 5.98 | 0.96 |
| Cleanliness of public areas | 0.00% | 0.00% | 0.00% | 9.23% | 90.77% | 6.37 | 0.651 |
| Well maintained public spaces | 0.00% | 0.00% | 1.54% | 9.23% | 89.23% | 6.29 | 0.701 |
| Overall Streetscape Experience | | | | | | 6.12 | 0.82 |
| **Streetscape- Intention to Return** | | | | | | | |
| Community landscaping | 1.54% | 1.54% | 1.54% | 15.38% | 80.00% | 5.92 | 0.989 |
| Architecture/historic buildings | 0.00% | 1.54% | 1.54% | 4.62% | 92.31% | 6.26 | 0.756 |
| Geographical layout of town | 0.00% | 4.62% | 3.08% | 27.69% | 64.62% | 5.72 | 0.976 |
| Variety of stores | 0.00% | 3.08% | 1.54% | 9.23% | 86.15% | 6.08 | 0.853 |
| Signage | 0.00% | 1.54% | 3.08% | 30.77% | 64.62% | 5.85 | 0.905 |
| Street decorations | 0.00% | 1.54% | 1.54% | 18.46% | 78.46% | 6 | 0.81 |
| Pedestrian areas | 0.00% | 1.54% | 1.54% | 7.69% | 89.23% | 6.15 | 0.755 |
| Street and window displays | 1.54% | 1.54% | 1.54% | 27.69% | 67.69% | 5.77 | 0.932 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Cleanliness of public areas | 1.54% | 1.54% | 0.00% | 12.31% | 84.62% | 6.11 | 0.921 |
| Well maintained public spaces | 0.00% | 1.54% | 0.00% | 9.23% | 89.23% | 6.2 | 0.733 |
| Overall Streetscape Experience | | | | | | 5.97 | 0.728 |
| **Streetscape- Purchasing Behavior** | | | | | | | |
| Community landscaping | 3.08% | 12.31% | 10.77% | 21.54% | 52.3% | 5.26 | 1.384 |
| Architecture/historic buildings | 1.54% | 7.69% | 7.69% | 27.69% | 55.38% | 5.52 | 1.251 |
| Geographical layout of town | 1.54% | 4.62% | 7.69% | 24.62% | 61.54% | 5.62 | 1.141 |
| Variety of stores | 0.00% | 0.00% | 3.08% | 4.62% | 92.31% | 6.22 | 0.673 |
| Signage | 0.00% | 1.54% | 3.08% | 10.77% | 84.62% | 6.06 | 0.808 |
| Street decorations | 0.00% | 6.15% | 9.23% | 33.85% | 50.77% | 5.51 | 1.12 |
| Pedestrian areas | 0.00% | 4.62% | 15.38% | 29.23% | 50.77% | 5.43 | 1.089 |
| Street and window displays | 0.00% | 0.00% | 4.62% | 10.77% | 84.62% | 6.2 | 0.814 |
| Cleanliness of public areas | 1.54% | 4.62% | 9.23% | 26.15% | 58.46% | 5.57 | 1.159 |
| Well maintained public spaces | 1.54% | 4.62% | 9.23% | 26.15% | 58.46% | 5.58 | 1.171 |
| Overall Streetscape Experience | | | | | | 5.66 | 0.853 |

