



HEG(T) MODEL OF EVALUATING SERVICE IN WINE TOURISM

Hospitality	Prompt	Welcoming	Friendly & polite	Accommodating to all guests	Supporting of guests opinions
Enthusiasm	Passion for wine	Enthusiasm for brand story	Ability to provide learning experience	Ability to create and carry conversation	Attitude towards colleagues
Genuine Interaction	General product knowledge	Ability to tailor wine education	Ability to listen	Positive Responses in conversation	Trustworthy
Tangibles	Quality of building & surrounds	Wine range	Perceived wine quality	Perceived brand personality	Venue as advertised

POTENTIAL OUTCOMES BASED ON EVALUATIONS

