A CASE STUDY OF MICKEY'S DINING CAR:

AN EXAMINATION OF A RESTAURANT AS A HERITAGE SITE

by

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ABSTRACT

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Greater insight into the interrelatedness of foodservice and tourism was the

impetus for this study, as trade research is largely proprietary due to the intensely

competitive current environment and academic research has only relatively recently

begun to explore the existing relationship between the two industries. As such, an

operational definition of a restaurant as a tourist attraction has been abstractly limited to

the proprietary vision of large corporate conglomerates, the intuition of small operators,

the declaration of travel writers and the imagination of the tourist.

This case study of Mickey's Dining Car examines the dynamics of an operation

that functions as both a restaurant and a national heritage site. General tourist attraction

theory provided the foundation for the research. The study adopted a comparative

approach examining two restaurants with operational similarities. Utilizing control

through the common features, similarities and differences in customer profiles, involvement, motivations and expenditures were the basis upon which the comparison was analyzed.

The primary data, descriptive in nature, was generated from a questionnaire that was distributed systematically to a sample of 730 customers, on-site at both restaurant locations. The research instrument solicited self-report data addressing demographics, visitor numbers, distance traveled, visit frequency, involvement, restaurant, tourism and heritage motivations, informational sources, special interests, awareness of historic designation, primary and secondary spending and value. Significant relationships in the cross comparison were identified by a chi-square and a t-test.

The results support the assumption that a restaurant listed on the national register of historic places can function as a tourist attraction, although designation in and of itself does not assure that. The importance of designation to the restaurant is the intended function, to preserve. Within the context of a historic restaurant, the appropriateness of generalized academic definitions of tourist attractions is confirmed; the physical and cultural resources must be readily identified and appreciated. The operational considerations of a restaurant as an attraction are universal; emphasis should be placed on marketing to ensure adequate promotion of the product and on quality food and service to build a loyal customer base and ensure repeat patronage.

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CHAPTER ONE

Introduction

Restaurants

The restaurant industry is the third largest business in the United States and is poised for yet another year of growth (National Restaurant Association [NRA], 1999; NRA, 1999a). Small private operators who represent the majority of restaurateurs are acutely aware of the intensely competitive environment. As a result, the industry now recognizes a previously often overlooked market segment, tourists.

Restaurants and tourism

Restaurants, a fundamental component of the tourism industry, are not necessarily equated with the stereotypical images of tourism, as their association is primarily derived from the support they provide the tourism industry; people traveling away from home have to eat away from home. Travel is an increasingly more important element of contemporary society. An increased global income and productive capacity have made it possible for the tourism industry to grow (Gee, 1984). More tourists mean more potential customers for restaurants. The inter-relatedness of the main components of the restaurant and tourism industries should no longer be under-emphasized.

Restaurants as tourist attractions

Amidst the recent growth of the restaurant and tourism industries, a trend has emerged. Restaurants are becoming more than just a place to eat but are also a place to

experience (Apfel, 1998). Accordingly, some restaurants can be viewed as more than a provider of food and beverages but additionally a provider of experiences or even an attraction within the tourism industry.

While general tourist attraction theory provides an academic foundation for examining restaurants as tourist attractions, there is no specific academic literature on restaurants as tourist attractions. Currently, the operational definition of restaurants as attractions is limited to the proprietary vision of large corporate eatertainment conglomerates, the intuition of small operators, the declaration of travel writers and the imagination of the tourist.

Mickey's Dining Car

Mickey's Dining Car, an industry defined coffee shop, is a 36 seat diner that has been serving breakfast, lunch and dinner 24 hours a day for nearly 65 years. The operations primary business function is that of providing food to individuals who are away from home. On February 24, 1983 Mickey's Dining Car was listed on the National Register of Historic Places, as it possessed exceptional cultural, architectural and historical importance as a longstanding and unique social institution and landmark in Downtown St. Paul. As such, it represents a medium for examining the restaurant as an attraction for it is not only a place to eat but, additionally a heritage site to experience.

Mickey's Dining Car within the Tourist Attraction Research Framework

Mickey's Dining Car as an attraction by means of historical designation was examined utilizing a cross comparative case study. Mickey's Dining Car is one of two

similar operations owned and operated by Mickey's Diner Inc. The difference between the restaurants that is fundamental for this study is the historical designation of Mickey's Dining car.

 A current operational comparison should provide a reasonably objective picture of Mickey's Dining Car relative to Mickey's Restaurant. This approach adopts a most similar systems method and utilizes control through common features, identifying the independent variable, historic designation, that may be associated with a divergent outcomes upon those elements with which the comparison will be conducted: customer profiles, involvement, motivations and expenditures (Pearce & Butler, 1993).

<u>Need for the study</u>

In relation to the magnitude of and economic investment within the restaurant industry, there is a surprising scarcity of restaurant specific product and consumer research material available to the academic researcher. Presumably, much of the information is proprietary due to the intensely competitive nature of the industry. Moreover, the relationship between restaurants and tourism is affirmed in textbooks and trade journals but is surprisingly limited in academic application. The few studies that have addressed the food service-tourism relationship have examined the effect of foodservice on vacation choice and experience (Fox & Sheldon, 1988), gastronomy as a tourist motivation (Polacek, 1986) and factors influencing restaurant selection by travelers stopping at visitor information centers. (Gregiore, Shanklin, Greathouse & Tripp, 1995). Restaurants are rapidly evolving from just places to eat to an integral part of the tourist experience; as such it is important for both the tourism and restaurant

industries to understand the nature of the phenomenon. Tourists needs, expressed through motivations are important components for attraction promotion and destination development, in that the attraction base determines the extent to which the visitor's needs are met it is important that the tourism industry understand the role of the restaurant in tourist experience. Commercial success and financial viability in an increasingly competitive market require restaurateurs to understand how consumers will experience their product, as well as their competitors. Moreover, in an increasingly competitive environment, operational success may rely upon the ability to attract the tourist market segment.

The management and marketing of historic sites requires knowledge of the general roles that they play in leisure activities (Thomas, 1989). Research examining the visitor experience at heritage sites has been viewed as inadequate as visitor's perspectives are generally not satisfactorily explored (Masberg & Silverman, 1996). Heritage is a significant part of the travel and tourism industry and the better the needs of the consumer are understood, than the more attractive the services and the safer those qualities which conservation seeks to protect (Herbert, 1989).

<u>Statement of the purpose</u>

This study proposed to conduct a cross comparative analysis of two restaurants with common features, Mickey's Dining Car and Mickey's Restaurant in which the primary operational function is foodservice. The difference, which is fundamental to the comparative research method is a secondary function for Mickey's Dining Car, that of heritage site. The purpose of the study was to explore the dynamics of a restaurant listed

on the National Register of Historic Places towards an understanding of a restaurant as a heritage attraction.

Objectives of the Study

The objective of this study was to conduct a cross comparative analysis of restaurant customer:

1) Profiles

2) Involvement

3) Motivations

4) Expenditures

Assumptions

1) The assumption was made that a restaurant listed on the National Register of Historic Places, and subsequently designated a national historic site would function as an attraction within the tourism industry.

2) The assumption was made that a comparative case study of customer perceptions between two comparable restaurant operations would serve to illustrate the similarities and differences of a restaurant as a heritage attraction.

Limitations

1) Two restaurants within one organization were examined for this study. Consequently, the generalizability of the results may be limited by the specific character, product

and services of the organization. The specific tourism character of the city of St. Paul and the state of Minnesota may further limit the generalizability of the results.

2) Subjects may selectively participate in the survey as a measure self-interest/disinterest or convenience/inconvenience, which would introduce the propensity for bias within the results.

3) The researcher elected to survey from 7:00Am until 9:00 PM during the hours that would encompass the traditional meal time periods of breakfast, lunch and dinner. This introduces the propensity for error, as the sample will not perfectly represent the population of customers to the restaurant in the 24-hour period of operation.

4) The researcher has an association with the restaurant corporation; the study may be exposed to insider subjectivity as the researcher may introduce a bias toward the study.

5) The study was conducted over a one-week period; as such the potential does exist for the introduction of confounding variables that would influences the subjects responses.

Definition of terms

Historic Site:

A site that is deemed to be significant to the local, state or national history or pre-history, is documented and evaluated according to uniform standards, is determined to be worthy of preservation and is thusly listed on the National Register of Historic Places (National Parks Service, 1999).

Restaurant:

>A commercial operation, open to the general public on a continuous basis in
>which food is prepared and sold to customers for consumption on the premises
>(Olsen & Blank, 1994).

Tourist:

>The terms *tourist* and *visitor* are often used interchangeably at the domestic travel
>level.
>The US Travel Data Center and the US Bureau of the Census define a *visitor* as
>anyone who travels at least 160 km (100 miles) one-way away from home, except
>for the purposes of commuting to work, and regardless of the length of stay
>(Smith, 1989)

Overview of the study

The focus of this study is an evaluation of an operation that embodies both the foodservice and tourism industries; a study of a restaurant as a historic site. The study will be developed in five chapters. The literature review provides the theoretical framework for the study. It is founded in timely literature relevant to foodservice, travel and heritage research. The methodology outlines the procedures designed for the most effective data collection from the Mickey's operations. A descriptive survey method employed instrumentation specifically adapted for the purposes of examining motive and experience oriented research in foodservice and tourism in a cross comparative format. The findings statistically analyze and report the results of the data for the cross

comparative examination of customer profiles, involvement, motivation and

expenditures. The conclusions discuss the implications of the findings toward an

understanding of a restaurant as a historic site and attraction within the tourism industry.

CHAPTER TWO

Literature Review

Changing lifestyles have spurred an evolution of the modern consumer. An increase in discretionary income and leisure time in an environment of cultural diversity are responsible for the creation of a more knowledgeable, discriminating and sophisticated consumer (Gee, 1997, NRA, 1990). This consumer, being markedly different, will place new demands upon the foodservice and tourism industries. They will seek selection and variety in the goods and services that they purchase. Accustomed to the familiar they desire alternatives; novel experiences will become a matter of consumer choice. Increased access to food and travel opportunities will lead to increased demand for new and singular food and travel experiences (Gee, 1997; NRA, 1990). The express desire and demands of the contemporary consumer will directly impact the foodservice and tourism industries.

<u>**Restaurants**</u>

The restaurant industry is the third largest business in the United States. Industry sales in 1999 are forecasted to reach 345 billion reflecting a 4.6% increase. Industry sales equal more than four percent of the U.S Gross Domestic Product. Food and beverage operations comprise nearly 30% of all retail establishments and employ eight percent of the U.S. workforce. Sales have increased an average of 6.7% annually since 1970. A positive economic environment and continued gains in consumer disposable income fuel continued sales growth (National Restaurant Association [NRA], 1999; NRA, 1999a).

The average household expenditure on food and beverages away from home was $729 per person in 1996. In 1997, almost half of all adults were restaurant patrons on a typical day in the United States. Moreover, greater than 44% of the consumer dollar is spent on food and beverage purchases. Accordingly, the restaurant industry is an integral part of the American lifestyle and an indispensable part of the American economy (NRA, 1999; NRA, 1999a).

The restaurant industry is poised for another year of consecutive growth. Industry sales are anticipated to steadily increase 1.8% annually. Moreover, operators are sensitive to the high competition resulting from steady growth in the number of restaurants. There are now over 815,000 restaurant locations nationwide. Moreover, greater than two thirds of eating and drinking establishment have annual sales of less than $500,000, nearly three-quarters had less than 20 employees, and almost half are sole proprietorships or partnerships (NRA, 1999; NRA, 1999a). These small private operators who represent the majority of restaurateurs are acutely aware of the intensely competitive environment. As such, restaurateurs are now more cognizant of a previously often overlooked market segment, tourists.

Restaurants and tourism

An increased global income and productive capacity have spurred the growth of the tourism industry, as a result travel is an increasingly important component of contemporary society (Gee, 1984). The Travel Industry Association of America, (TIA) reported that Americans made nearly 1.2 billion personal trips in 1996. Moreover, the U.S. Department of Commerce reported that 48.9 million international travelers visited

the United States in 1997. These statistics are relevant to the restaurant industry because people traveling away from home have to eat away from home. More tourists mean more potential customers for restaurants. According to the Tourism Works for America Council, of the $67 billion dollars spent annually by international travelers, $12 billion or 18% is spent on food and beverages, this translates to a projected 4.2% food and beverage industry sales increase for 1997. As such, economics substantiate the prevailing assumption that increased number of tourist means increased restaurant sales (Apfel, 1998).

Tourism is a composite of activities, services, and industries that provide transportation, accommodation, food service, and entertainment as well as producing the overall travel experience (Brymer, 1998). Restaurants, a fundamental component of the tourism industry, are not necessarily equated with the stereotypical images of tourism, as their association is primarily derived from the support they provide the tourism industry. In fact, in areas that have a mixed economic base, the majority of restaurant industry output is considered to be industry support. In the simplest form, restaurants support the tourism industry by providing food and services to those individuals who are working or traveling away from home. However, the supporting role of the restaurant industry is much more complex. In addition to offering sustenance, restaurants also provide opportunities for socialization, entertainment or diversion, and ambiences that contribute to variety of living experiences (Olsen & Blank, 1994). It is this complexity that blurs the distinction between the restaurant and tourism industries.

Motivations for dining out similarly correspond with the socio-psychological motivations for pleasure travel. Crompton (1979) described seven motives for pleasure

travel as; novelty, socialization, prestige/status, rest/relaxation, education/intellectual enrichment, enhancing kinship relationships, and regression. Restaurants USA described similar motives for restaurant dining (Gardner, Masur, Mills, Papadopoulos & Rienhe; 1996).

Mealtimes have traditionally been associated with social opportunities and restaurants have provided an opportunity to see and be seen. Contemporary consumers continue to seek social pleasure with family, friends or business associates. Moreover, dining with children is no longer reserved for special occasions. Restaurants now offer refuge from hectic family lives and provide an opportunity for family time in a fun and relaxed environment and entertainment is a popular adjunct to the restaurant experience. Entertainment opportunities are varied and may include a music or comedy show, a display kitchen, or the ambience and décor of eatertainment establishments. Entertainment combined with menu variety provides the consumer with the opportunity to experience something different, unique and special at every meal (Gardner, Masur, Mills, Papadopoulos & Rienhe; 1996).

The motives of the restaurant patron resemble the motives of the leisure traveler. Tourists seek new and unique experiences and environments that will facilitate escape, alleviate boredom and provide for thrills, adventure, and surprise. Tourists desire social interaction. They seek social exchange with new people in different locations and enhancement of kinship relationships through quality familial interaction. They seek opportunities that will provide for relaxation, refreshment, regression and prestige (Crompton, 1979; Crompton & McKay, 1997).

The similarity between the restaurant patron and the traveler signifies the nebulous distinction between the restaurant and tourism industries. This supports Gunn's (1979) contention that too great an emphasis is placed upon the separateness of the tourism industry and not enough on the inter-relatedness of the main components.

<u>Restaurants as tourist attractions</u>

As the restaurant and tourism industries have grown, so too has an emerging phenomenon. Restaurants are becoming more than just a place for a tourist to eat but also a place for a tourist experience (Apfel, 1998). Accordingly, some restaurants can be viewed as more than a provider of food and beverages to those traveling away from home but also a provider of tourist experiences or even a tourist attraction. When differentiating between attractions and non-attractions, restaurants tend to confuse the distinction between the different segments of the tourism industry (Lew, 1994). Gunn (1979) describes tourist attractions as places that provide the things for tourists to see and do and those things that serve to lure the tourist to the area. Gunn (1979:67) defines attractions as the "physical developments that in turn provide settings for recreational experiences derived from participation". As such attractions are designed, developed and managed for visitor participation to evoke a tourist experience. Gunn (1979) classifies attractions according to touring attractions and destination attractions. According to this framework, specialty foods and entertainment places are categorized as attractions. Thus, they are not used repeatedly by the same user over the entire vacation but rather are consumed at many separate locations.

Jafari (1979) describes attractions as "background tourism elements" and categorizes them into three groups, natural, socio-cultural and manmade. Natural background elements refer to the natural elements of a destination, such as lakes, mountains, forests and climate. Socio-cultural background elements refer to the social and cultural elements of a destination such as, history and religion. Man-made background elements refer to those attractions that are created by man, such as historical buildings, monuments and theme parks. According to this framework restaurants and entertainment places would be categorized as created man-made attractions.