Table 13

*Servicescape Frequencies- Wickenburg*

| | Frequencies | | | | | | Standard Deviation |
|---|---|---|---|---|---|---|---|
| **Servicescape- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | |
| Alluring colors | 0.00% | 0.00% | 3.08% | 23.08% | 73.85% | 5.89 | 0.732 |
| Architectural/artistic merit | 0.00% | 0.00% | 3.08% | 4.62% | 92.31% | 6.22 | 0.673 |
| Visual appeal | 0.00% | 0.00% | 3.08% | 4.62% | 92.31% | 6.31 | 0.705 |
| Building materials | 0.00% | 4.62% | 4.62% | 18.46% | 72.31% | 5.88 | 1.038 |
| Signs and Windows | 0.00% | 0.00% | 3.08% | 18.46% | 78.46% | 6.03 | 0.77 |
| Layout of shops | 0.00% | 0.00% | 0.00% | 20.00% | 80.00% | 6.08 | 0.692 |
| Range of products | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.14 | 0.659 |
| Product displays | 0.00% | 0.00% | 4.62% | 6.15% | 89.23% | 6.23 | 0.766 |
| Furnishings | 0.00% | 0.00% | 1.54% | 24.62% | 73.85% | 6.03 | 0.709 |
| Overall ambience | 0.00% | 0.00% | 3.08% | 4.62% | 92.31% | 6.34 | 0.713 |
| Overall Servicescape Experience | | | | | | 6.09 | 0.655 |
| **Servicescape- Intention to Return** | | | | | | | |
| Alluring colors | 0.00% | 3.08% | 10.77% | 20.00% | 66.15% | 5.65 | 0.975 |
| Architectural/artistic merit | 0.00% | 1.54% | 3.08% | 9.23% | 86.15% | 6.05 | 0.779 |
| Visual appeal | 0.00% | 0.00% | 4.62% | 4.62% | 90.77% | 6.23 | 0.745 |
| Building materials | 0.00% | 4.62% | 9.23% | 23.08% | 62.8% | 5.71 | 1.1 |
| Signs and Windows | 0.00% | 0.00% | 6.15% | 26.15% | 67.69% | 5.97 | 0.935 |
| Layout of shops | 0.00% | 0.00% | 3.08% | 27.69% | 69.23% | 5.88 | 0.781 |
| Range of products | 0.00% | 0.00% | 4.62% | 4.62% | 90.77% | 6.14 | 0.704 |
| Product displays | 0.00% | 0.00% | 4.62% | 21.54% | 73.85% | 5.97 | 0.829 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Furnishings | 0.00% | 1.54% | 3.08% | 27.69% | 67.69% | 5.85 | 0.87 |
| Overall ambience | 0.00% | 0.00% | 3.08% | 10.77% | 86.15% | 6.25 | 0.771 |
| Overall Servicescape Experience | | | | | | 5.89 | 0.664 |
| **Servicescape- Purchasing Behavior** | | | | | | | |
| Alluring colors | 0.00% | 0.00% | 1.54% | 13.85% | 84.62% | 6.06 | 0.659 |
| Architectural/artistic merit | 0.00% | 0.00% | 9.23% | 30.77% | 60.00% | 5.68 | 0.868 |
| Visual appeal | 0.00% | 0.00% | 1.54% | 7.69% | 90.77% | 6.15 | 0.618 |
| Building materials | 3.08% | 12.31% | 10.77% | 23.08% | 50.77% | 5.52 | 1.381 |
| Signs and Windows | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.26 | 0.713 |
| Layout of shops | 0.00% | 0.00% | 0.00% | 18.46% | 81.54% | 6.11 | 0.687 |
| Range of products | 0.00% | 0.00% | 3.08% | 6.15% | 90.77% | 6.23 | 0.702 |
| Product displays | 0.00% | 0.00% | 1.54% | 4.62% | 93.85% | 6.37 | 0.651 |
| Furnishings | 0.00% | 3.08% | 7.69% | 33.85% | 55.38% | 5.66 | 1.035 |
| Overall ambience | 0.00% | 0.00% | 3.08% | 18.46% | 78.46% | 5.91 | 0.678 |
| Overall Servicescape Experience | | | | | | 5.97 | 0.586 |

Table 14

*Infrastructure frequencies- Wickenburg*

| | Frequencies | | | | | | Standard Deviation |
|---|---|---|---|---|---|---|---|
| **Infrastructure- Overall Experience** | SD/D | SLD | N | SLA | A/SA | Average | |
| There was adequate parking | 3.08% | 4.62% | 3.08% | 9.23% | 80.00% | 5.94 | 1.223 |
| Town was too crowded | 70.77% | 4.62% | 10.77% | 6.15% | 7.69% | 2.4 | 1.579 |
| Shops were too crowded | 70.77% | 6.15% | 9.23% | 6.15% | 7.69% | 2.42 | 1.648 |
| Easy to navigate through town | 0.00% | 1.54% | 3.08% | 3.08% | 92.31% | 6.26 | 0.796 |
| Overall Infrastructure Experience | | | | | | 4.22 | 0.573 |
| **Infrastructure- Intention to Return** | | | | | | | |
| There was adequate parking | 4.62% | 4.62% | 3.08% | 13.85% | 73.85% | 5.85 | 1.337 |
| Town was too crowded | 72.31% | 9.23% | 7.69% | 6.15% | 4.62% | 2.23 | 1.487 |
| Shops were too crowded | 70.77% | 9.23% | 7.69% | 6.15% | 6.15% | 2.29 | 1.608 |
| Easy to navigate through town | 0.00% | 0.00% | 1.54% | 3.08% | 95.38% | 6.35 | 0.623 |
| Overall Infrastructure Experience | | | | | | 4.15 | 0.667 |
| **Infrastructure- Purchasing Behavior** | | | | | | | |
| There was adequate parking | 4.62% | 4.62% | 3.08% | 10.77% | 76.92% | 5.85 | 1.314 |
| Town was too crowded | 72.31% | 7.69% | 9.23% | 3.08% | 7.69% | 2.28 | 1.566 |
| Shops were too crowded | 73.85% | 6.15% | 4.62% | 7.69% | 7.69% | 2.32 | 1.669 |
| Easy to navigate through town | 0.00% | 0.00% | 1.54% | 3.08% | 95.38% | 6.38 | 0.63 |
| Overall Infrastructure Experience | | | | | | 4.21 | 0.702 |

