

Travel Habit: The who, what, where and why of souvenir buying

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Abstract: The purpose of the study is to expand the concept of 'souvenir' in order to accommodate a broader definition. The term of travel habit will include any object that reminds the journey as souvenir and will require a new classification of souvenirs, thereby traveler perception. Sample were selected as sample that obtain from national demographic, travel experience and souvenir perspective. The data collection technique was in-depth interview as semi-structured and observation research. This study used content analysis method to analyze the data from interview transcription follow by analyze the overall of significant finding from interview according to research objective (a) To study the important of meaning souvenir value of the post travel. (b) To examine the most popular type of Thai objects reminder to be popular Thai souvenirs. (c) To understand the tourist's motivation related to souvenir consumption and (d) To understand the international tourist decision making to buy a souvenir in Bangkok.

Keywords: Tourist Habit, Souvenir Buying, Souvenir Shopping.

1. INTRODUCTION

The general theme of travel habit is to do the activity of tourist within leisure time. Leisure time activities are supposed to provide enjoy, pleasure and relaxation. There are many ways to spend leisure time. Shopping is one of the most important activity of tourist. Shopping can be one of the most motivation for a travel trip that tourist need to spend their money on shopping for gift, merchandises and souvenirs. When tourist travel to the destination, they need to purchase something that can be memory of that place. Therefore, souvenir as tangible items that can remind them a special experience trip. The souvenir buying behavior of the tourist base on tourism style. Some traveler needs to focus on the product itself. The product should be authenticity related to mode of production, the items that has workmanship quality including sign of artisan are mass product that tourist need. Some tourist prefers the uniqueness products with characteristic of artisan and the objects. The uniqueness of item should present the idea, theme and highlight of the place. Some tourist care about the product that symbolized the destination visit but products should made from nature conservation with local community. Moreover, another tourist is looking for low price product, they always focus on the issue of inexpensive items but still need to be useable. Souvenir can show the meaning of memory of the place, can tell the story behind the experience. However, gender also can indicate that men and women are different in type of souvenir products and in the meaning of souvenir when they need to purchase. The consumer who enjoy shopping are mostly woman, they have consideration different from men because of biological and behavior, these differences can impact on their shopping behavior. Women will try to get product information from other's experience by asking them.

The purpose of buying souvenir for tourists to visit a certain destination according to name and logo of the destination. For example, fridge manage have to be representative of that place. Tourist can keep memory of their travel when they back home and to show the other about value of the destination as evidence that they were visited the place. Therefore, souvenir shopping impacts tourist to revisit and sharing with other base on satisfaction of each personal experience. According to women shopping behavior factor, they always need to get product information from other's experience or from the one who has knowledge. The retailer at souvenir shop is important factor to motivative the consumer purchase product. The consumer will need to get detail of product although they know from internet, advertising and word of mouth from other. The role of retailer can make them more believe in product.

Tourist always have carried souvenirs home from their travels. Sometimes it is more meaningful takeaways and occasionally to investments. They desire to collect the object is strong extremely. Souvenir can explore tourist passions, reminding them of a special moment, adventure, voyage, person, emotion and activity. For example, a rock or piece of driftwood can symbolize a personal on-the-go narrative. Souvenir can recall a spell cast of the place to which tourist have been visited.

Furthermore, the souvenir is important part of travel experience and most tourist need to bring it back home. Souvenir is one of tourism business part. The owner of souvenir business may benefit from producing, selling and purchasing souvenir. These are the routine of souvenir business that can generate revenue for country. The financial can impact the souvenir business after shopping become the one of major activities of traveler. Therefore, marketing and service quality is key factor to attract tourist and pursued them to purchase souvenir. Although, tourist spending time in stores, they always need more suggestion from retailer. Souvenir retailer also should to provide the information, function, offer the product quality at reasonable price and inform the promotion in order to attract tourist to purchase. Training and knowledge are key factor to help customer accomplish tourist shopping.

Moreover, not only friendly, kindness and helpful from seller or retailer can attract the customer but also the policy of store is important because customer satisfaction with guarantees, refunds, and exchanges. Easy payment can be more convenient to purchase souvenir such as credit card or debit card. Location and operation hours are the one of important factor that can get attention from customer as well. The store that can visible of the location will be advantage. The display function of the shop outside appearance is to attract customer. The store should be neat and clean and attractive in front of the store, product should be easy visible. These are some general key factor that can be opportunity for enhancing souvenir business strategies.