Pearce (1991:46) provides an operational definition of tourist attractions as "… a named site with a specific human or natural feature which is the focus of visitor and management attention". Pearce (1991) contends that the key features of a tourist site include a resource element, a public conception/understanding, visitor activities, an inviolate belt, services and price. Following these principles Pearce (1991) suggests that a successful tourist attraction should have a striking and/or distinctive physical or cultural resource. It should provide scope for visitor experiences and activities, which excite the public imagination. A successful tourist attraction should be readily understood and appreciated by the public, presented in a context, which preserves resource integrity and priced to reflect the resource quality. Additionally, a tourist attraction should provide for visitor services, such as shopping and toilet facilities but not to the detriment of the resource.

General tourist attraction theory provides an academic foundation for examining restaurants as tourist attractions as there is no specific academic literature on restaurants as tourist attractions. Currently, the operational definition of restaurants as attractions is

limited to the proprietary vision of large corporate eatertainment conglomerates, the intuition of small operators, the declaration of travel writers and the imagination of the tourist.

Mickey's Dining Car

Mickey's Dining Car has been operating continuously under the same sole proprietorship, on Seventh and St. Peter Streets in St. Paul, Minnesota since 1937-1939. The operation's primary business function is that of foodservice; providing food to individuals who are away from home. Mickey's is operationally defined by current food service standards as a coffee shop (Brymer, 1998). Attentive but minimal table service is provided to 36 seats on a 24-hour basis. The limited number of seats requires a high volume of customer traffic. Patronage has traditionally been based upon convenience combined with low to moderate pricing (menu entrées range from $1.80 to $9.40) that produces a relatively high level of perceived value. The menu offers breakfast, lunch and dinner items, that while characteristic of simple-fare is designed to meet the customer needs during all meal periods (Mattson, 1998).

[Mickey's Diner, is a prefabricated streamlined Moderne style one story diner] …with a symmetrical façade and a central entrance. Its design was inspired by that of a railroad dining car, and incorporates the requisite features of the streamlined phase of American architecture which was popular from 1930 to 1945. The exterior of the diner features yellow and red porcelain steel panels, plate glass windows in a horizontal band and divided by fluted chrome strips,

typical Deco lettering, and a roof topped by a projecting upright sign illuminated with neon and a ribbon of light bulb edging (National Register of Historic Places Inventory [NRHPI], 1981:2).

…Mickey's diner (1937-39) is of exceptional cultural, architectural, and historical importance as a beloved, longstanding and unique social institution which is a landmark in Downtown St. Paul, as an unaltered classic railroad car-inspired American blue collar diner which is an excellent example of streamlined Art Deco architecture and as one of the few diners of its type remaining throughout the Midwest (NRHPI, 1981:3).

Mickey's Diner was prefabricated in Elizabeth, New Jersey in 1937 by the Jerry O'Mahoney Company. It was shipped to St. Paul by rail and installed on its present site in 1939. It has remained in continuous operation as Mickey's Diner since then, and is a popular local establishment. At a time when most such businesses have been replaced by fastfood chains and franchises such as McDonalds and Burger King Mickey's is a rare survivor of the 1930's and 1940's era when manufactured diners were commonplace in the American landscape (NRHPI, 1981:3).

Upon the recommendation of the Society of Commercial Archeology, Mickey's Dining Car was listed on the National Register of Historic Places on February 24, 1983. It was evaluated and nominated based upon the "distinctive characteristics of a type,

period, or method of construction" significantly reflective of the American heritage (NRHPI, 1981; National Parks Service [NPS], 1989). Normally a building must be 50 years or older to be considered eligible for nomination to the National Register of Historic Places, but the fast changing urban landscapes spurred action to protect the American Diners. Mickey's was the second such diner, of four nationwide, to be designated on the National Register of Historic Places (Gutman, 1993). As such its Historical Designation received national news coverage, thus, inciting specific interest in Mickey's during a period of general renewed interest in diners themselves. The 1980's marked this resurgence of popular interest. Consumer demand for diners increased rapidly. Diner operators saw a change in clientele; previously operating on the fringe of popular consumer interest the diner experience was in turn becoming "chic" (Green, 1987).

This interest coupled with the establishment's repute as an art director's locale served to further its image as a St. Paul landmark. As such it has been depicted in a variety of artistic mediums. Mickey's has been portrayed in the artworks of photo-surrealist John Baeder and watercolorist Susan Amidon (Amidon, 1990; Baeder, 1978). It has been replicated in collectibles for Sax Fifth Avenue and the Danbury Mint and "remains one of the most asked for pieces" in the Department 56 Snow Village Collection (Department 56 Quarterly, 1992:26). It has served as a site location for the motion picture productions of "The Mighty Ducks" films and "Jingle all the Way", and the opening television credits for the Tom Arnold television show (Arnold Captures Heart of St. Paul with Playful Style, 1997; Columbus, Radcliffe & Barnathan, 1996; Kerner & Avnet, 1996). Mickey's served as a photographic backdrop for Playboy

magazine and was featured in the "Alexander" music video and album cover (Fegly, 1977: 133; Rock Album on Video Camera, 1985). Artistic media, particularly movies, often incites interest in and spurs travel to the various locales depicted within the art form. The inclusion of Mickey's in a variety of artistic mediums may serve to generate a specific interest in the establishment, and as such may create an attraction for visitors to the St. Paul area.

Popular travel magazines and guidebooks have served to promote and endorse Mickey's Dining Car as a worthy travel experience in St. Paul. Foder's travel guidebook denotes Mickeys as "…a quintessential diner" and a "local institution" (McConnell & Lore, 1999:592). Conde Nast Traveler recommends Mickey's for "a cheap, all-American meal" and declares it "an original" (Consolo, 1990: 71). National Geographic notes that Mickey's is "downtown's only round-the-clock eatery" (Abercrombie, 1980:684) where "citizens of every stripe have rubbed elbows since 1937". Mariani's Coast to Coast Dining Guide states that " …[if you] don't drop in for a cuppa Java at Mickey's, then you haven't been to St. Paul at all" (Mariani, 1985: c64).

Historic designation, renewed popular interest in diners, familiarity, and place association coupled with guidebook recommendations have served to promote and endorse Mickey's as a worthy travel stop and an important part of the St. Paul travel experience. Accordingly, it can be reasonably assumed that Mickey's Diner functions beyond the capacity of a support service (providing food to people away from home) to the local tourism industry, but additionally as a provider of tourist experiences. As such, it represents an opportunity for examining the restaurant as a tourist attraction. As a

heritage attraction, Mickey's differentiates itself from others according to operational goals, as it firstly serves as a place to eat and secondly as a heritage site.

Mickey's within the Tourist Attraction Research Framework

Research of tourist attractions is generally conducted from three broad perspectives, which are defined as ideographic, organizational, and cognitive. The ideographic perspective defines and describes attraction types. The organizational perspective examines the organization and development of the attraction. The cognitive perspective focuses on the perception and experience of tourist attractions by different groups (Leiper, 1990; Lew, 1994).

The cognitive perspective provides the basis for focusing on motive and experience oriented research from a behavioral or phenomenological perspective. Typologies for studying tourist perception are generally divided into tourist activities, attraction character and tourist experience (Lew, 1994). A cognitive approach designed to explore the visitor's perspective, can provide understanding of a phenomenon by examining the type of experience as well as the motives for and meaning derived from visiting an attraction.

Comparative studies in tourism while to date having tested little theory per se, provide through classifications of issues, a basis for further research and are a useful means for testing an uncritically accepted concept. Comparative studies serve to identify and describe basic patterns in order to develop a general understanding of the process at work (Pearce & Butler, 1993).

Applications of comparative studies in tourism are varied and range from one of the earliest studies conducted by Thompson in 1971 which compared recreation and tourism in the Colorado Rockies and the Swiss Alps, to produce a number of generalizations with practical implications for the future development of the Rockies, to a more recent study in which Johnson and Thomas (1991) compared the input/output ratios and financial data of ten open-air museums to produce detailed performance measures that ranked each museum in relation to the other (Pearce & Butler, 1993).

A comparative approach in tourism research involves the analysis of a problem in two or more locations in order to examine the similarities and differences of a phenomenon. A common approach to comparative research in tourism is the case study. Comparative case studies differ from a simple case study as that they are specifically designed for the interpretation and interrelation within the comparative process. Three design elements are fundamental to the comparative research method these include, " a clearly understood problem", a "conceptual equivalence and equivalence of measurement, and " clearly and explicitly identified and described" independent variables (Pearce, 1993:30-31).

Mickey's Diner as a heritage site was examined utilizing a cross comparative case study. Mickey's Dining Car is one of two similar operations owned and operated by Mickey's Restaurants Incorporated. These operations, Mickey's Dining Car and "Mickey's Restaurant, have operational similarities; as both restaurants seat 36, maintain the same hours, menu items, and prices. Moreover, they operate under the same management and name familiarity on the same street in St. Paul. The difference between the restaurants that is fundamental for this study resides with the historical designation of

Mickey's Dining Car. Analysis of Mickey's across customer perspectives, utilizing a current operational comparison should provide a reasonably objective picture of Mickey's Dining Car relative to the other, Mickey's operation. This approach adopts a "most similar systems" method and utilizes control through common features, identifying the independent variable, historic designation, that may be associated with a divergent outcomes upon those yardsticks or elements with which the comparison will be conducted (Pearce, 1993).

Elements of the comparative process

A review of hospitality and tourism research studies provides the elements for interpretation and interrelation within the comparative process for this study. These elements identified as customer profiles, involvement, motivation and expenditures are unified in their relevance to restaurant, tourism and heritage research applications.

Profiles

A profile of existing customers is customary in both academic and trade hospitality and tourism research studies as the data can provide valuable information about consumer characteristics, such as age, sex, education, geographic location and socio-economic status, which individually and collectively serve to define the current consumer market. The information generated from profile studies is essential for the analysis of operations and marketing. Moreover, profile studies most easily measure the drawing power for existing visitor attractions. These studies generally examine attraction draw in terms of the number of visitors, where they come from and how far they travel

(Gartner, 1996). Profile studies provide fundamental consumer information basic to the analysis of interpretative strategies and make it possible to identify pertinent similarities and differences between groups.

Involvement

Within the last 10 years involvement has become one of the most examined constructs in consumer behavior research. While the extension of the involvement construct to the hospitality and tourism industry is relatively recent, it is being broadly applied throughout industry research in an array of consumer studies encompassing hospitality, recreation and leisure (Dimanche, Havitz and Howard, 1991; Howey, 1997; Ladki, 1995). Dimanch, Havitz and Howard (1991) define involvement as an unobservable sate of motivation, arousal and interest. Zaichowsky (1985:342) applied a similarly motivational based definition of involvement as " a person's perceived relevance of the object based on inherent needs, values, and interests". Three factors influence the consumer's response to a product or involvement with a product, the individual, the situation and the product itself. A measure of involvement can reflect differences across people, objects and situations. As such, involvement with products, as it relates to consumer behavior research, leads to greater understanding of product attribute differences (Dimanche, Havitz & Howard, 1991).

Zachowsky (1985) developed a methodologically sound instrument designed to measure the involvement construct. Dimanche, Havitz , Howard (1991) tested the involvement construct in the context of selected recreational and touristic activities and corroborated the applicability of an Involvement Profile Scale for tourism and leisure

research. Ladki (1995) tested a comprehensive model to evaluate consumer involvement

in restaurants and Howey (1997) applied the instrument to examine the role of

involvement in selecting a restaurant. Zachowsky's (1985) involvement profile is

composed of a single item scale with 20 bipolar adjectives to measure individual interest

with a particular product or service. Seven different responses are possible for each

adjective pair. The total score for the instrument can range from a low of 20 to a high

140. These numbers reflect a corresponding level of consumer involvement with the

particular product or service. The employment of the personal involvement inventory

produces a quantifiable dimension of consumer attitudes and feelings, useful for

analytical applications.

Motivation

Motivation is a critical variable of consumer behavior because it is the driving

force behind all behavior. The word motive derives its meaning from move, and as its

derivation suggests a motive is an internal factor that causes an individual to act or move,

it directs behavior (Crompton & McKay, 1997). In hospitality and tourism research most

attempts to explain motivation are based upon the concept of need (Witt & Wright,

1992). Motivation is understood as an internal psychological process of needs that

produce a tension, which is alleviated by a direct action intended to satisfy those needs

(Fodness, 1994). Motivation theory in hospitality and tourism draws attention to a wide

variety of different but specific factors which essentially motivate human behavior with

regard to food and travel (Witt & Wright, 1992). Popular theory encompasses the need to

escape a perceived mundane environment, the social influence of family, reference

groups, class and culture and in the post-modern context the influence of consumerism and product advertising (Jafari, 2000). Motivation is central to the social scientific undertaking as it can provide not only explanations but also predictions of human behavior (Jafari, 2000).

Although motive is only one of a variety of variables that explain human behavior it is the starting point in the decision process. Both individual and collective consumption of a hospitality and tourism product is rarely the result of one single motive, but rather the effect of multiple motives (Crompton & McKay, 1997). A multi-motive analysis incorporating an individual viewpoint utilizing empirical measurement describe motivation. Hospitality and tourism researchers attempting to examine motivation typically do so according to a list of possible reasons to explain consumer behavior. Those reasons are generally related to and can be generated from the unique characteristics by and for which the product or service was designed.

A study sponsored by the National Restaurant Association (1983) revealed that quality of food, speed of service, cost and location were the foremost considerations for customers when making the decision to dine at a restaurant. Price and/or value for money is by and large the number one factor influencing restaurant patronage (Farra, 1996). Fox and Sheldon (1988) examined the role of foodservice in the tourism industry and determined the primary foodservice considerations for restaurant operators and tourists alike as good food, inexpensive dining, a new eating adventure, value for dollar and quick convenient service. The considerations outlined by Fox and Sheldon (1988) and the National Restaurant Association (1983) provide the basis for restaurant motive development for this study. Not surprisingly these considerations are of greater

importance to the restaurant operator than the consumer as foodservice is the restaurants primary reason for existence whereas eating alone may be one consideration of many for the customer. Dining at a restaurant may often satisfy needs beyond hunger and lifestyle supports (convenience and value) but may also provide meaning and satisfy prestige needs (Witt & Wright, 1992). Restaurants USA described consumer motives for restaurant dining markedly similar to the generally accepted escape-seeking, push-pull factors for pleasure travel (Gardner, Masur, Mills, Papadopoulos & Rienhe; 1996). Crompton (1979) identified seven motives for pleasure travel described as novelty, socialization, prestige/status, rest/relaxation, education/intellectual enrichment, enhancing kinship relationships, and regression. Crompton and McKay (1997) used these travel motive domains to guide development of an instrument to measure motives of visitors attending festival events. Crompton's (1979; Crompton & Masberg, 1997) motives for pleasure vacationers and the subsequent application of these motives for the creation of research instrumentation serve as the conceptual framework and guide for attraction motive development.

Behavioral motivations for visiting a historic site tend to be varied however, some recurrent themes are apparent. The acquisition of heritage information is the greatest motivating factor for visiting a historic site as part of a recreational activity (Masberg & Silverman, 1996; Thomas, 1989). However, other predominate motivations do emerge as contributing factors in making the decision to visit a heritage site. Masberg and Silverman (1996) examined visitor experiences at heritage sites and identified motives relating to social benefits with companions and site personnel, the acquisition of knowledge and information, and the experience of culture, nature and the built

environment. Thomas (1989) outlined reasons for visiting historic sites and identified motives relating to a general interest in history and culture, a pursuit of education, recreation or peace and quiet, the appeal of the scenery and landscape, a place to bring family and friends, a general interest in sightseeing and more specifically, a general historical interest in the particular characteristics or antiquity of the site. The particularities of the site characteristics contribute to the decision to visit a historic site and these site-specific characteristics generally displace the broader recreational reasons for visiting the attraction (Thomas, 1989). These domains identified by Thomas (1989) Masberg and Silverman (1996) serve as the conceptual framework and guide for heritage motive development.

The communication of information and the acquisition of information by the consumer are key elements for the study of hospitality and tourism. Informational sources impact consumer behavior and they may be examined as a factor of motivation in their ability to influence the consumer to act, because without information the consumer cannot act. An assessment of informational sources can provide an indication of the importance of marketing mechanisms in persuading visits to the study location. Thomas (1989) examined the contribution and effectiveness of the media in marketing historic sites and categorized sources of information generally to include newspaper, television or radio, friend or relative, guidebooks, tourist board brochure, and local knowledge. The Scottish Tourist Board [STB] (1993) standardized questions for tourism surveys and included a previous visit, advice from friends or relatives, newspaper and magazine articles, tourist brochures, guidebooks, radio and television as factors that influenced the decision to visit the location. These categories of informational sources, while not

exhaustive, serve as the framework for instrument development and will be adapted

according to the nature of the publicity produced for the study location. Crotts (1992)

examined the extent to which visitors to a historic attraction acquired information and

was able to isolate differences in attractions based upon the visitor's information search

behavior. For the purposes of this study an examination of informational sources as it

relates to customer behavior may lead to a greater understanding of product attribute

differences.