APPENDIX E

MULTIPLE REGRESSION MODELS

Table 15
*Influence of Overall Streetscape Experience-Jerome*

|  | Model 1: Frequency of Visits N=65 | |
| --- | --- | --- |
| Independent Variables | Parameter | *t*-Value |
| Age | 0.008 | .294* |
| Education | 0.02 | 2.138 |
| Income | -0.059 | 0.088 |
| Gender | 0.094 | -0.291 |
| Streetscape Experience | -0.162 | -0.699 |
| R² | 0.007 | |
| F-value | 0.98 | |
| Significance | 0.438 | |

*Significant at *p*= 0.05 level.

Table 16
*Influence of Overall Servicescape Experience- Jerome*

|  | Model 2: Satisfaction with visit N=65 | | Model 3: Frequency of Visits N=65 | |
| --- | --- | --- | --- | --- |
| Independent Variables | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | -0.002 | -1.104 | 0.009 | 2.373* |
| Education | 0.014 | 0.098 | 0.028 | 0.124 |
| Income | -0.034 | -0.282 | -0.071 | -0.361 |
| Gender | 0.376 | 1.933* | 0.057 | 0.184 |
| Servicescape Experience | 0.249 | 0.074 | -0.39 | -1.77 |
| R² | 0.119 | | 0.116 | |
| F-value | 1.595 | | 1.548 | |
| Significance | 0.176 | | 0.189 | |

*Significant at *p*= 0.05 level.

Table 17

*Influence of Overall Infrastructure Experience-Jerome*

|  | Model 4: Frequency of Visits N=65 | |
| --- | --- | --- |
| Independent Variables | Parameter | *t*-Value |
| Age | 0.008 | 2.204* |
| Education | -0.072 | -0.319 |
| Income | -0.013 | -0.066 |
| Gender | 0.091 | 0.295 |
| Infrastructure Experience | 0.516 | 1.98 |
| R² | 0.127 | |
| F-value | 1.717 | |
| Significance | 0.145 | |

*Significant at *p*= 0.05 level.

Table 18

*Influence of Streetscape Intention to Return-Jerome*

|  | Model 5: Frequency of Visits N=65 | |
| --- | --- | --- |
| Independent Variables | Parameter | *t*-Value |
| Age | 0.008 | 2.105* |
| Education | 0.026 | 0.113 |
| Income | -0.068 | -0.334 |
| Gender | 0.08 | 0.249 |
| Streetscape Intent | -0.117 | -0.554 |
| R² | 0.074 | |
| F-value | 0.941 | |
| Significance | 0.462 | |

*Significant at *p*= 0.05 level.

Table 19

*Influence of Servicescape Intent to Return- Jerome*

| | Model 6: Frequency of Visits N=65 | |
|---|---|---|
| Independent Variables | Parameter | $t$-Value |
| Age | 0.008 | 2.075* |
| Education | 0.005 | 0.021 |
| Income | -0.049 | -0.243 |
| Gender | 0.74 | 0.23 |
| Servicescape Intent | -0.073 | -0.372 |
| $R^2$ | 0.071 | |
| F-value | 0.904 | |
| Significance | 0.484 | |

*Significant at $p$= 0.05
level.


Table 20

*Influence of Infrastructure Intent to Return- Jerome*

| | Model 7: Frequency of Visits N=65 | |
|---|---|---|
| Independent Variables | Parameter | $t$-Value |
| Age | 0.008 | 2.131* |
| Education | -0.021 | -0.089 |
| Income | -0.055 | -0.275 |
| Gender | 0.145 | 0.432 |
| Infrastructure Intent | 0.174 | 0.62 |
| $R^2$ | 0.075 | |
| F-value | 0.957 | |
| Significance | 0.451 | |

*Significant at $p$= 0.05
level.