2. LITERATURE REVIEW

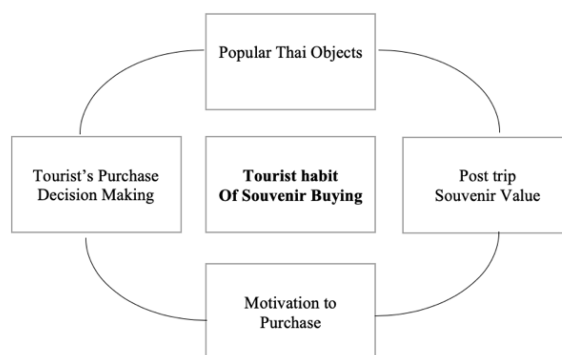
Shopping is the one of the important activities for tourist that they always ask when traveling. Tourist might need something to be tangible to maintain memory experience when they go to visit any destinations. (Dwi Suhartanto, 2016). Souvenir is tangible product that can support tourist experience. Due to the need of traveler as souvenir purchase. There are various assortments of the reason to motivate tourist to bring tangible item to back home after travelling. The important of the assortment of souvenir that motivate the tourist purchase after travel are divided into 3 roles: souvenir as gift, souvenir as memory and souvenir as evidence (Hugh Wilkins). The tourist purchase souvenir for family or friend will combine any occasion and festival for example, purchase craft for new year present with souvenir. Tourist purchase souvenir as gift then given as part of vacation or ritual association. Souvenir can identify to the memorability of a tourist's trip that is the one of reason why tourist need to. The role of memory is the most important to motivate tourist to purchase souvenir because the meaning of souvenir itself is to remind their experience. Moreover, souvenir always purchased during travel that remind the part of experience as intangible emotional experience. Tourist behavior prefer to back home with the item that can help them preserve and memory experience (Swanson, 2004). There are focus on visible evidence of the travel destination and experience that can show the item is representative the destination. Tourist intend to purchase something that can be reminder to their special experience times in order to inform the fact which function of item that can tell the symbolize of the destination visited. (Mossberg, 2007)

When tourist making the decision to purchase souvenir, they are seeking the items that should be divide into three factors. First uniqueness as memory of the trip. The products need to represent the idea of the place and can show that need to purchase at only specific place. Visitor always interested in the item which authenticity as if the product was made by well-known workmanship who signed on work (Littrell et al 1994). For example, craft that show timeless rather than fashion. It can be the local products to preserve environment and not necessary to buy from souvenir shop (Hugh Wilkins). Authenticity is defined as a craft's uniqueness, workmanship, beautiful and useful. The last factor, souvenir as symbolic reminder experience and should be directed place at the tourist home and work in order to be seen by visitor when visit their home such as fridge magnets and postcard.

Literature has identified the relation between tourist making the decision to purchase souvenir and tourist satisfaction with souvenir shopping. The significant souvenir shopping is the products that tourist buy while travelling (Li & Cai, 2008; Lin & Lin, 2006). The mix of souvenir products available to tourist is mass-product item or expensive handmade items (Blundell, 1993) and the product has to relate with the destination base on value, portable, cleanable, useable, and also

included design, quality and attractive according to classify souvenir (Swanson and Timothy 2012) and tourist style (Littrell et al 1994). To retain and remember the trip memories and they can tell the story of distant times and destination by item. Souvenir attribute are divided into three dimensions as beautiful, uniqueness and portability (Kim and Littrall 1999). The purchase behavior as attitude toward souvenir depend on tourism style. According to four tourism attitude style. First, the travelling which concern about the community through conservation the local people. Second, history tourist often to purchase craft, postcard, book about the area. Item was chosen in part of collection. Third, the younger and high-income tourist preferred T-shirt, sticker or other items that symbolized the place visit. Last, adventure tourist buys the product that originated in nature. The souvenir behavior (Litterell et al 1994). The purchase choice is different according to age and gender. The souvenir purchase and motivation for purchase affect to female rather than male. (Hugh Wilkins). According to Souvenir: What and Why we buy (Hugh Wilkins) as basic theory that nearly related with this study to understand the tourists' motivation to souvenir consumption: souvenir as gift should be uniqueness, souvenir as memory should be symbolic reminder of the place visited and souvenir as evidence should be authenticity.

Conceptualization Model



Tourism marketing is growing up rapidly, shopping is the one of traveling activities that tourist often to spend a lot of money. The conceptual model is to analyze the tourist behavior of souvenir buying, follow by post trip souvenir value, tourist motivation factor to purchase souvenir, tourist decision making factor also included tourist satisfaction of retailer attributes factor in order to find what is the most factor that affect tourist to purchase souvenir after their trip.