Expenditures

Revenue generation to achieve profit maximization is one of the single most

important objectives for any business and a fundamental measure of operational viability.

A customer expenditure analysis can provide information on consumer preferences and

consumer valuation of product and services.

An increasing trend in the restaurant industry is secondary spending, or the sale

of items other than food and beverages, specifically memorabilia. Secondary spending

can make an important contribution to profits provided that they are introduced to meet

the particular customer markets needs (Richards, 1992). Restaurant memorabilia (t-shirts,

mugs, postcards, etc.) increase sales, promote the establishment and provide the

customers with mementos of their visit. A positive relationship between souvenirs and

the tourist trade is an implied but unproven popular assumption within the foodservice

industry (Thompson, 1993). As such a complete expenditure analysis should include an

examination of total customer spending as well as a consumer evaluation of any

additional goods and services provided by the restaurant.

Value and price are fundamental elements of the foodservice and tourism product. Value for money is an important assessment criterion for both industries. Products and services in these industries may be difficult to assess because they possess intangible characteristics. Consumers seek value for their money and the value of a product is reflected in the price of the product. The price or exchange value of a product is composed of the use value and the esteem value. The use value represents the value equivalent to the currency needed to acquire the product. The esteem value reflects a value in excess of the actual worth of the product. The esteem value is the price for a product or service that the consumer is willing to pay in return for intangible benefits. Tourism products generally have very large esteem value element (Gartner, 1996; Martin, 1989). As such, a value analysis may be useful to identify intangible characteristics of a dual foodservice-tourism product.

Summary

The expressed desires and demands of the contemporary consumer will directly impact the foodservice and tourism industries. The commercial success and financial viability in an increasingly competitive market require industry operators to understand how consumers will experience their products and services. Arguably greater insight into the inter-relatedness of the foodservice and tourism industries is needed, as trade research is largely proprietary and only relatively recently has academic research begun to explore the existing relationships between the two industries. The review of relevant literature provides the conceptual framework for this study. The elements of the comparative process are based upon popular and scientific literature, from which the instrumentation

was created and methodology adapted for the purpose of examining an establishment that

embodies both the foodservice and tourism industries.

CHAPTER THREE

Methodology

Introduction

Whereas the review of literature identified and discussed foodservice, tourism and heritage research appropriate to the study of a restaurant as an attraction within the tourism industry, the methodology will provide the parameters of how the research of Mickey's Dining Car as an attraction will be conducted. It will provide an explanation of the entire research process and the reasons for the selection of the various process options. The methodology section will describe the research instrumentation used to obtain the primary data and the procedures for obtaining the data to address the research question. The statistics drawn from the research process will form the foundation for the thesis conclusions.

Statement of Purpose

This study proposed to conduct a cross comparative analysis of two restaurants with common features, Mickey's Dining Car and Mickey's Restaurant whose primary operational function was foodservice. The difference, which is fundamental for the comparative research method is a secondary function for Mickey's Dining Car, that of heritage site. The purpose of this study was to explore the dynamics of a restaurant listed on the National Register of Historic Places towards an understanding of a restaurant as a heritage attraction.

Objectives

The objective of this study was to conduct a cross comparative analysis of restaurant customer:

1. Profiles

2. Involvement

3. Motivations

4. Expenditures

Research Design

A descriptive research design was adopted for its ability to provide a picture of a phenomenon, in this case a restaurant as a heritage site, in its natural operating state. The study design is intended to serve the research purpose; as such questions were designed to generate information on the characteristics of the restaurant as a heritage attraction. The data gathered was descriptive in nature, as it was intended to quantify and characterize the restaurant as a heritage site, thus providing a picture of the entity as it currently exists.

A comparative case study research approach was adopted for this study. It involves the analysis of a problem in two locations, Mickey's Dining Car and Mickey's Restaurant, in which similarities and differences will function to describe a restaurant as a historic site. A comparative case study differs from a simple case study as it is specifically designed for the interpretation and interrelation within the comparative process. A most similar systems method was adopted for this study. It utilizes control

through common operational features and identifies the independent variable, historic designation upon which the comparison will be conducted.

The research instrument was developed for the study and as such the questionnaire and the data obtained from the questionnaire are original. The primary data for the study is obtained as a result of the raw data gathered through the questionnaire. The thesis itself is based upon the results calculated from the questionnaire responses.

The primary data produced from the research instrument will be reported quantitatively with descriptive statistics. Inferential statistics, applied statistical techniques, will be used to generalize the findings of the study.

Sample

Population

The customers to Mickey's Dining Car and Mickey's restaurant were identified as a qualified data source for the study, as their opinions and viewpoints could best address the research question. The time frame for measurement was a one-week period from October 31, 1999 to November 6, 1999. The population was defined as the customers to Mickey's Dining Car and Mickey's restaurant between the hours of 7AM and 9PM during the study period.

The population size for this period was evaluated according to the average number of customers between the hours of 7AM and 11PM for the months of May, June, July and August of 1999. Utilizing this historical data, the projected population for the one-week study period between the hours of 7AM and 9PM was 869 customers to Mickey's Restaurant and 2042 customers to Mickey's Dining Car.

Sampling technique

A systematic sampling technique was employed to identify the subjects from the population. Every third customer guest check was marked prior to the commencement of the survey. Company policy requires that each customer receive his or her own guest check. A mark on the guest check was used to systematically identify the subject from the population.

Sample size

The sample size was determined according to the time frame for measurement and the number of study locations. A projected sample of 289 for Mickey's Restaurant and 680 for Mickey's Dining Car was calculated according to the projected population for the study period. This projection was derived from the historical data of customer counts from May, June, July and August of 1999.

A total of 785 subjects were identified from the total population. Of this, 730 participated in the survey. This sample was composed of 434 males, 251 females and 45 gender unreported. The average age of the sample was distributed between the 35 to 54 years. Of the sample, 268 subjects participated from Mickey's Restaurant and 462 from Mickey's Dining Car. A total of 55 subjects declined to participate in the study 34 from Mickey's Dining Car and 21 from Mickey's Restaurant. Five subjects were prohibited from participating in the study, as they did not meet the 18-year minimum age requirement.

Research Instrument

   A questionnaire was selected as the research instrument to gather and categorize the primary data for this study. As it is generally the foundation for original research, a questionnaire was developed specifically for this study and is therefore original to the thesis itself. The components of the research instrument were adopted from applied academic foodservice, tourism and heritage research studies and adapted for the research of a restaurant as a historic attraction. The complete questionnaire utilized in this study is presented in Appendix A.

Profiles and Expenditures

   The Sandardized Questions for Tourism Survey publication provided the specific survey format for questions soliciting expenditure and profile data (Scottish Tourist Board, 1993).

Involvement

   Zachowsky (1985) Involvement Profile Scale was adopted for the customer involvement construct. The applicability of the involvement construct for tourism and leisure research was tested and corroborated by Dimanche, Havitz , Howard (1991). Ladki (1995) and Howey (1997) tested and applied the instrument to examine and evaluate consumer involvement in restaurants.

Motivation

The National Restaurant Association (1983) and The Role of Foodservice in the Tourism Industry (Fox and Sheldon,1988) provide the restaurant specific motives for the research instrument. Crompton's (1979) motives for pleasure vacationers and the application of these motives (Crompton & McKay, 1997) develop the attraction motive component of the questionnaire. The work of Thomas (1989) Masberg and Silverman (1996) guide heritage motive development for the research instrument.

The informational source categories described by Thomas (1989) and the Scottish Tourist Board (1993), while not exhaustive, serve as the basis for the informational source development and are adapted in the questionnaire according to the nature of the publicity produced for Mickey's Dining Car.

Reliability and Validity

The research instrument questions were adopted from academic research applications that demonstrated legitimate measurement instrumentation. The questionnaire content for this study is specifically adopted from scholarly research, which employed measures that demonstrated a degree of agreed upon accuracy for measuring a concept. The appropriateness of the measuring instruments was subjectively evaluated according to applied academic research in similar contexts.

Research indicates that self-report data are reliable and valid when confidentiality and anonymity are assured (Smeaton, Josiam & Dietrich, 1998). Admittedly, attitudes

and opinions can be difficult to measure and may reflect fairly unstable characteristics that can affect the degree of consistency of the measurement instrument.

Questionnaire Design

The questionnaire was designed in four parts, the contents of which where intended to address the four objectives of the research study. The body of the survey is preceded by an introductory statement and is followed with a consent statement (See Appendix A). The survey, with the noted open-ended qualitative exceptions (Q8, Q10.C), is composed of fixed nominal and interval scales designed to generate data for quantitative analysis.

Part I addresses the profile objective in conjunction with Part IV. Part I solicits attraction draw data from the survey respondents. The fixed questions in Part I address attraction draw in terms of visitor numbers (Q1) distance traveled (Q4) type of visitor (Q5) and frequency of visit (Q7). Part I included one open ended question (Q8) regarding motivation in which the customer was asked to describe in their own words the reason for their visit to the restaurant.

In Part II of the survey addresses the motivation objective and solicits motivational data from the survey respondents. The questions in part II address customer involvement (Q9), informational sources (Q10), reasons for visiting (Q11) and historical interest (Q12, Q13). The Involvement Scale (Q9), a semantic differential scale composed of 20 bi-polar adjectives, measures individual interest with the restaurant visit. The seven different responses possible for each adjective pair have a value and are scored for each respondent. Restaurant, tourism and heritage motivation data (Q11) was gathered from a

Likert scale, which required the respondent to indicate the degree to which he agreed or disagreed with each statement. The degree of agreement was summarized on a five-point scale, ranging from strongly agree to strongly disagree with a neutral position in the middle. Informational sources (Q10) and historical interest (Q12, Q13) are composed of fixed nominal scales.

The questions that compose Part III address the expenditure objective and solicit expense data from the survey respondents. The questions in Part III address costumer expenses on food and souvenirs (Q14), the importance of souvenirs (Q15) and value for the money (Q16) with ratio and Likert scales, respectively.

Part IV addresses the profile objective in conjunction with Part I. Part IV solicits demographic data from the survey respondents. The questions in part IV address the customer characteristics of gender (Q17), age (Q18), education (Q19), and income (Q20) structured in a fixed format. Place of residence (Q21) is addressed in an open format.

Research Procedures

Authorization

Permission to conduct the on-site study was obtained from the President of Mickey's Inc. prior to the commencement of the study. Once permission had been obtained cooperation was sought at the site level from managers and workers. They were informed of the procedures for and purpose of the study in an effort to ensure cooperation and limit work environment disruption.

Time frame

The time frame for measurement was the duration of a week, from October 31 1999 to November 6 1999 between the hours of 7AM and 9PM. The calendar date, length and clock time for data collection were considered in relation to the research question and the predictability and frequency of the phenomenon under study. The researcher deferred to the St. Paul Convention and Visitors Bureau and the restaurant management in an effort to minimize exposure to event, convention or tour groups that might introduce confounding variables. The 1999-2003 St. Paul Convention and Visitors Bureau Event Calendar (1999) reported no major event or convention activity in the area. Mickey's restaurant management reported no planned tour group visitors were expected.

Pilot Test

Pilot tests were conducted for procedure and instrument development and refinement. This was done to ensure that the questions on the research instrument conveyed the intended meaning and that they were clear, concise and could be easily understood by the reader. Moreover, the pilot test was used as an opportunity to assess potential data collection implementation problems with regard to incentive coordination, operational disruption, distribution and timing.

A pilot test was conducted consecutively at both restaurants on Sunday October 3 1999. A total of 20 questionnaires, 10 from each location, were dispersed and collected during the initial pilot test. The subjects were encouraged to offer comments and suggestions for the improvement of the questionnaire, the timing of its distribution and the effectiveness of the offered incentive. At such time it was determined that a $3.00

meal discount was an effective incentive for survey participation and a coupon was an effective means for implementing the discount with minimal cash collection disruption. Two questions were added to the survey following the initial pilot test, one to address the specific restaurant location and the other to address informational sources. Additionally, restaurant and heritage motives were refined to ensure that they would elicit the proper response.

A second pilot test was conducted to address the researchers concerns about the ability of the survey questions to convey the intended meaning and the ability of the rating scale to differentiate respondent feelings. This pilot test was conducted simultaneously at both restaurant locations on Friday October 29, 1999, at which time 115 surveys were collected, 70 from Mickey's Dining Car and 45 from Mickey's Restaurant. Following this second pilot test an open-ended question to address motivation was added to the questionnaire. A question pertaining to draw was deleted, as it appeared too broad for the research objective and minimizing the length of the survey was a priority.

Introductory Statement

The introductory statement to the questionnaire was designed to provide a brief and concise testimonial to the credibility of the researcher, the research project and the affiliated academic institution (the University of Wisconsin-Stout). The subjects were informed that their participation was voluntary but were encouraged to participate with a $3.00 meal discount incentive. The subjects were assured of the anonymous and confidential nature of the study as there was no way to track individual responses and the

data would be summarized for all respondents. After an opportunity to ask questions, the subjects were instructed on where to return the questionnaire to claim the meal discount.

Data collection

The data for this study was collected from a questionnaire that was distributed simultaneously on site, at Mickey's Dining Car and Mickey's Restaurant, by the researcher and assistants. The research instrument solicited self-report data in which the individual research participant was asked to provide information to the best of his or her ability.

The researcher enlisted the aid of restaurant management to assist in survey administration. Each assistant was given a complete list of survey instructions. The survey instruction list included survey dispersion and collection procedures, a prepared introductory statement and procedures for recording the response rate or rate of refusal. Survey administrators were directed to record the number of subjects who refused to participate, the number of subjects that were unable to participate because they were under the minimum age requirement of 18 years old, and as necessary identify a survey as a "repeat" by those subjects who had previously completed a questionnaire.

Every third customer guest check was marked prior to the commencement of the survey. A mark on the guest check would notify the wait staff that a survey needed to be administered. When alerted by the wait staff the researcher or assistant would greet the subject with a prepared oral statement and as appropriate disperse and collect the questionnaire. In an effort to increase response rates the subject could claim the $3.00 meal discount only upon returning the survey.

Response rate

A total of 785 subjects were identified from the total population. Of the total identified subjects, 730 participated in the survey; 268 from Mickey's Restaurant and 462 from Mickey's Dining Car. A total of 55 subjects declined to participate in the study 34 from Mickey's Dining Car and 21 from Mickey's Restaurant. Five subjects were prohibited from participating in the study, as they did not meet the 18-year minimum age requirement. Of the subjects 18 years and older, 93% of those sampled elected to participated in the survey, 93% respectively at each Restaurant. Financial incentives combined with emphasis on the voluntary, anonymous and confidential nature of the study were deliberate measures to improve participation rates.

Treatment of the Data

Descriptive statistics

Descriptive statistics were used to explain quantitatively how particular characteristics in the study are distributed. The findings of data were expressed in terms of a numerical average and a description of the amount of variability the data exhibits. Data that cannot be expressed in numerical form is reported in terms of numbers and percentages. Data pertaining to more than one variable was reported simultaneously in cross-tabulation tables.

Inferential Statistics

Inferential statistics are the applied statistical techniques which permit inferences to be made about the general nature of the population. Tests of statistical significance

were applied to the data to determine how likely it is that the results of the study are applicable to the members of the population who did not participate in the study. Statistical significance for this study indicates that the researcher is 95% confident in the results or correspondingly that there is a 5% probability that an incorrect conclusion has been reached by chance. The level of statistical significance applied in this study or the probability (p) that the researcher has reached an incorrect conclusion was ($p<. 05$) or less than .05.

- Chi Square (X^2) was used to determine whether the relationship among restaurant location and selected nominal variables was significant.

- A T-test was used to analyze differences between sample means of the two restaurant groups. A two-tailed test of significance was preferred, as a larger critical ratio is needed to be statistically significant.

Qualitative Data

Research questions that generate data qualitative in nature were reported in terms of a verbal description rather than in numerical form.

Criteria for the Admissibility of the Data

- The survey questions Time of visit (Q2), Size of group (Q3), Plan to Visit (Q6) and Zip Code (Q21.C), were not reported because they are not directly relevant to the research question as they were included upon the request for additional data from the restaurant management.