Table 21

*Influence of Streetscape Purchasing Behavior-Jerome*

| Independent Variables | Model 8: Frequency of Visits N=65 | |
|---|---|---|
| | Parameter | *t*-Value |
| Age | 0.008 | 2.089* |
| Education | 0.011 | 0.049 |
| Income | -0.05 | -0.249 |
| Gender | 0.086 | 0.268 |
| Streetscape Purchasing | -0.088 | -0.456 |
| R² | 0.072 | |
| F-value | 0.919 | |
| Significance | 0.475 | |

*Significant at *p*= 0.05 level.


Table 22

*Influence of Servicescape Purchasing Behavior-Jerome*

| Independent Variables | Model 9: Frequency of Visits N=65 | |
|---|---|---|
| | Parameter | *t*-Value |
| Age | 0.008 | 2.289* |
| Education | 0.009 | 0.042 |
| Income | -0.07 | -0.351 |
| Gender | 0.093 | 0.295 |
| Servicescape Purchasing | -0.375 | -1.484 |
| R² | 0.103 | |
| F-value | 1.348 | |
| Significance | 0.257 | |

*Significant at *p*= 0.05 level.

Table 23
*Influence of Infrastructure Purchasing*
*Behavior- Jerome*

| Independent Variables | Model 10: Frequency of Visits N=65 | |
|---|---|---|
| | Parameter | *t*-Value |
| Age | 0.008 | 2.199* |
| Education | -0.035 | -0.152 |
| Income | -0.069 | -0.349 |
| Gender | 0.139 | 0.432 |
| Infrastructure Purchasing | 0.29 | 1.119 |
| R² | 0.088 | |
| F-value | 1.144 | |
| Significance | 0.348 | |

*Significant at *p*= 0.05
level.

Table 24
*Influence of Overall Streetscape Experience – Wickenburg*

| Independent Variables | Model 11: Satisfaction with visit N=65 | | Model 12: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | 0.012 | 1.851 | 0.011 | 1.577 |
| Education | 0.185 | 1.329 | 0.123 | 0.783 |
| Income | 0.065 | 0.522 | -0.091 | -0.652 |
| Gender | 0.617 | 3.41* | 0.529 | 2.599* |
| Streetscape Experience | 0.46 | 3.673* | -0.129 | -0.915 |
| R² | 0.448 | | 0.142 | |
| F-value | 9.583 | | 1.961 | |
| Significance | 0.000 | | 0.098 | |

*Significant at *p*= 0.05 level.

Table 25

*Influence of Overall Servicescape Experience- Wickenburg*

| Independent Variables | Model 13: Satisfaction with visit N=65 | | Model 14: Length of Stay N=65 | | Model 15: Frequency of Visits N=65 | |
|---|---|---|---|---|---|---|
| | Parameter | t-Value | Parameter | t-Value | Parameter | t-Value |
| Age | 0.011 | 1.783 | 0.011 | 1.623 | 0.002 | 0.825 |
| Education | 0.089 | 0.629 | 0.15 | 0.971 | 0.199 | 0.404 |
| Income | 0.154 | 1.244 | -0.137 | -1.009 | -0.085 | 0.684 |
| Gender | 0.594 | 3.182* | 0.504 | 2.46* | -0.371 | 0.242 |
| Servicescape Experience | 0.481 | 3.103* | 0.122 | 0.715 | 0.649 | .015* |
| R² | 0.417 | | 0.138 | | 0.135 | |
| F-value | 8.444 | | 1.885 | | 1.837 | |
| Significance | 0.000 | | 0.111 | | 0.120 | |

*Significant at *p*= 0.05 level.

Table 26

*Influence of Overall Infrastructure Experience- Wickenburg*

| Independent Variables | Model 16: Satisfaction with visit N=65 | | Model 17: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | t-Value | Parameter | t-Value |
| Age | 0.01 | 1.454 | 0.012 | 1.723 |
| Education | 0.101 | 0.668 | 0.133 | 0.863 |
| Income | 0.178 | 1.341 | -0.109 | -0.805 |
| Gender | 0.639 | 3.196* | 0.537 | 2.64* |
| Infrastructure Experience | -0.125 | -0.829 | 0.161 | 1.046 |
| R² | 0.33 | | 0.146 | |
| F-value | 5.807 | | 2.019 | |
| Significance | 0.000 | | 0.089 | |

*Significant at *p*= 0.05 level.