- Distance traveled (Q4) were grouped into two categories <99 and 100+ since the categories 0-3 miles (Q4.1), 3-49 miles (Q4.2) and 50-99 miles (Q4.3) were added per the managements request.

- Type of visitor (Q5) was grouped into two categories resident and day-tripper/out-of-towner.

- Involvement profile (Q9) data was not admissible if the respondent did not answer all 20 of the 20 items.

- The weighting of restaurant, tourism and heritage motivations (Q11) was permanently reversed (Strongly Agree =5: Strongly Disagree=1).

- A .01 probability criterion was applied to restaurant, tourism and heritage motivation t-tests in lieu of a multivariate analysis of variance (MANOVA) in order to circumvent accidentally significant outcomes that are likely when conducting a large number of separate tests.

- Expenditures (Q14) on food, beverages and souvenirs were grouped and reported together for accuracy, due to reporting errors.

- The availability of souvenirs (Q15) "Don't Know" category was omitted per UW-Stout SPSS Information and Operations for summary on a five-point scale.

- Qualitative data was not admissible if it was irrelevant or inconclusive to the research item analysis.

- Certain subjects in the sample (those respondents who had previously filled out a survey instrument and were being asked to do so again) were instructed to fill out only a portion of the survey and those surveys were reported as repeats. The Dining Car recorded 15 repeats and the Restaurant reported 3 repeats.

Summary

The study design outlined in this chapter was intended to serve the research purpose; to generate information on the characteristics of a restaurant as an attraction. The subject responses elicited from the self-report questionnaire constitute the raw data for this study. This data was statistically processed utilizing the Statistical Program for the Social Sciences (SPSS) software. The findings drawn from the research process outlined in the methodology are presented in the subsequent chapter and will ultimately form the foundation for the thesis conclusions.

CHAPTER FOUR

Data Analysis

Introduction

This chapter will be devoted to the analysis of the data collected by the method described in the previous chapter. The data collected from the methodological procedures and presented herein for analysis is intended to meet the research objectives and serve the research purpose. The results in the data analysis will be presented without discussion or conclusion serving rather as the framework for interpretation of the findings in the following chapter and the foundation for the thesis conclusions.

Preface to the Findings

The purpose of this study was to conduct a cross-comparative analysis of two restaurants with common features, Mickey's Dining Car and Mickey's Restaurant in which the primary operational function for each establishment is foodservice. The difference, which is fundamental for this comparative research analysis is a secondary function for Mickey's Dining Car, that of heritage site. The objective of this study was to conduct a cross comparative analysis of customer profiles, involvement, motivation and expenditures, identifying similarities and differences toward an understanding of a restaurant as a historic site.

The section headings of this chapter are defined by the specific research objectives and the subheadings are defined by specific research instrument questions; all the data contained in the research questionnaire that relates to a specific objective will be

pulled together around the single unifying theme of the objective. Each research instrument question will be discussed separately. Each discussion will state the purpose of the analysis, identify the descriptive statistic to be used to summarize results, present a summary of the descriptive statistic within the text or within a table (the table will not be repeated within the context), present the results of inferential statistic tests, and state the conclusion that follows from each test summarizing the major findings pertinent to the conclusion discussion.

A total of 730 research instruments were collected for analysis: 462 from Mickey's Dining Car and 268 from Mickey's Restaurant. The data was statistically processed utilizing the Statistical Program for the Social Sciences (SPSS). The quantitative analysis of the responses to the research instrument questions included descriptive and inferential statistical procedures. Cross tabulations were a descriptive statistical procedure used to tabulate variables into categories to generate frequency counts and percentages for data that could not be expressed in numerical form. Chi Square Tests ($\underline{X}^2$) were the inferential statistical procedures applied to test the proportion of values in each category in order to compare the frequencies in each category. Mean ($\underline{M}$), a numerical average and Standard Deviation ($\underline{SD}$), a description of the amount of variability the data exhibits were descriptive statistical procedure used to express the data in numerical form. Two-tailed Independent-Samples *t*-tests were inferential statistical procedures used to compare means for the two restaurant groups.

The level of significance applied for the statistical analysis was p< .05. Only the statistical procedure was reported for findings that are not statistically significant whereas all statistically significant findings were reported with the obtained value of the test and

the level of statistical significance reporting the commonly used probability level nearest the exact probability. Research questions that generated data qualitative in nature were grouped and organized within the appendices and are outlined within the chapter to reflect the common response themes.

In the interest of brevity and clarity for the data analysis chapter, Mickey's Dining Car hereafter will be referred to and presented as "Dining Car" and Mickey's Restaurant will hereafter be referred to and presented as "Restaurant".

Profiles

Part I of the research instrument addresses the profile objective in conjunction with Part IV. These sections were designed to generate data for comparative analysis to identify similarities and differences in attraction draw and demography between the Dining Car and the Restaurant.

Demographic Profile

Demographic data was generated from Part IV of the research instrument for comparative analysis of the demographic profiles of each restaurant. The questions in Part IV generate demographic profiles relating to gender (Q17), age (Q18), education (Q19), income (Q20) and place of residence (Q21).

Gender

A cross tabulation produced frequency counts and percentages to describe gender composition for a comparative statistical analysis between the Dining Car and the

Restaurant. A Chi-square Test compared the observed frequencies of gender categories

of each restaurant. As measured by the chi-square procedure, there was not a significant

difference in gender composition between the Dining Car and the Restaurant.

As tested by Chi square, the data indicates that gender profiles for the Dining Car

and the Restaurant are similar, in which male respondents (63.9%/62.4%) vastly

outnumbered female (36.1%/37.6%) respondents.

Age

A cross tabulation employed frequency counts and percentages to describe age

characteristics for a comparative statistical analysis between the Dining Car and the

Restaurant. A Chi-square Test compared the observed frequencies of the age categories

for each restaurant. As measured by the chi-square procedure, there was not a significant

difference in age categories between the Dining Car and the Restaurant.

As tested by Chi square, the data indicates that the age profiles for the Dining Car

and the Restaurant were similar in which more than half of all respondents reported age

between 35 and 54 years (54% and 50.4%, respectively). Age distribution peaks with

over a quarter of the respondents reporting in the 35-44 year age group (27.7%/29%).

From there percentages decrease for the 25-34 age group (18.6%/14.9%) and the 45-54

age group (26.3%/22.4%), percentages decrease even further for the 18-24 age group

(10.7%/9.4%) , the 55-64 age group (10%/14.1%) and the 65 + age group (6.7%/10.2%).

Education

A cross tabulation utilized frequency count and percentage to describe educational

character for a comparative statistical analysis between the Dining Car and the

Restaurant. A Chi-square Test compared the observed frequencies of the education categories for each restaurant. As measured by the chi-square procedure, there was not a significant difference in education categories between the Dining Car and the Restaurant.

Tested by Chi Square, the data indicates that education profiles were similar for both the Dining Car and the Restaurant, of which the majority of respondents (39.5% and 43.4% respectively) possess either some college or a technical degree. Nearly a quarter each of the respondents report completing High School (23.7%/19.3%) or have acquired a Bachelors degree (22.1%/20.1%), while the remainder possess a Masters degree (8.4%/10.8%), a Doctoral degree (4.4%/5.2%) or have completed Junior High (1.9%/1.2%).

Income

A cross tabulation produced frequency counts and percentages to describe the income character for a comparative statistical analysis between the Dining Car and the Restaurant. A Chi-square Test compared the observed frequencies of the income categories for each restaurant. As measured by the Chi-square procedure, there was a significant difference in income characteristics between the Dining Car and the Restaurant ($\underline{X}^2$=8.917, $\underline{p}$<. 05)

As tested by Chi square, income profiles are different between the Dining Car and the Restaurant. While nearly half of all respondents (47.5%/46.4%) at each restaurant reported a $20,000 to $49,999 average annual income, the Restaurant recorded a greater percentage of respondents (22.1%/30.1%) within the $50,000 to $99,999 average income range whereas the Dining Car recorded a greater percentage of respondents

(22.5%/14.6%) within the 0 to $19,999 annual average income range. A similar amount of respondents at each restaurant report annual income in excess of $100,000 a year (7.8%/8.8%).

Drawing Power

Data relating to attraction draw was generated from Part I of the research instrument for the purpose of a comparative analysis of drawing power at each restaurant. The questions in Part I address attraction draw in terms of visitor numbers (Q1) distance traveled (Q4) type of visitor (Q5) place of residence (Q21.A.B.C) and frequency of visit (Q7).

Visitor numbers

A cross tabulation employing frequency count and percentage was used to describe customer numbers for comparative analysis between the Dining Car and the Restaurant. The Dining Car recorded 462 survey respondents as compared to the Restaurant, which recorded 266 survey respondents. The number of respondents at the Dining Car comprised 63.3% of the total as compared to 36.7% at the Restaurant. Response rates being similar, 93% at each restaurant, the subject sample at the Dining Car and at the Restaurant represents one in every three customers. As such the data suggests that the Dining Car was the recipient of a larger number of customers than the Restaurant.

Distance Traveled

A cross tabulation produced frequency counts and percentages to describe travel distance for a comparative statistical analysis between the Dining Car and the Restaurant. A Chi-square Test compared the observed frequencies of the distance categories for each restaurant. As measured by the chi-square, there was a significant difference in distance traveled between the Dining Car and the Restaurant ($\underline{X}^2$=20.537, $\underline{p}$<. 001)

As tested by Chi square and depicted in Table 1 the distance traveled by the respondents is different between the Dining Car and the Restaurant. The Dining Car recorded a larger percentage of respondents 100 miles or more from their primary residence than the Restaurant, whereas the Restaurant recorded a larger percentage of respondents within 99 miles of their residence. The data indicates that a larger number of respondents have traveled a greater distance at the Dining Car compared to the Restaurant.

Table 1

Response Percentages by Distanced Traveled

Distance Traveled	Dining Car		Restaurant	
	Frequency	Percentage	Frequency	Percentage
≤99 Miles	396	86.1%	256	96.6%
100+ Miles	64	13.9%	9	3.4%
Total	460	100%	265	100%

Resident - Day tripper/Out of Towner

A cross tabulation employing frequency count and percentage was used to describe the resident to day-tripper/out-of-towner character for comparative analysis between the Dining Car and the Restaurant. A Chi-square Test compared the observed frequencies of the resident and day-tripper/out-of-towner categories for each restaurant. As measured by the chi-square, there was a significant difference in resident and day tripper/Out of Towner character between the Dining Car and the Restaurant ($\underline{X}^2$=21.056, $\underline{p}$<. 001).

As tested by Chi Square and depicted in Table 2 the resident to day-tipper/out-of-towner profile is different between the Dining Car and the Restaurant. The Dining Car recorded a greater percentage of day-trippers and out-of-towner's than the Restaurant, whereas the Restaurant recorded a larger percentage of local residents. The data indicates that a greater number of respondents were day-trippers and out-of-towners at the Dining Car compared to the Restaurant.

Table 2

Response Percentages by Resident and Day-tripper/Out of Towner

	Dining Car		Restaurant	
	Frequency	Percentage	Frequency	Percentage
Local Residents	357	77.5%	238	89.8%
Day tripper/out of Towner	103	22.5%	27	10.2%
Total	457	100%	265	100%

Place of Residence

Data relating to the respondent's primary city, state and country of residence was gathered for a comparative descriptive analysis of geographic draw patterns between the Dining Car and the Restaurant. Appendix B provides an organized listing of the responses received with regard to the open-ended request for the respondent's primary city of residence. The majority of respondents at the Dining Car 78.5% and the Restaurant 86.5% reported the Twin City Metro area as their primary city of residence. More specifically respondents at the Dining Car and the Restaurant reported St. Paul (39.3%, 45.8%, respectively) followed by Minneapolis (13.9%, 6.9%, respectively), as their primary city of residence. While the majority of respondents at both the Dining Car and the Restaurant reported St. Paul as their primary residence the data suggests that the Dining Car received fewer respondents from St. Paul and more respondents from Minneapolis and outside the Twin City Metro area compared to the Restaurant.

The vast majority of respondents at the Dining Car 85.3% and the Restaurant 94.7% reported Minnesota as their primary state of residence. California, Kentucky, Maryland, Missouri, Nebraska, New York, Pennsylvania and Wisconsin were additionally reported at the Restaurant as compared to Alaska, Arizona, California, Connecticut, Georgia, Iowa, Illinois, Kansas, Maryland, Michigan, Missouri, North Carolina, North Dakota, Nebraska, New Mexico, Nevada, New York, Pennsylvania, South Dakota, Tennessee, Texas, Utah, Washington, Wisconsin, and Wyoming additionally reported at the Dining Car. While the majority of respondents at both the Dining Car and the Restaurant indicated Minnesota as their primary state of residence the

data suggests that the Dining Car received a greater number of respondents from outside the state and from a broader variety of states compared to the Restaurant.

All respondents at the Restaurant 100 % reported the United States as their primary country of residence as compared to the Dining Car 99.996% where in addition to the United States, England and Portugal were each reported. While the United States was markedly reported as the primary country of residence at both the Dining Car and the Restaurant, the Dining Car did receive respondents from outside the United States whereas the Restaurant did not.

Visit Frequency

A cross tabulation employing a frequency count and percentage was used to describe Visit Frequency for comparative analysis between the Dining Car and the Restaurant (Table 3). Each category was assigned a value label: 1=First Time, 2= Rarely, 3=Occasionally, 4=Frequently and 5= Regularly, so a numerical average and Standard Deviation could be used to express the responses to visit frequency in numerical form.

The mean and standard deviation were calculated for the Dining Car (M=2.76, SD=1.35) and the Restaurant (M=3.17, SD=1.17). An independent-samples *t*-test compared the means for differences in visit frequency between the two restaurants. As measured by the *t*-test, there was a significant difference in visit frequency patterns at the Dining Car and the Restaurant (*t*=-4.267, p<. 001).

Tested by a *t*-test and depicted in Table 3 visit frequency patterns are dissimilar for the Dining Car and the Restaurant. While at both restaurants the majority of respondents were occasional customers and each restaurant had a similar proportionate

share of regular customers, the percentage (over a quarter of respondents) of first time customers to the Dining Car was more than double that of the Restaurant. The data indicates that the Dining Car was the recipient of more first time respondents than the restaurant.

Table 3

Response Percentages by Frequency of Visit

	Dining Car		Restaurant	
Frequency of visit	Frequency	Percentage	Frequency	Percentage
First Time	119	26%	33	12.4%
Rarely	63	13.8%	26	9.8%
Occasionally	149	32.6%	110	41.4%
Frequently	62	13.6%	58	21.8%
Regularly	64	14%	39	14.7%
Total	456	100%	266	100%

Involvement

Involvement data was generated in Part II of the research instrument for comparative analysis to identify the similarities and differences in the levels of involvement (Q9) at the Dining Car and the Restaurant. The involvement analysis utilized a 20 item semantic differential scale. Value labels ranged from 1=Low Involvement to 7=High Involvement and were calculated and summed for all 20 bipolar

adjectives of the Involvement Scale for a possible minimum score of 20 to a possible maximum score of 140. A numerical average and Standard Deviation were calculated to express the responses to involvement.

The mean score for Dining Car involvement was 102.6 (SD=18.12) the mean score for Restaurant involvement was 102 (SD=19.77). An Independent-samples *t*-test compared the means for differences in involvement for the two restaurants. There was no significant difference among levels of respondent involvement at the Dining Car and the Restaurant. The data indicates that respondent Involvement at the Dining Car is similar to respondent involvement at the Restaurant.

Motivations

Motivational data was generated from Part I and II of the research instrument for comparative analysis to identify similarities and differences in the motivational character of the Dining Car and the Restaurant. The motivational questions address informational sources (Q10), restaurant, tourism and heritage motivations (Q11), historic site awareness (Q19), Special Interest (Q20) and an open-ended question from Part I regarding the reason for the visit (Q8).

Restaurant Motivations

Data was collected on restaurant specific motivations for a comparative analysis between the Dining Car and the Restaurant. The restaurant motivation analysis utilized a 5 point scale assigning the value labels of: 5=Strongly Agree, 4=Agree, 3=Neutral,

2=<u>Disagree</u> and 1=<u>Strongly Disagree</u>. A numerical average and Standard Deviation were used to express the responses to the restaurant motivations in numerical form (Table 4).

Table 4

<u>Mean Response Scores and *t*-test Significance for Restaurant Motivations</u>

| | Dining Car | | Restaurant | | | |
	<u>M</u>	<u>SD</u>	<u>M</u>	<u>SD</u>	<u>t</u>	<u>p</u>
Good Food	4.28	.71	4.41	.67	-2.40	n.s.
Inexpensive	3.88	.81	3.93	.86	-.771	n.s.
Quick Service	4.01	.83	4.18	.81	-2.65	n.s.
Value for Dollar	4.01	.79	4.08	.80	-1.01	n.s.
Convenience	3.81	1.14	4.03	1.02	-2.56	n.s.
New Eating Experience	3.64	1.17	3.03	1.26	-2.56	.001

<u>Note</u>. n.s. represents not significant.

A *t*-test was used to analyze the differences between sample means of the restaurant specific motivations for the Dining Car and the Restaurant. There was a significant difference between the sets of means for the Dining Car and Restaurant on good food, quick service, convenience and new eating experience, as measured by a *t*-test (Table 4). There was no difference between the Dining Car and the Restaurant on inexpensive price and value for dollar.

The data indicates that motivations specific to visiting a restaurant are different for the Dining Car compared to the Restaurant. The respondents at the Restaurant were

motivated more by good food, quick service and convenience than the Dining Car

respondents whereas Dining Car respondents were motivated more by a new eating

experience than Restaurant respondents.

Tourism & Heritage Motivations

Data was collected on tourism and heritage motivations for a comparative

analysis between the Dining Car and the Restaurant. The tourism and heritage motivation

analysis utilized a 5 point scale assigning the value labels of: 5=<u>Strongly Agree</u>,

4=<u>Agree</u>, 3=<u>Neutral</u>, 2=<u>Disagree</u> and 1=<u>Strongly Disagree</u>. A numerical average and

Standard Deviation were used to express the responses to the heritage and tourism

motivations in numerical form (Table 5).

A *t*-test was used to analyze differences between sample means of tourism and

heritage motivations at the restaurants. There was a significant difference in the

motivational influences of Tourism and Heritage between the Dining Car and the

Restaurant (Table 5).

The data indicates that tourism and heritage motives are different for the Dining

Car compared to the Restaurant. Dining Car respondents were motivated more by the

specific aspects of tourism and heritage to include an authentic diner, specialty food,

history, culture, sightseeing, education, a historic site, a famous place, thought they

should go, say they were there, the people at Mickey's and a place to bring friends and

family than the Restaurant respondents.

Table 5

Mean Response Scores and *t*-test Significance for Tourism and Heritage Motivations

| | Dining Car | | Restaurant | | | |
	M	SD	M	SD	*t*	p
Authentic Diner	3.77	1.10	3.18	1.12	6.71	.001
Specialty Food	2.97	1.05	2.69	1.08	3.20	.001
History	3.56	1.11	2.99	1.20	6.21	.001
Culture	3.58	1.08	3.09	1.22	5.40	.001
Sightseeing	3.09	1.10	2.57	1.10	5.85	.001
Educational	2.90	1.15	2.37	1.06	5.91	.001
Historic Site	3.60	1.17	2.91	1.17	7.42	.001
Famous Place	3.51	1.13	2.95	1.18	6.05	.001
Thought I should go	3.47	1.13	3.24	1.17	2.44	n.s.
Say I was there	3.11	1.24	2.61	1.21	5.02	.001
People at Mickeys	3.45	1.13	2.99	1.22	4.96	.001
Friends and Family	3.50	1.27	3.25	1.29	2.41	n.s.

Note. n.s. represents not significant.

Personal Motivations

Qualitative data relating to the respondent's personal reasons for visiting the restaurant was gathered for a comparative descriptive analysis between the Dining Car and the Restaurant. Appendix C provides an organized listing of the responses reported

from the open-ended request for the respondent's personal reasons for coming to the restaurant. Responses from the Restaurant are classified into three common motivational themes, defined as restaurant, environmental and social. Responses from the Dining Car are classified into five common motivational themes, defined as restaurant, environmental, social, special interest and informational.

Motives specific to restaurants were reported at both the Dining Car and Restaurant similarly include the food, convenience/location, service, inexpensive price, a previous visit, a desire to visit and a new experience. Environmental motives so defined as they relate to the perceived ambient environment of the restaurant are similarly identified at both the Dining Car and the Restaurant includes atmosphere and nostalgia.

Social motives reported at both the Dining Car and the Restaurant similarly include a place to bring friends/family, a place to meet/socialize and to commune with the people at Mickey's. The Dining Car is differentiated from the Restaurant as it is identified more specifically as a place to bring or meet out of town guests.

Special interest motives reported only at the Dining Car, which serve to differentiate it from the Restaurant, include history and a specific interest in diners. Informational source motives reported only at the Dining Car which serve to differentiate it from the Restaurant, include a recommendation or advice, movies, travel books and a magazine.

Informational Sources

A cross tabulation employed a frequency count and percentage to describe the influence of informational sources for comparative analysis between the Dining Car and

the Restaurant. A Chi-square Test compared the observed frequencies of the informational source categories for each restaurant. As measured by the chi-square, there was a significant difference in the influence of movies ($\underline{X}^2$=4.805, $\underline{p}$<. 05), newspaper or magazine ($\underline{X}^2$=5.946, $\underline{p}$<. 05), previous visits ($\underline{X}^2$=10.914, $\underline{p}$<. 001) and other sources ($\underline{X}^2$=5.946, $\underline{p}$<. 05) as informational sources at the Dining Car and the Restaurant.

As tested by Chi square and depicted in Table 6 the influence of informational sources was different at the Dining Car and the Restaurant. A previous visit preceded advice from friends and relatives as the most reported informational source influencing respondents at both the Dining Car and the Restaurant. However, restaurant respondents were influenced more than Dining Car respondents by a previous visit whereas Dining Car respondents were influenced more than Restaurant respondents by movies, newspaper or magazine and other sources.

Other Informational Sources

Qualitative data was gathered for a descriptive comparative analysis between the Dining Car and the Restaurant of other informational sources that influenced the respondent's visit to the restaurant. Appendix D provides an organized listing of the responses received from the open-ended request for other informational sources not listed on the research instrument that influenced the respondent's visit to the restaurant. Other informational sources reported at the Restaurant include: saw it when passing by, recommendation/advice and a previous visit to the other Mickey's location. Other informational sources reported at the Dining Car include: saw it when passing by, recommendation/advice, a previous visit to other Mickey's location, television, radio and the internet. The qualitative data suggests that the influence of informational sources is

different for the Dining Car compared to the Restaurant, as a broader variety of
informational sources, to include television, radio and the Internet influence respondents
at the Dining Car compared to the Restaurant. Additionally recommendations/advice
(from other than friends and family) is generated from co-workers at the Restaurant as
opposed to tour guides/tourism services personnel at the Dining Car.

Table 6

Response Percentages by Informational Source

Informational Source	Dining Car		Restaurant	
	Frequency	Percentage	Frequency	Percentage
A previous visit	265	60%	188	72.3%
Brochure	10	2.3%	1	0.4%
Guidebook	9	2%	1	0.4%
Movies	18	4.1%	3	1.2%
Advice	85	19.2%	44	16.9%
Magazine/Newspaper	23	5.2%	4	1.5%
Other	134	30.3%	59	22.7%
Total	442	100%	260	100%

Awareness of Historic Designation

A cross tabulation employing frequency count and percentage was used to
describe awareness of historic designation for comparative analysis between the Dining
Car and the Restaurant. A Chi-square Test compared the observed frequencies of the

awareness of historic designation categories for each restaurant. As measured by the chi-square, there was a significant difference in the awareness of historic designation between the Dining Car and the Restaurant ($\underline{X}^2$=9.869, $\underline{p}$<. 01).

As tested by Chi square and depicted in Table 7 awareness of historic designation is different for the Dining Car and the Restaurant, a greater percentage of respondents at the Restaurant were aware prior to their visit of the Historic Designation of Mickey's Dining Car compared to the respondents at the Dining Car.

Table 7

<u>Response Percentages by Awareness of Historic Designation</u>

Knowledge	Dining Car		Restaurant	
	Frequency	Percentage	Frequency	Percentage
Yes	330	75.5%	219	85.5%
No	107	24.5%	37	14.5%
Total	437	100%	256	100%

Special Interests

A cross tabulation utilized frequency counts and percentages to describe special interests for comparative analysis between the Dining Car and the Restaurant. A Chi-square Test compared the observed frequencies of the special interest categories for each restaurant. There was not a significant difference in special interests between the Dining Car and the Restaurant.

As tested by Chi square, special interest is similar between the Dining Car and the Restaurant, respondent interest in history (35.8%/34.6%) diners (35.6%/28.5%) and specialty food (35.6%/34.2%) was comparable at each restaurant.

Expenditures

Expenditure data was generated from Part III of the research instrument for a comparative analysis to identify similarities and differences of expenditure characteristics for the Dining Car and the Restaurant. The questions in Part III address total expenditures (Q14), importance of souvenirs (Q15), and value for money (Q16).

Total expenditures

Total expenditure data to include spending on both primary food and beverage products and secondary memorabilia products was collected for a comparative analysis of expenditures patterns between the Dining Car and the Restaurant. A numerical average and Standard Deviation were used to express total expenditures. Total expenditures for both food/beverages and souvenirs were $12.99 (SD=7.75) at the Dining Car and $12.42 (SD=6.66) at the Restaurant. A *t*-test was used to analyze the differences between expenditure means for the restaurants. There was not a significant difference in expenditures between the Dining Car and the Restaurant. As indicated by the data, total expenditures on food/beverages and souvenirs were similar $12.99 and $12.42 respectively, for the Dining Car and the Restaurant.

Importance of souvenirs

Data was collected on the importance of souvenirs for a comparative analysis between the Dining Car and the Restaurant. The souvenir analysis utilized a 5 point scale assigning value labels of: 5=Very Important, 4=Important, 3=Somewhat Important, 2=Little Importance and 1=Not Important. A numerical average and Standard Deviation were used to express the importance of souvenirs in numerical form. The mean score for the importance of souvenirs at the Dining Car was calculated at 2.19 (SD=1.25) and for the Restaurant at 1.84 (SD=1.09). This difference was statistically significant (t=3.74, p<. 001).

The data indicates that the importance of the availability of souvenirs is different for the Dining Car compared to the Restaurant. The availability of souvenirs is more important at the Dining Car than at the Restaurant however, on average is somewhat to of little importance.

Value for money

Data was collected for a comparative analysis of value for money at the Dining Car and at the Restaurant. The value analysis utilized a 5 point scale assigning value labels of: 5=Excellent, 4=Good, 3=Average, 2=Poor and 1=Very Poor. A numerical average and Standard Deviation were used to express the value for money in numerical form. The mean score for the value for money the Dining car was calculated at 4.13 (SD=. 70) and for the Restaurant at 4.23 (SD=. 70). There was no significant difference in the value for money between the Dining Car and the Restaurant. The data indicates

that perceived value for money is similar at the Dining Car and the Restaurant, as respondents perceived a good value for money at both restaurants.

Summary

In this chapter, the research instrument items and statistically based results were analyzed, identified and discussed separately without conclusion. The following chapter will draw upon the research item analysis that was completed in this chapter to summarize the result highlights and interpret the results derived from the individual research items as they relate to the research objective, the findings as a whole and the implications to the research question.

CHAPTER FIVE

DISCUSSION

<u>**Introduction**</u>

Chapter five is a discussion of the direct interpretations of the statistical data

driven results presented as numbers, percentages and other hard data in the previous

chapter. Where statistical conclusions were drawn in the findings, interpretations of those

conclusions are drawn in the discussion, and as such, it is an editorial commentary of the

statistical data that is relevant to the examination of the thesis study. Broad inferences

that address the research objective will be drawn from the findings to provide a current

picture of a historically designated restaurant as an attraction. The contributions of the

study and the recommendations for further research are based upon need for additional

inquiry in the topic and further testing of the study outcomes.

<u>**The Study**</u>

This case study of Mickey's Dining Car was specifically designed for

interpretation and interrelation within the comparative process. The comparative study

examined two restaurants with common features, Mickey's Dining Car and Mickey's

Restaurant. These restaurants have operational similarities, as both restaurants seat 36,

maintain the same hours, menu items, prices and operate under the same management

and name familiarity on the same street in St. Paul, Minnesota. The difference, which is

fundamental to the comparative research method, is a secondary function for Mickey's

Dining Car as nationally designated historic site. A core assumption of the study is that a

restaurant listed on the national register of historic places would function as an attraction within the tourism industry. Mickey's Dining Car has been operating continuously in St. Paul, Minnesota since 1937-1939 and was the second diner, of four nation-wide, to be designated on the National Register of Historic Places (Gutman, 1993). Operationally defined by current foodservice standards as a coffee shop "Its design was inspired by that of a railroad dining car, and incorporates the requisite features of the streamlined phase of American architecture which was popular from 1930 to 1945" (Brymer, 1998; NRHPI, 1981:2).

Utilizing control through the common features, similarities and differences in customer profiles, involvement, motivations and expenditures were the basis upon which the comparison was conducted and upon which interpretations will be drawn, in order to address the issues pertaining to and develop an understanding of a restaurant as an attraction.

A descriptive research design was adopted for this study for its ability to provide a picture of a phenomenon, in this case a restaurant as an attraction, in its natural operating state. The data gathered was descriptive in nature, as it is intended to quantify and characterize a restaurant as an attraction. The primary data was obtained as a result of the raw data gathered through a questionnaire developed specifically for this study. The questionnaires were distributed systematically to a sample of 730 customers, simultaneously on-site at Mickey's Dining Car and Mickey's Restaurant during a one-week period from October 31st to November 6th of 1999.

Interpretations

The interpretations are discussed according to the unifying theme of the objective. Within this discussion, Mickey's Dining Car may be referred to as "Dining Car" and Mickey's Restaurant may be referred to as "Restaurant".

Profiles

Gender, *age* and *education* profiles of customers were similar at the Dining Car and the Restaurant. The predominant demographic profile at both restaurants was male, between 35 and 54 years of age with some college or a technical degree earning a $20,000 to $49,999 average annual *income*; though skewed lower at the Dining Car.

Different goods and services are likely to appeal to different social, economic or special interest groups. Consistencies in the market segment across the two restaurants would indicate similar appeal for the collective product. Presumably, the foodservice product defined as a coffee shop with implied convenience, quick service, value and low price characterizes the market for the aggregate product.

Drawing power is commonly determined according to a head count. As a measure of *visitor numbers,* the Dining Car has greater draw than the Restaurant, since it was the recipient of a vastly larger number of customers. A tourist is operationally defined according to the *distance traveled*. The U.S. Travel Data Center and the US Bureau of the Census define a tourist as anyone who travels at least 100 miles one-way from home regardless of length of stay (Smith, 1989). According to this measure, the Dining Car was the recipient of a greater number of tourists than the Restaurant. Similarly, the Dining Car was the recipient of more customers specifically defined as *day-trippers and out-of-towners* than the Restaurant. Moreover, the Dining Car drew customers from greater

distances and from a greater variety of locales, within the Minnesota area, the United States and Europe. Not surprisingly, *Visit frequency* is significantly lower at the Dining Car as it was the recipient of more first time visitors than the Restaurant, yet it retained the same percentage of regular customers.

Draw profile is examined in terms of the number of customers, where they come from and how far they travel. The elements of draw serve as a good indication of the sites ability to attract tourists. As a measure of the draw profile the Dining Car attracts more tourists and from greater distances.

Involvement

Customer *involvement* was similar between the Dining Car and the Restaurant, as involvement scores were nearly identical. The level of involvement at both restaurants reflected mean involvement scores indicative of dining out in general (Howey, 1997). The results of the personal involvement inventory reflect similarities across customers, restaurants and dining experiences. As a quantifiable dimension of customer attitudes and feelings the product attributes for the Dining Car and the Restaurant as a whole are similar. Involvement with products, as it relates to consumer behavior research, leads to greater understanding of product attribute differences and apparently in this case attribute similarities of the foodservice product, herein identified as a coffee shop (Dimanche, Havitz & Howard, 1991).

<u>Motivation</u>

Customers at the Dining Car and the Restaurant were similarly motivated by the *restaurant specific motivations* of good food, inexpensive price, quick service, value for dollar and convenience. This analysis reflects similarities across establishments and dining experiences based upon the specific characteristics of the foodservice. This is an unremarkable finding as these motives are foremost considerations for customers when making the decision to dine at a restaurant (NRA, 1983). However, the customers at the Dining Car were motivated more by a new experience, which alludes to consumer differentiation of the Dining Car within the industry.