Table 27

*Influence of Streetscape Intention to Return- Wickenburg*

| Independent Variables | Model 18: Satisfaction with visit N=65 | | Model 19: Length of Stay N=65 | | Model 20: Frequency of Visits N=65 | |
|---|---|---|---|---|---|---|
| | Parameter | t-Value | Parameter | t-Value | Parameter | t-Value |
| Age | 0.012 | 1.843 | 0.011 | 1.609 | 0.003 | 0.778 |
| Education | 0.153 | 1.051 | 0.156 | 0.995 | 0.28 | 0.256 |
| Income | 0.111 | 0.868 | -0.135 | -0.97 | -0.135 | 0.534 |
| Gender | 0.648 | 3.429* | 0.518 | 2.534* | -0.298 | 0.351 |
| Streetscape Intent | 0.38 | 2.709* | 0.037 | 0.247 | 0.48 | .046* |
| R² | 0.397 | | 0.131 | | 0.107 | |
| F-value | 7.769 | | 1.782 | | 1.407 | |
| Significance | 0.000 | | 0.131 | | 0.235 | |

*Significant at *p*= 0.05 level.

Table 28

*Influence of Servicescape Intent to Return*

| Independent Variables | Model 21: Satisfaction with visit N=65 | | Model 22: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | t-Value | Parameter | t-Value |
| Age | 0.01 | 1.554 | 0.011 | 1.586 |
| Education | 0.073 | 0.509 | 0.149 | 0.957 |
| Income | 0.171 | 1.356 | -0.129 | -0.951 |
| Gender | 0.578 | 3.005* | 0.512 | 2.472* |
| Servicescape Intent | 0.369 | 2.547* | 0.035 | 0.224 |
| R² | 0.389 | | 0.131 | |
| F-value | 7.517 | | 1.779 | |
| Significance | 0.000 | | 0.131 | |

*Significant at *p*= 0.05 level.

Table 29

*Influence of Infrastructure Intent to Return- Wickenburg*

| Independent Variables | Model 23: Satisfaction with visit N=65 | | Model 24: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | 0.011 | 1.56 | 0.013 | 1.779 |
| Education | 0.087 | 0.565 | 0.113 | 0.728 |
| Income | 0.193 | 1.431 | -0.091 | -0.667 |
| Gender | 0.653 | 3.262* | 0.523 | 2.595* |
| Infrastructure Intent | 0.007 | 0.046 | 0.217 | 1.366 |
| R² | 0.322 | | 0.157 | |
| F-value | 5.605 | | 2.197 | |
| Significance | 0.000 | | 0.067 | |

*Significant at *p*= 0.05 level.

Table 30

*Influence of Streetscape Purchasing Behavior- Wickenburg*

| Independent Variables | Model 25: Satisfaction with visit N=65 | | Model 26: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | 0.012 | 1.735 | 0.013 | 1.823 |
| Education | 0.103 | 0.683 | 0.168 | 1.107 |
| Income | 0.161 | 1.216 | -0.167 | -1.241 |
| Gender | 0.649 | 3.283* | 0.513 | 2.563* |
| Streetscape Purchasing | 0.15 | 1.29 | 0.195 | 1.661 |
| R² | 0.341 | | 0.169 | |
| F-value | 6.095 | | 2.402 | |
| Significance | 0.000 | | 0.047 | |

*Significant at *p*= 0.05 level.

Table 31

*Influence of Servicescape Purchasing Behavior- Wickenburg*

| Independent Variables | Model 27: Satisfaction with visit N=65 | | Model 28: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | 0.01 | 1.505 | 0.011 | 1.555 |
| Education | 0.07 | 0.477 | 0.143 | 0.924 |
| Income | 0.18 | 1.417 | -0.132 | -0.977 |
| Gender | 0.605 | 3.14* | 0.5 | 2.447* |
| Servicescape Purchasing | 0.38 | 2.324* | 0.145 | 0.837 |
| R² | 0.379 | | 0.14 | |
| F-value | 7.197 | | 1.929 | |
| Significance | 0.000 | | 0.103 | |

*Significant at *p*= 0.05 level.

Table 32

*Influence of Infrastructure Purchasing Behavior- Wickenburg*

| Independent Variables | Model 29: Satisfaction with visit N=65 | | Model 30: Length of Stay N=65 | |
|---|---|---|---|---|
| | Parameter | *t*-Value | Parameter | *t*-Value |
| Age | 0.011 | 1.523 | 0.012 | 1.745 |
| Education | 0.099 | 0.643 | 0.11 | 0.705 |
| Income | 0.184 | 1.371 | -0.097 | -0.716 |
| Gender | 0.645 | 3.205* | 0.549 | 2.706* |
| Infrastructure Purchasing | -0.054 | -0.366 | 0.198 | 1.339 |
| R² | 0.324 | | 0.156 | |
| F-value | 5.643 | | 2.18 | |
| Significance | 0.000 | | 0.068 | |

*Significant at *p*= 0.05 level.