There were apparent differences in most *tourism and heritage motivations* between the Dining car and the Restaurant, with the exception of thought I should go and to bring friends/family. The customers at the Dining Car were motivated more by an authentic diner, specialty food, history, culture, sightseeing, education, historic site, famous place, say I was there and the people at Mickey's than the customers at the Restaurant.

According to the motivation analysis, the appeal of Mickey's Dining Car is apparently not defined by one single motive but rather a variety, that generally relate to its particular characteristics. These motives correspond to those outlined by Thomas (1989) as reasons for visiting a historic site which include a general interest in history and culture, pursuit of education, a general interest in sightseeing, general interest in the particular characteristics or antiquity of the site (in this case an authentic diner). Masberg and Silverman (1996) add social benefits with site personnel to this list. "A famous place", "say I was there" and "specialty food" are derived from and align with

Crompton's (1997) tourism motives. The motivational analysis begins to characterize the product via consumer interpretation of a restaurant as a heritage attraction.

Self reported *personal motivations* similarly correspond with the aforementioned theoretically defined hospitality and tourism motivations. Restaurant specific motives were similarly reported at both the Dining Car and the Restaurant and were grouped as food, convenience/location, service, inexpensive price, a previous visit, a desire to visit and a new experience. Social motives similarly reported at both the Dining Car and the Restaurant include a place to bring friends/family, a place to meet/socialize and to commune with the people at Mickey's. The Dining Car was differentiated from the Restaurant as it was identified more specifically as a place to bring or meet out of town guests. Other motives similarly reported at both the Dining Car and the Restaurant include nostalgia and atmosphere. Customers additionally refer to the history and a specific interest in diners as reasons for visiting the Dining Car.

While the specific characteristics of history and authentic diner where noted in the motivational analysis, there was no difference in customer *special interest* in history, specialty foods and diners between the Dining Car and the Restaurant. Consistent with the uniformity in demographic profiles the consumer market at the Dining Car was not segmented by special interests.

There was a difference in the influence of *informational sources* at the Dining Car and the Restaurant. Movies, newspaper and magazines articles and other informational sources had greater influence on the customers at the Dining Car. Moreover *other informational sources* reported to influence customers at the Dining Car included television, radio, Internet and advice from tour guides/tourism services. Information is

communicated and obtained through a broader variety of mediums at the Dining Car, an interesting phenomenon, as management does not market through these mediums.

Customer *awareness of historic designation* was different between the Dining Car and the Restaurant. More customers at the Restaurant were aware of the Dining Cars historic designation. Presumably, historic designation, per se, may not necessarily be the definitive motivational attribute of the Dining Car as it was the recipient of more customers who were less aware of its status as a national historic site.

Expenditures

Total customer *expenditures on food, beverages and souvenirs* were relatively equivalent between the Dining Car and the Restaurant. With low to moderate menu pricing, entrées ranged from $1.90 to $9.40 and memorabilia pricing from $0.50 for a post card to $5.00 for a mug, average customer expenditures recorded at the Dining Car were $12.99 compared to $12.42 at the Restaurant (Mattson, 1998). As such, aggregate customer spending behavior is similar between the two restaurants, as customer-spending behavior is unexceptional.

Souvenirs were more important for the customers at the Dining Car than the Restaurant. However, in this study the profit value of memorabilia to the operation is ambiguous, as secondary spending on souvenirs was not reflected through a significant increase in real expenditures.

Customers perceived equally good *value for money* at the Restaurant and the Dining Car. Customers perceived a similar price-value relationship for the total product at both restaurants, which means the value at both restaurants, is equivalent to the

currency needed to acquire the product. Tourism products generally have a large esteem value or an intangible value in excess of the actual worth of the product (Gartner, 1996; Martin, 1989). Equality in value presumably indicates that the customers perception of value resides with the foodservice product, as there is no intangible value in excess of the actual worth of the foodservice product that would identify the tourism product.

Global interpretations

Global interpretations provide the opportunity to draw inferences from the results and discuss how the findings relate to the available literature (not necessarily confined to the literature review) to generate an understanding of a restaurant as a heritage attraction. Similarities and differences between the findings and available literature and research will clarify and confirm the interpretive inferences.

The core assumption, fundamental to this research process, that a restaurant listed on the National Register of Historic Places would function as a tourist attraction, was supported in this study by the differences in the characteristics of the draw profile. The draw profile indicates that Mickey's Dining Car is able to draw or attract tourists. Although no research has been conducted specifically examining a heritage restaurant as an attraction, generalized operational definitions of attractions are applicable in the characterization of the phenomenon. Pearce (1991) contends a tourist site should be readily understood and appreciated by the public and should excite the public imagination with striking and distinctive physical or cultural resources. Customer motivations illustrate the role of these resources in defining Mickey's Dining Car as a heritage attraction. The public readily identifies the American blue collar diner and the Art Deco

architecture as unique and recognizes the rarity of its type in a time where most such businesses have been replaced by fast food franchises (NRHPI, 1981). It is the unique readily identifiable physical and cultural qualities that foster public appreciation of Mickey's Dining Car as a heritage attraction.

While a restaurant listed on the National Register of Historic Places can in fact function as a tourist attraction, caution is warranted as historic designation should not necessarily and arbitrarily be equated with a tourist attraction. As indicated by customer awareness of historic designation, motives and informational sources, other key factors contribute to the public conception of a historically designated restaurant as an attraction. Jafari (2000) states that the heritage in historical tourism is defined and shaped by the contemporary demands for it, unlike history where the aim is the accurate description of past events. As such the public perception or consumer interpretation of the physical or cultural resources of a heritage restaurant may play a greater role in shaping the product than historic designation itself.

The role of informational sources indicate the importance of publicity and marketing mechanisms in promoting Mickey's Dining Car as a heritage attraction. The influence of movies, newspaper and magazine articles, television, internet, radio and advice from tour operators/tourism service personnel not only reflect a variety of effective informational sources but may reflect differences in the customers information search behaviors. Interestingly, these informational sources had greater influence than guidebooks and local visitor's guides, which are commonly referenced means to effectively generate tourist traffic. The influence of the movies "Jingle All the Way" and "The Mighty Ducks" on consumer behavior attest to the academically undocumented but

industry supported belief that artistic mediums serve to generate specific interest in a locale. The Bull & Finch pub experienced this phenomenon in the 1990's. As a model for the Cheers television sitcom it was transformed from a neighborhood bar into the most popular tourist attraction for international visitors to Boston (Apfel, 1998). Apparently, public appreciation of the unique cultural and physical resources of a heritage restaurant is related to the type of information available about it. As such it is not historic designation, per se, that impacts public appreciation of a heritage restaurants resources but rather the publicity derived from it.

It is noted that an increased number of customers defined as tourists is paired with a lower visit frequency and a higher number of first time customers. This does not, however, detract from the number of regular customers. Mickey's Dining Car is apparently accessing the tourist market and in doing so is drawing customers in addition to the regular clientele. A valuable achievement as increased customer numbers translates into increased revenue. Not surprisingly, tourism theory addresses the relationship between travel distance and visit frequency. Referred to as distance decay, there is more interaction between close than distant places (Jafari, 2000). The gravity model suggests that volume of travel between origin and destination is inversely related to distance (Jafari, 2000). Moreover, research indicates that repeat visiting of the same heritage site is comparatively unusual and most visitors are usually first time visitors (Prentice, 1989). While foodservice apparently offsets this extreme, evident by the regular customer base, visit frequency is seemingly affected by the tourist market as Mickey's Dining Car is the recipient of more first time customers. A paradigm of the hospitality industry is customer loyalty and repeat patronage (Grindy, 1998). Research models to examine return

patronage are underpinned by the disconfirmation theory, which suggests that customers develop feelings of satisfaction or dissatisfaction of new dining experiences compared to prior ones (Kivela, Reece, & Inbakaran;1999). In light of this paradigm, different operational considerations may be justified for a restaurant as an attraction. While clearly there is revenue to be derived from increased customer numbers, fluctuations in tourism due to seasonality and market trends may have greater consequence to a restaurant that is an attraction. Industry literature reaffirms this assertion denoting the emerging trend in theme restaurant development in which the development focus has shifted from major tourist destinations to community based suburban venues (Burka, 1999). As such, to ensure viability and maximize revenues a restaurant as a historic site should concentrate on creating customer loyalty within the community as well as attracting tourist revenue. Moreover, it may be suggested that quality foodservice as compared to the industry standard should target customer satisfaction and thus return patronage, whereas the attraction element should be employed as a marketing tool which differentiates the heritage restaurant from the industry at large.

Souvenirs were relatively important for the customers at Mickey's Dining Car. As increased tourist numbers was paired with increased importance of souvenirs the uncritically accepted relationship between the tourist trade and memorabilia is supported. However, the value to the operation is ambiguous, since secondary spending on available memorabilia was not reflected in a significant increase in real expenditures. Current literature suggests that secondary spending on retail products can make important contributions to profits provided they are introduced to meet market needs (Richards, 1992). Accordingly, if sales are to be maximized, the range of products must relate to the

particular visitor market tastes and reflect the spending power and social aspirations of the market segment (Richards, 1992).

Ultimately, foodservice is fundamental to the historically designated restaurant. Different goods and service are likely to appeal to different social, economic or special interest groups. Demography draws upon the various methodologies and theoretical perspectives of economics, sociology, statistics and geography and is useful in identifying unsolved issues underlying motivations (Jafari, 2000). In this study, the demography isolates foodservice as the critical product for Mickey's Dining Car. In addition to demography, customer involvement and the perceived price/value relationship attest to the importance of foodservice to the historically designated restaurant. Presumably, the foodservice product, defined as a coffee shop with the implied convenience, quick service, value and low price, characterizes the market for the restaurant and reiterates the principles with which patronage to the establishment has traditionally been based. The menu, characteristic of simple fare, is specifically designed within that framework to meet the market needs (Mattson, 1998). It is apparent that the foodservice product should be paramount in operational considerations and managerial development for a restaurant as a heritage site.

Related academic research emphasizes the importance of quality foodservice in the restaurant and tourism relationship. Fox and Sheldon (1988) identify the three most important foodservice factors for tourists as the quality of the foodservice, the price range and the availability of inexpensive dining; the availability of new dining experiences had the least impact. These findings are concurrent with the new emphasis on high quality food and service in the what has been termed theme restaurant "renaissance". Theme

restaurant development theory is relevant as almost all restaurants to a greater or lesser degree have some theme whether it is related to the food that they serve or the setting in which it is served. The previous focus in theme restaurant development was 90% theme and 10% restaurant; industry experts now recognize that longevity resides with a good restaurant not solely with a good theme, as trends and public tastes inevitably change (Burka, 1999). As such, for a historically designated restaurant food quality and service management should take precedence over attraction development.

<u>Implications</u>

One of the most important assumptions drawn from this study is that a restaurant that is a heritage site is first and foremost a foodservice operation. All aspects of food production, delivery and service should be the primary considerations for current or potential operators. The restaurant that is a heritage site may face severe historical, architectural, financial or philosophical capacity restraints which may make it difficult if not impossible to deliver foodservice to customers with optimal efficiency. A restaurant that is a heritage site may face a variety of challenges from maintenance and limited parking to accessibility for the disabled. As comparatively few heritage attractions are purpose built, a restaurant as a heritage site may have to juggle preservation with function, the preservation commission with the health department (Leask & Yeoman, 1999).

In light of the operational challenges what is the practical value of historic designation to the restaurant operator. Historic designation, per se, does not guarantee a customer base nor foodservice revenue. It may, however, function to protect an operating

restaurant from urban renewal or preserve design aesthetics from upgraded health department requirements. Preservation allows the restaurant to retain those unique physical or cultural characteristics that are critical components of public appreciation. The property upon which Mickey's Dining Car resides was slated for re-development in the early 1980's, the restaurant exists now only as a measure of its historic designation (NRHPI, 1981). Public appreciation of the restaurant as a landmark was generated from widespread news coverage and popular media exposure of the restaurants unique cultural and physical characteristics, which however would not exist without designation. As such, historic designation is of value to the restaurant operator by preserving those cultural and physical qualities within which the business is conducted, for which the business may be defined and upon which customer patronage may be currently based or potentially developed.

For an operator of a restaurant as a heritage site, preservation is most likely meaningless without profit. A historic restaurant should be valued according to its foodservice operations and revenue generation not its designation per se, as food sales are the basis for profit, not admission charges. The effect of historic designation on a restaurant operation is indirect. It is not historic designation itself that impacts the restaurant operation but rather the publicity and promotional opportunities that may be derived from it. This in turn has the potential to generate more revenue through increased customer volume and a larger share of the tourist market. However, this requires a solid foodservice operation and readily identifiable cultural and physical resources which may not always be the case as not all historic restaurants are purpose built. As a guideline for the restaurant operator, historic designation should be valued as a means to preserve and

protect, as a tool for marketing and promotion and as an opportunity to distinguish one restaurant from the industry at large.

Clearly the implications of the findings have a direct relevance to the management of Mickey's Dining Car. The study itself functions as a valuable managerial and operational development tool. Management intends to focus on food quality and service strategies to increase visit frequency and offset the potential vulnerability to trends in the tourist market segment. Management proposes to add t-shirts and baseball hats to the memorabilia selection thereby increasing variety with the intent of maximizing secondary spending. Management will continue to participate in publicity opportunities; but additionally has interest in initiating marketing opportunities with area visitor centers, hotels and cross-promotional opportunities with local attractions.

In the current competitive foodservice environment operators are sensitive to the high competition caused by a steady increase in the number of restaurants. Of the 844,000 restaurant locations nationwide greater than half are comparatively small private operations (NRA, 1999; NRA, 1999a; NRA, 1999b). These independent operators who represent the majority of restaurateurs are acutely aware of the intensely competitive environment. Within this atmosphere, the tourist market segment is receiving popular attention from industry to operator with regard to the real and potential impact tourism has on food and beverage sales. While guarding against applying the results of this thesis outside the relevant context it may, as a tool, provide useful information to independent entrepreneurs (operating restaurants similar to that of this case study) exploring their attraction potential and/or developing strategies to increase their share of the tourist market segment. The study could provide insightful information for a restaurant operator

considering historic designation of a property. It could serve as a cost-benefit analysis tool for an operator evaluating the investment potential of historically designated restaurant. The study could provide feasibility information for both a historically designated restaurant and potential competitors to understand how the public will perceive their product in relation to on another.

In the broadest context the cognitive approach of this study may contribute not only to restaurant consumer motive and experience oriented research but tourism and heritage consumer research as well. Particularly, as research examining the visitor experience at heritage sites has been deemed inadequate as visitors perspectives are not satisfactorily explored (Masberg & Silverman, 1996). Heritage tourism has been rapidly evolving from the travel forays of a dedicated few to an itinerary mainstay of the mainstream tourism masses. Amidst an increasingly standardized and homogenized landscape, tourists are understandably drawn to the unique and authentic experiences of heritage sites. Accordingly, the better the needs of the heritage consumer are understood the better the services and safer those qualities that conservation seeks to protect. Moreover, consumer's needs as expressed through motivations are important components for attraction promotion and destination development. As the attraction base determines the extent to which the visitor's needs are met, it is important that the tourism industry understand the role of the historically designated restaurant plays in the tourist experience. To the degree that this case study is specific to the product, service and geographic location of Mickey's Dining Car this research may contribute relevant information for tourism development and promotional strategies.

It has been argued that greater insight into the interrelatedness of the foodservice and tourism industries is needed as trade research is largely proprietary and academic research has only relatively recently begun to explore the existing relationship between the two industries. Since available research is surprisingly limited, this study may inspire further research on the topic. While it would be ideal to argue that this study would independently and directly contribute to the current knowledge of a restaurant as an attraction the potential benefits are better justified in conjunction with the findings of recommended parallel studies.

Recommendations for Further Study

Upon completion of this study, various opportunities for further research may be suggested, since the interpretations in this study, while potentially a cliché commentary, may need to be tested by others before the findings can be generalized. As the study is narrow in scope and no direct research has been previously conducted in the significant areas related to the outcomes it is limited by external validity or the appropriateness of generalizing to other restaurants. Moreover, additional research should appraise the content and construct validity of the measures and/or qualifiers employed for examining a restaurant as a heritage attraction. So said, perhaps the introduction of issues relating to a heritage restaurant as an attraction in this thesis may serve as a foundation for further research within the restaurant, tourism and heritage industries.

No prior academic or trade research has examined restaurants that are historic sites. This under-researched area presents an opportunity for further research, particularly with respect to the outcomes of this study. If further research on a substantial number of

historically designated restaurants produce similar outcomes it might be possible to accurately generalize the findings of all such studies.

Moreover, no direct academic research has been conducted nor trade research available regarding restaurants that are perceived as tourist attractions, those restaurants that are must see, must do experiences in particular destinations. It is suggested that parallel studies be conducted to examine the influence of informational sources as well as the characteristics with which public conception of a restaurant as a tourist attraction is developed, with the goal of accurately generalize the findings of all such studies. The benefits of which would provide the industry with specific criteria to assess current or develop future restaurants as attractions.

A relationship between the tourist trade and *memorabilia* is supported within this study. However, further research should examine the nature of that relationship. In this study souvenirs were reported to be relatively important at Mickey's Dining Car however, total expenditures did not reflect a real revenue benefit to the operation. As memorabilia expenditures could not be examined separately due to reporting inaccuracy, the potentiality of a research instrument design flaw impacting the findings cannot be ruled out. As such, further study should continue to examine the relationship between the tourist trade and memorabilia to determine the real operational benefits of secondary spending as well as the specific memorabilia price and product characteristics desired from various tourist market segments for various establishments.

The results of this study suggest that the implications of *historic designation*, in and of itself, on consumer behavior should be examined in further depth. The acquisition of historic designation has real benefits to the operator, such as preservation protection,

tax benefits, tax deductions and federal preservation grants. However, as suggested in this study historic designation, per se, is not necessarily the defining site attribute determining consumer behavior (NRHP, 1989). As such, if historic designation alone does not determine consumer behavior but rather a general interest in the particular characteristics of the site, than further study should examine the real operational benefits (beyond those federally subsidized) to be derived from historic designation (particularity in the case of private properties). Realistically, the advantages of designation may be offset by the very real disadvantages of the requisite review of alterations to, and use of the properties by the monitoring public agencies.

Summary

This study was in essence an academic examination of industry theory involving foodservice and tourism for the purpose of developing a current understanding of a restaurant as a historic site. Foremost was the substantiation that a historically designated restaurant can in fact function as an attraction within the tourism industry and from this emerged various issues regarding the manner in which this occurs. Public appreciation of a historically designated restaurant is derived from both informational sources and the physical and cultural components of the establishment itself. The operational considerations of a heritage restaurant as an attraction are universal, emphasis should be placed on quality food and service to ensure customer satisfaction and repeat patronage. This under researched area presents great opportunity for further research, with the anticipation of someday accurately generalizing the findings of all such studies to the benefit of both the foodservice and tourism industries.

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APPENDIX A

QUESTIONNAIRE

QUESTIONNAIRE : RESTAURANT CUSTOMER PERCEPTIONS

The purpose of this study is to examine customer motives, expenditures and demographics at both of the Mickey's restaurants in order to explore the individual dynamics of each restaurant. Your participation in this survey is **VOLUNTARY** and all responses will be **ANONYOMOUS** and **CONFIDENTIAL**. You must be 18 years or older to participate.

PART I: NATURE OF THE VISIT

1. You are at: ☐ Mickey's Dining Car (Downtown, St. Paul)   ☐ Mickey's Restaurant (Highland area)

2. Please indicate the approximate time of your visit ☐☐:☐☐ ☐ AM ☐ PM

3. How many, including yourself, are in your party today at this restaurant?   ☐☐

4. Approximately how many miles have you traveled from your normal place of residence?
   ☐ 0- 3   ☐ 3-49   ☐ 50-99   ☐ 100+

5. Please check the box next to the category that best describes you?

   ☐ Local resident from the Minneapolis/St. Paul Metro area
   ☐ Day tripper from outside the Minneapolis/St. Paul Metro area
   ☐ Day tripper to the Minneapolis/St. Paul metro area while on vacation in Minnesota
   ☐ Out-of-towner, staying 1 or more nights in the Minneapolis/St. Paul Metro area

6. Please check the box that best describes your decision to visit this restaurant?

   ☐ Planned: Specifically planned a visit to this restaurant, prior to departing my normal place of residence.
   ☐ Somewhat planned: Deliberately considered a visit to this restaurant as a potential part of my activities
   ☐ Somewhat impulsive: Incidentally decided to visit this restaurant as part of my activities
   ☐ Impulsive: Unexpectedly decided to visit this restaurant when I saw it

7. How often do you visit this restaurant? ☐ First time ☐ Rarely ☐ Occasionally ☐ Frequently ☐ Regularly

8. Why did you come to this restaurant today? _____
   _____

PART II: MOTIVATION FOR THE VISIT

9. Please mark one square on every line. Mark an X in the square on the scale, which best indicates your feelings about visiting this restaurant today. If you feel strongly, fill in the square closest to the word that best describes your feelings. If your feelings are less strong, fill in one of the center squares.

This restaurant visit is….. to me

Important	☐	☐	☐	☐	☐	☐	☐ unimportant
Of no concern	☐	☐	☐	☐	☐	☐	☐ of concern to me
Irrelevant	☐	☐	☐	☐	☐	☐	☐ Relevant
Means a lot to me	☐	☐	☐	☐	☐	☐	☐ means nothing to me
Useless	☐	☐	☐	☐	☐	☐	☐ useful
Valuable	☐	☐	☐	☐	☐	☐	☐ worthless
Trivial	☐	☐	☐	☐	☐	☐	☐ fundamental
Beneficial	☐	☐	☐	☐	☐	☐	☐ Not beneficial
Matters to me	☐	☐	☐	☐	☐	☐	☐ Doesn't matter
Uninterested	☐	☐	☐	☐	☐	☐	☐ Interested
Significant	☐	☐	☐	☐	☐	☐	☐ Insignificant
Vital	☐	☐	☐	☐	☐	☐	☐ Superfluous
Boring	☐	☐	☐	☐	☐	☐	☐ Interesting
Unexciting	☐	☐	☐	☐	☐	☐	☐ Exciting
Appealing	☐	☐	☐	☐	☐	☐	☐ Unappealing
Mundane	☐	☐	☐	☐	☐	☐	☐ Fascinating
Essential	☐	☐	☐	☐	☐	☐	☐ Non-essential
Undesirable	☐	☐	☐	☐	☐	☐	☐ Desirable
Wanted	☐	☐	☐	☐	☐	☐	☐ Unwanted
Not needed	☐	☐	☐	☐	☐	☐	☐ Needed

PLEASE TURN OVER AND COMPLETE OTHER SIDE

10. **For your visit today**, which of the following factors, if any, influenced your decision to visit this restaurant? (Please mark all that apply)

☐A previous visit   ☐Guidebook   ☐Advise from friends/relatives   ☐Promotional travel brochures
☐Movies   ☐Newspaper/magazine articles   ☐Other
_____

11. Please **rate** each of the following **reasons** that may have influenced you to come to this restaurant **today**? Circle the number that most closely corresponds to the level of agreement for each reason. **NOTE**: if you are a regular/repeat customer, answer to reflect your **reasons** for specifically coming **today**.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	1	2	3	4	5
Good food	1	2	3	4	5
Inexpensive price	1	2	3	4	5
Quick service	1	2	3	4	5
Value for dollar	1	2	3	4	5
Location: convenience, close to home or work	1	2	3	4	5
A new eating experience	1	2	3	4	5
I had a general interest in seeing an authentic diner	1	2	3	4	5
I am trying out a specialty food place/specialty food	1	2	3	4	5
I had a general interest in history / living history/ lifestyle of a different era	1	2	3	4	5
I had a general interest in diner/local/national culture	1	2	3	4	5
I came to this restaurant because I had an interest in general sightseeing	1	2	3	4	5
I chose this restaurant for an educational experience	1	2	3	4	5
I came to this restaurant because Mickey's Dining Car is a historic site	1	2	3	4	5
I came, because I have heard a lot about this restaurant/it is a famous place	1	2	3	4	5
I chose this restaurant today because I Thought I should go	1	2	3	4	5
I came to this restaurant to be able to say, "I was there"	1	2	3	4	5
Wanted to be with and observe other people who are at Mickey's	1	2	3	4	5
I came to this restaurant to bring my friends/family	1	2	3	4	5

12. Prior to your visit were you aware that Mickey's Dining Car (Downtown, St. Paul) is a designated historic Site?
☐Yes   ☐No

13. Do you consider yourself to be an aficionado, buff or fan of: (Please check all that apply)

☐History   ☐Diners   ☐Specialty food/food places   ☐None of the above

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PART III: CUSTOMER EXPENDITURES

14. Approximately how much money did you spend in total at the restaurant, please include all expenditures on yourself and others in your party?
Food & beverage $☐☐☐.☐☐   Souvenirs (Mugs, Post Cards) $☐☐☐.☐☐

15. How important is the availability and/or the option of souvenirs for your visit to this restaurant?

☐Very Important ☐Important ☐Somewhat Important ☐Little Importance ☐Not Important ☐Don't Know

16. How would you rate the value of this restaurant visit for the money?

☐ Excellent   ☐Good   ☐Average   ☐ Poor   ☐Very Poor

PART IV: DEMOGRAPHIC DATA

17. Your gender: ☐ male   ☐ female

18. Your age: ☐18-24   ☐ 25-34   ☐ 25-44   ☐45-54   ☐55-64   ☐65+

19. Your level of education is: ☐Junior high school   ☐High school   ☐Some college/Technical
                                 ☐Bachelors   ☐Masters   ☐Doctoral

20. Your average annual income is: ☐0 to 19,999   ☐20,000 to 49,999   ☐50,000 to 99,999   ☐100,000 +

21. Please state your normal place of residence:
City _____   State _____   Country_____   Zip Code ☐☐☐☐☐

Thank you for your participation!

APPENDIX B

CITY OF RESIDENCE

RESTAURANT CITY OF RESIDENCE

TWIN CITY METRO AREA

Applevalley, Blaine, Bloomington, Burnsville, Champlin, Cottage Grove, Crystal, Eagan, Fridley, Highland, Lake Elmo, Lakeville, Lillydale, Lino lake, Little Canada, MapleGrove, Maplewood, Mendota, Mendota Hgts, Minneapolis, Minnetonka, New Port, North St. Paul, Oakdale, Richfield, Robbinsdale, Rosemount, Roseville, Savage, Shoreview, Shorewood, St. Paul Park, St. Paul Park, Wayzata, West St. Paul, White bear, Woodbury.

OUTSIDE METRO

Brooklyn, CenterCity, Circle Pines, Defiance, Delano, Eastbeth, Farmington, Forest Lake, Hastings, Hugo, Indio, Lawson, Louisville, Morton, North Branch, Omaha, Riverfalls, San Fransisco, Silverspoons, Somerset, Southpark, St. Louis, Victoria, W. Salem, Wabasha, Waconia, Webster.

DINING CAR CITY OF RESIDENCE

TWIN CITY METRO AREA

Applevally, Arden Hills, Blaine, Bloomington, Burnsville, Champlin, Coon Rapids, Cottagegrove, Crystal, Eagan, Goldenvalley, Hopkins, Invergrove, Lake Elmo, Lakeville, Lino Lake, Little Canada, Longlake, Maple Grove, Maplewood, Mendota Hgts, Minneapolis, Minnetonka, Moundsview, New Brighton, Newport, North St. Paul, Oakdale, Plymouth, Richfield, Roseville, Shoreview, Shorewood, Stillwater, St. Louis Park, St. Paul, West St. Paul, Whitebear, Woodbury.

OUTSIDE METRO

Andover, Aubrunhi, Austin, Baltimore, Bellplain, Brainerd, Brooklyn, Buffalo, Buhl, Burt, Caledoni, Cannonfalls, Casper, Centercity, Chicago, Crocker, Cushing, Davenport, Deerpark, Detroit, Duluth, Fargo, Forestlake, Garland, Goodlett, Graham, Green Bay, Hamlake, Harrisburg, Hastings, Hiawatha, Hollywood, Hudson, Isanti, Joplin, Keuer, Las Vegas, London, Los Altos, Los Angeles, Mankato, Marshfield, Media, Milwaukee, Monroe, New Prague, Newrochell, New Ulm, New York, Northman, Norwood, Oakland, Oaklawn, Omaha, Oshkosh, Overland, Palatine, Porto, Prescott, Reno, Resaca, Rockford, Rogers, Roundlake, Saltlake, Sandiego, Santafe, Seattle, Sheyenne, Spencer, Stacy, Staples, Valley Springs, Victoria, Wasilla, Waterloo, Wyoming.

APPENDIX C

PERSONAL MOTIVES

<u>RESTAURANT PERSONAL MOTIVES</u>

RESTAURANT SPECIFIC MOTIVES

FOOD
The O'Brien's are great - great pancakes and smoking permitted - like hash browns - I wanted chili and a hamburger - great breakfast especially O'Brien hash browns - eat the O'Brien special, I like the O'Brien potatoes - enjoy Mickey's O'Brien special - good omelets - for the chili - to get good pancakes - on our way home from shopping in St Paul we decided to get the best hamburger in the area - good omelet and atmosphere - breakfast omelet - its Sunday which allows us to enjoy the omelets of this restaurant - for the hamburgers and malt - O'Brien potatoes - best blueberry pancakes friendly great food, location; Cindy, Steve - they have the best hash browns in all the state - felt like a waffle or pancakes - Denver sandwich - we could get the 2's and the French toast - because they have buckwheat pancakes and waffles

I am hungry and the food is good - for a good breakfast - excellent food - good food - to get good food and service - I like the food - good food - good food - I and my family like the breakfast at mickeys - we like the food and the ambiance - good breakfast - good food - my pregnant wife was craving Mickey's food - hungry for family type food - for a good cooked meal - good place to eat - good food and convenience - boyfriend craving Mickey's breakfast - like this breakfast and close by - to eat and visit - good food and service - great breakfast meals - lunch coffee and the water is great - love the food good cooks - good food - for a great meal - home from college weekend wanting St Paul food - they have a good menu good service excellent food - great breakfast food and atmosphere - come to eat good food - like Mickey' s breakfast - for the best breakfast around and diner atmosphere - good food - for a great meal - like their food - good food fast service we're on our way to synagogue - great food friendly help cozy good portions my kids like coming unique patrons - consistently good food fast - good food - great food, good company we like to tease the employees - craving fries, shakes - good food - I like it - excellent food and come as you are - it's a good restaurant

Hungry time to read paper - hungry - for breakfast - eat - breakfast - to eat - breakfast hour - hungry - have lunch - noon lunch - I was hungry - lunch break - for lunch - to eat - quick lunch after children's museum and before appointment 1:00pm - worked late missed dinner at home knew this would happen so planned on Mickey's - for a light lunch before I went home - for lunch on the job - for lunch - hungry - to eat and have coffee - breakfast - for breakfast from work - very hungry - for lunch - breakfast - to have dinner - to eat - breakfast - needed coffee and a mountain dew - breakfast - breakfast - to eat - lunch - lunch - lunch - hungry - to eat - to eat - hungry didn't want to cook - breakfast - eat dinner - hungry - craving a late breakfast - to have brunch - to eat - were hungry - I was hungry - eat - breakfast - the food - hungry - the food - dinner while in St Paul - every other restaurant was very busy - didn't set clock back and were too early for church restaurant next to church too busy - other place was to busy

CONVENIENECE

Eating with parents near their home - was in the area - in the area - we were wandering and hungry - close to work - convenient - can park school bus - because I am working close - proximity to work food and people that work at the diner - on way from dentist to work - in the area - working in the neighborhood new of restaurant and stopped by - close to home have good breakfast - near husbands appointment - close to job I was working at - by car - on the way - on the way to airport - close to work - proximity to work - worked close by - flying out of MSP airport this location is convenient - location good food - convenient - we heard you had good food were in the area - like the convenience of table - to eat best choice near job - in route from work - close to home - on the way - came from work nearby - convenience - on way to airport - on way to airport - close for both parties/halfway, good food - on way home - on my way home - close and fast, people that come in - because we were in the neighborhood and knew it was good - on my way home- was on my way home - I wanted supper at a restaurant close to home - working nearby close to job site - convenient - long day coming in from dc - I was hungry and this was the first place I came to - wedding fort Snelling - in the area - were hungry and your close - close to home and it was getting late - we were hungry and it was close - drove by - we wanted to go to breakfast and this was on the way - closest to my work and good food - on our way to the river center - it was on our way to our destination and for the hash browns and a burger - Close to residence and inexpensive - best pick for the area

SERVICE
In a hurry and thought we could get a fast meal - because its quick, cheap and good food with a good reputation - its fast inexpensive good food and good friends - have the food and the service - always stop here we like the service and the smiles - we needed to be in Minneapolis by 10:30 and Mickey's is quick on the way and the kids like the food - breakfast is served very quickly - the most friendly and the best food -

INEXPENSIVE
Cheap fast good and friends - low price good food and friends - I wanted to get something quick and inexpensive - good food, good price for food convenience friendly help

PREVIOUS VISIT
Because I ate here before food and coffee were good last visit - because we were in the area, decided to get something to eat and know this restaurant from past experience. Good - on my way to Bloomington and I been here before and liked it - I saw it on my way to where I'm staying I liked it the last time I was here and I'm hungry so here I am - a regular - I almost always stop here to eat on my way home from work - Always stop when in area - very fond of eating here - I like to get my Sunday breakfast here its friendly the food is good its an easy place to go as a single person - it's a Sunday tradition - because every Sunday before the Vikings play we come to Mickey's - our family meets here every Sat for 30 years - informal tradition - regular - tradition before a shopping trip - used to come here every Sunday with my mother and son years ago - wanted to eat breakfast had been here before and liked the food -

We always go to downtown Mickey's and thought today we'd try this one - downtown
Mickey's too long a wait totally filled slow cook long line ahead of us - we like the other
mickeys like food to be good when we get it - because we had been to Mickey's diner

HAVE WANTED TO VISIT
Finally had a chance

NEW EXPERIENCE
Looking for somewhere I've never been before - we were hungry and bored of Perkins
and wanting a local restaurant that served breakfast and let us smoke - never been here
before -

SOCIAL MOTIVES

TO BRING FRIENDS AND FAMILY
To introduce your neighbor to your omelets - take my daughter to Mickey's - I brought
my mom for breakfast - friend brought here - because mom and dad have never been here
- good food and a new experience for the people I brought - outing for family -

TO MEET OR SOCIAIZE
To see friends - fellowship with a friend and to eat - meet friends one of whom frequents
- to meet a friend - transact a real estate agreement - meeting real estate agent - to eat and
talk - business breakfast meeting - to have breakfast with a friend - waiting for someone
who had an appointment downtown - lunch with friends - to eat meet friends and
socialize - to meet with friend -

 Good food and good people - good friends and food - I like the people that work here
 and that it's close - to see Cindy -

ENVIORNMENTAL MOTIVES

ATMOSHPHERE
Good food and good atmosphere - just my kind of place I feel comfortable here - we like
this type of atmosphere - atmosphere and greasy food - family, local atmosphere good
food and low cost - the atmosphere - diner atmosphere

NOSTALGIA
I like the old style café's as this, brings back reminders plus better tasting food - Mickey's
has a nostalgic feel I miss and rarely find, love the open grill and cinders nice -

DINING CAR PERSONAL MOTIVES

RESAURANT SPECIFIC MOTIVES

FOOD
Malt sounded good - because I enjoy the O'Brien special - hash browns - like hash browns - bacon and coffee - for the pancakes (had a craving for syrup) - Denver omelet with cheese & crispy bacon oh yeah and the raisin toast - for malts - I like the eggs - wanted coffee and donuts - for a burger diner style - good food like O'Brien special - hungry for Mulligan stew - best waffles my 51/2 year old loves this place - best omelet in the city - hungry southern pecan waffle - good eggs - I love Mickey's omelets - good hamburgers nice service - the usual rut my husband likes Mickey's pancakes - for the dish potatoes O'Brien and because I like manager and the setting - I was craving a patty melt - malt - omelets eggs - had acquired the taste of a chicken sandwich - for a great burger and fries and good company - to have blueberry pancakes and coffee on my way to history center - I love ham and eggs Mickey's has always over 40 years served the best - wanted good burgers and at children's museum - for coffee and pie - eggs toast and coffee

Good food - good food - wanted to have a good meal - to have a good breakfast - heard you had the best food around plus atmosphere - for a good breakfast cook to order - good food - felt like good food - good food - the food is hot and delicious - good food - good food - wanted a great breakfast - good breakfasts - pancakes there the best - I like your food - lunch I like the food here - good food atmosphere - the food is great - the food is pretty good - good food were hungry - good food - great food - because we were hungry and good food - only place open at this time that has good breakfast food - Hungry good food - good food hash browns with lard - for good breakfast - good food - very hungry and I know Mickey's wont let me down - I like Mickey's - good food - heard of good greasy food - wanted to try the food

 Hungry and not in a hurry - lunch - breakfast - breakfast - hungry - coffee, breakfast - because I was hungry - good food - for lunch - eat lunch - hungry - for breakfast - hungry - to eat - very hungry - to get something to eat - I was hungry - hungry - came into have some coffee before bus arrives - to have coffee and eat - dinner - eggs - to eat dinner - hunger - breakfast - breakfast - breakfast - breakfast - hungry said Mickey on side - great cook - dinner break from work - hungriness - hungry wanted some hot coffee - just for coffee - I was hungry and large servings and was close to work - to eat good food - hot lunch great breakfast - for lunch - to eat - drive truck delivered load, came here to eat breakfast - for breakfast - for breakfast - munchies - because I'm hungry - breakfast - I'm hungry - hungry as hell - for the food - needed food immediately - to eat - hungry - to get breakfast at 3pm - I was hungry and this is the only place open downtown - hungry - hangover breakfast with roommate who is here for class reasons (school) and to have a hangover breakfast as well - to eat - to eat - hungry - breakfast - hungry - to eat - for breakfast - kids wanted breakfast - hungry - hungry - I forgot to eat supper, really I did - for breakfast - hungry - breakfast coffee - food and fun - to eat and the coffee - breakfast

coffee - planned breakfast - breakfast - breakfast - hungry - hungry - hungry - for the food - to eat - hungry - eat - for breakfast - to smoke and coffee - to eat - breakfast - cause Bower was hungry- - for coffee- for suppers - wanted a quick meal - I'm hungry - dinner before going home - better option than McDonalds - didn't like guitar players at Infiniti espresso café

CONVENIENCE/ LOCATION
Because its convenient as I walked from home- on our way to a concert just make a presentation at the MN Museum American Art at the landmark center- for lunch and because I was downtown - had doctor appointment is near by - close - at St. Joes - working downtown - had doctors appointment - close - area night food - was going to St. Paul Co. for an appointment - going to the children's museum - convenient open 24 -7 - visiting St. Joes - convenience - was at St. Josephs hospital - Surgery and nearby hospital - on line from departing from work - for dinner after errands - close to work place good breakfast - close by - court was right by here - come from Walgreen's drug - eat while we wait for ID's - close to hospital- closest restaurant to the hospital - because it was close to home and we like the food - work nearby - have delivery on w 7th - close to hotel and a unique restaurant - hungry and nearby - breakfast needed to come to st Paul for something else - we go to church across the street - Hungry parking available -have breakfast after church - brunch and a nice walk from home - conference in town - hungry right across the street from church - hungry right next to where I work - Children's museum - just for fun on our way to Science museum - we were at children's museum - dinner breakfast from St Joseph's hospital - convenient - were going to concert downtown - hungry while waiting in the emergency room - stop after visiting children's museum - I live downtown and its close - downtown - looked interesting and close to children's museum - in the area - came after radio show - concert - close to civic center Steven Curtis Chapman concert - hungry in the close area after going to the compost dump on st. Clair ave. - out shopping in area - across street from job - listening to concert at landmark center - downtown anyhow - in city for banking - parking good food and conversation - doing a show at the landmark center - dinner in the area doing other things - part of our trip to the children's museum - very close to work site, convenience - we enjoy the food we were nearby - all day breakfast and parking readily available - Close to museum landmark

SERVICE
Wanted quick food in afternoon - the service is great and the food is good - friendly - good, prompt service, reliable egg, toast, coffee I like diners - good service - I like the service make that friendly service - it seem so friendly here

INEXPENSIVE
I was hungry it was inexpensive, good food and open - I am in my cleaning clothes today as I work on Sundays also it is close by and inexpensive - because its different and reasonably priced -

PREVIOUS VISIT
Had to come back after 40 years - I like to come here - eat breakfast here often - I was here this morning too, convenient - 2nd visit within 5 days - it my favorite restaurant - used to work here - been eating at Mickey's off and on for about 50 years - I like it - I've been here before good food - have coffee, regular - second time to have breakfast - I always try to get to Mickey's whenever I'm in town - to eat lunch there was not seating the last week when we came - like stopping in prior to my Saturday shopping trips - haven't ate here in a while - been here before, Saturday not a lot of places open on Saturday - in the area for a concert and decided to return for my 2nd visit in 5 years - to have breakfast, do this every sat. morning after work - I used to come here often in the 60's - Just cause I'm damn hungry, and I came here one time before on an incredibly romantic excursion with my wife - daily routine - past experience - when in Minneapolis I always attend at least once -

NEW EATING EXPERIENCE
Try something different from normal fast food routine. Always wanted to visit - drove by and it looked like a fun place to eat, anything to avoid a chain restaurant - wanted to try a new restaurant to eat at - looking for a place in St. Paul; this looked interesting and good; had never been- something different - looking for something unique by Garrison Keillor at Fitzgerald remembered this place from childhood and my dad - looked unique different interesting - to eat dinner we wanted something different - we like to try new places always seen Mickey' s dining car had yet to try it - looks like a cozy and different place to eat - hungry never ate in a train car before - to try something different have heard of Mickey's wanted to try it - so refreshing to go somewhere unique historic and not a chain, my kids and I come to children's museum frequently and it's a good excuse to come to Mickey's bit of Americana we love the locals that eat here and servers, food, value and atmosphere -

HAVE WANTED TO VISIT
I just wanted to try it, been past but not in - we wanted to have the experience of visiting Mickey's - heard about it always wanted to come here - See it on our regular bus route have tried to visit before but was a line to long to wait - we've always wanted to come - never been here in 33 years - have seen it for decades and finally decided - Had wanted to visit for some time and decided today was a good day to eat out, so I came here -

SOCIAL MOTIVES

BRING FRIENDS AND FAMILY
Friend wanted to come- come with two women, lucky - My dad new about it - I was out on a sales appointment with my associate at the church across the street when I discovered that she had never eaten here. I told her the burgers are good n' greasy so here we are - to meet family - to bring a friend who has never been here - with grandkids - John wanted to I was hungry - because granddaughter wanted to and I was at the hospital - to have breakfast and meet someone - lunch with my friend Julie - sons name is Mickey so he wanted to stop - coworkers 1st time and was raised in St. Paul unbelievable uh - to have lunch with an ol' friend - to visit - good food and visiting my daughter - to meet

family - because we had to show our college friend a good time at 10 in the morning - the people I were visiting wanted to come here - to visit over a cheeseburger and fries with a good old friend - kids wanted cereal with grandma Donna - husband brought me for my first visit - family outing - to have fun with our children and experience the atmosphere with our family - to show my daughter Mickey's diner who is 18 always came in while pregnant with her - to bring my 6 year old daughter - down here with grandkids and wanted them to see an old fashioned diner - kids like it - my daughter 3 years old made me -after children's museum wanted the grandkids to experience Mickey's - great atmosphere and food 1st time for guests - children wanted - wanted a colorful place to have breakfast with a long time friend -every Saturday treat for granddaughter - for breakfast because kids have never been here - to meet family - Excellent food love the historic type setting wanted to share it with my wife - my wife brought me here as a surprise -

To show a friend from another state - wanted to sit and talk with my out of town friends to also drink coffee I always wanted to visit - brought tourist with - breakfast with out of town friend - because it is a St Paul landmark and I wanted to bring some out of town relatives as part of a tour - wanted to bring out of state guest to this restaurant - convenient to show it off

TO MEET & SOCIALIZE
A good place to meet friends, socialize - business meeting with client and a QRC from Chaska MN. A good landmark to meet people from out of town - late breakfast with colleague and client - meet a legislator - to meet someone - to eat and meet my boyfriend here - to eat socialize - to eat and visit - stopped by for a snack and conversation

See Mary - On way to weekly meeting catch up on Mary's gossip. Great breakfast - good food visit and talk with staff, good service - good food, different mix of people, downscale type of place - food and the real people not the bums - lunch I love Mary - the food is good and Mary is so sweet - the food, the people not the street people - the people are so good natured - listen to gossip - to meet famous people - good food and nice people - visit friends cook and waitress - have coffee and say hello too - to see the old gang and good service - For potatoes and to visit with staff - good food nice people -

ENVIORNMENTAL MOTIVES

LOOKED INTERESTING
Looked like interesting place -it looked good - to eat breakfast looked cool from the outside - wanted to see what it was like- its real - looked like a great place to eat breakfast, was packed with people, which is a good sign that food is good - it looked interesting -nice walk, cool looking, wanted food - curiosity

NOSTALIGIA
Hungry for food and Nostalgia- nostalgia good hash browns - Informal, good coffee, nostalgia for Chicago, people watching, great music - my great grandmother worked here

30 years, I brought my grandmother - reminded me of a place I used to go as a child - my son and I meet here occasionally fun nostalgic atmosphere we know some personnel by name like Fran food is good, good service too - nostalgia; love the art deco design - I was brining my son to the children's museum for an afternoon excursion… I went to Mickey's as a child and to the Mickey's on Snelling while at Hamline. We enjoy the food and nostalgia of Mickey's Diner -

ATMOSHPHERE
Food, atmosphere- dining atmosphere - unique ambiance typical US experience - Coffee and the pleasant environment - great burgers, atmosphere - my daughter and I love the atmosphere it is a step back in time - like atmosphere good food and service - pleasant place on an early Sunday evening, friendly staff, good place to read Sunday newspaper, good hearty food - good food with atmosphere that's not sterile - atmosphere tired of chain restaurants - ambiance - we like the ambiance and the friendly atmosphere - to get some great food at a great atmosphere - because it's a unique atmosphere hand cut fries and free parking - the 50's atmosphere grabbed my attention and compelled me to experience the fine dining

SPECIAL INTEREST MOTIVES

HISTORY
Historic value - taste of history -

INTEREST IN DINERS
I was hungry and I love diners- my husband and I love historic buildings and the art deco style is one of our favorites - needed lunch interested in original style diners - the diner motif is interesting - we love diners and this one looked pretty cool - attractive nostalgic diner look of restaurant - hunger saw the signs/atmosphere good burgers. Girlfriend loves dining cars. -

INFORMATIONAL MOTIVES

RECOMMENDATION/ADVICE
A friend/colleague recommended it - Was told by tour director we must stop - I was told it was highly recommended by locals - heard it was a much from city tour guide. Love the history - visiting relatives who suggested - referral from other restaurant that was overcrowded - friend recommended - recommended at the convention I am attending at the Radisson - hungry and husband recommended it - recommendation curiosity - suggested by a friend - recommended by organizers of conference at Radisson inn on Minnesota St. - recommended by St. Paul resident - highly recommended - good idea suggestion - breakfast at other than hotel, recommended by friend - referral - suggestion from a friend -

MOVIES
Because I've seen it in movies and love trains oh and the 1940s/50s were neato! Drove by on way to museum and needed to eat lunch. Have seen Mickey's in movies - we saw it in the Mighty Ducks and decided to come here when we saw it -

TRAVEL BOOK
Passed it the other day read about it in travel book just moved to MSP - AAA magazine recommended -

MAGAZINE
Read about it and also saw it in Smithsonian -

APPENDIX D

OTHER INFORMATIONAL SOURCES

RESTAURANT OTHER INFORMATIONAL SOURCES

PASSING BY
Drove by - driven by a zillion times - saw it first - crusin' down the street, saw it - saw while driving by

RECCOMENDATION/ ADVICE
Heard we should check it out - location, co workers opinions - plan of another agent - promotional from the staff

MICKEY'S DINING CAR
Went to the other Mickey's in downtown - are familiar with downtown Mickey's - the other Mickey's is where we usually go it was overfull

DINING CAR: OTHER INFORMATIONAL SOURCES

PASSING BY
Happenstance - drove by yesterday and really wanted to check it out - drive by - saw from street - driving by curiosity - driven past many times - Just passing by - drive by - saw it as we were driving by - was walking by - just happened by good atmosphere - wanted a place by auditorium to eat and saw it - by sight - we drove past and it looked interested - sight - sign - site its uniqueness in appearance - looked neat

RECOMMENDATION
Recommended on twin city highlights tour by metro connection tour guide - advise from carriage man go to Mickey's

MICKEY'S RESTAURANT
Been to highland close to church

TELEVISION
TV- TV ads

RADIO
Heard on the radio this morning

INTERNET
Internet