Personal characteristic effected their decisions making base on consumer itself and external factor. Ages, gender, occupation and lifestyle of each people are different demographic. Tourist behavior factor depend on the taste of consumer for example female is always looking for clothes and accessory souvenir more than male, male always look at art souvenir more than female or younger tourist are interest in snack souvenir while older tourist is always looking for healthy food. Different occupation is also affected consuming for example, tourist who has high income prefer luxury brand. Although, people are from different level or same occupation

But they have different lifestyle that affect product selection depend on interest and opinion.

Tourist personality refer to habit or behavior that reflect themselves to show their need. The tourist consumer need is motivative to purchase product in order to respond their perception and attitude. Perception of each person has different levels. Therefore, in order to motivate them to purchase souvenir products, retailer have to analyze the needs of tourist of each destination because environment is one of the reasons that effect tourist perception. Consumer who has negative attitude with the instant food will not purchase even it has development by new technology. These can identify why attitude of each person can be one of factor that affect the tourist behaviors.

Tourist motivation factor is to consider the motivation for souvenir purchase that affect tourist habit of souvenir buying, to analyze the purpose of purchasing souvenir. Souvenir as gift, memory and evidence will be the purpose of purchase motivation for all gender. Previous study (Hugh Wilkins) found that the souvenir as evidence is the main influence of products selected. The second influence was souvenir as gift and mostly souvenir as memory was brought by male. This research will identify which is the most assortment of souvenir buying that motivative tourist to purchase souvenir.

The product component and competitive differentiation are the significant of tourist decision making factor. The souvenir product should be uniqueness of the destination such as Thai food souvenir should have Thai taste. Especially, they can find only in Thailand. Tourist also making decision by famous product and the product that can be authenticity of the destination. Moreover, they will focus on the product that can use in daily life, portable product, quality of the product and also the affordable price. Mostly, tourist has decision making by themselves base on their personal characteristic. Retailer and shop store also affect to tourist decision making factor even though tourist search the information about product before buying but they still need English influencer to introduce the product. Therefore, retailer has to focus on service qualities of staff. Promotion for selling product is important for tourist decision because they prefer the low price in good quality.

Conceptual model is the term of travel habit will include any products that remind the journey as souvenir to understand the tourist's motivation factor of tourist who travel in Thailand to purchase souvenir, including retailer awareness of tourist purchase behavior related to souvenir consumption: Souvenir as gift (uniqueness), souvenir as memory (symbolic reminder of the place visited) and souvenir as evidence (authenticity) in Bangkok. To investigate tourist attitude toward Thai souvenir.

3. METHOD

The research design – a qualitative interview is used for the study. The qualitative research was chosen because the research objective is to examine the tourist perception and their motivative factor of souvenir buying in Bangkok, Thailand involved tourist suggestion to Thai souvenir product in order to develop tourism market for retailer. This study adopted a grounded theory research (Hugh Wilkins) to analyze the collected data. The theory approach is based on a range of qualitative research method that use a qualitative data collection approaches within the study.

The data collection technique was in-depth interview as semi-structured and observation research. The study divided into two sample groups: 8 tourists who had brought souvenir products in Bangkok and 2 retailers who sold souvenir products as a part of employee at Bangkok, Thailand.

They were selected as sample that obtain from national demographic, travel experience and souvenir perspective. The data were collected from souvenir shopping center in Bangkok by both of tourist and retailer. They were selected to interview by open-end questions. The data were start collected on 21 February and finished on 3 March 2020. The research question is to examine both of the tourist and retailer's perception and their motivative factor of souvenir buying in Bangkok, Thailand involved tourist suggestion to Thai souvenir product in order to develop tourism market for retailer. Both of tourists and retailer sample were asked by using open-ended questions about their opinion.

4. RESULT AND DISCUSSION

The result of data collection by in-depth interview from 8 tourists who purchased souvenir products in Thailand and 2 retailers who sold souvenir products in Bangkok. There are divided into 4 result of data analysis regarding to research objective. (a) *To study the important of meaning souvenir value of the post travel*, the study found that mostly of informants come to visit Thailand for travelling purpose. They need to find some unique attraction place, taste food and taking relax after finish work in Thailand. However, when tourist was asked about the most popular activity that they prefer to join between travel other country, shopping is always include in their list activities. whether people come to Thailand for travelling or doing business, shopping is the most popular activity that tourist need to participate. This is the reason why the souvenir become important component of the tourist experience which is most tourist need to buy during their trip. In psychologically. The souvenir purchase behavior of people who has length 20-30 of ages also need to purchase intention of souvenir for both of self and other. However, demographic factor is not important for tourism product because all tourist who travel at other country they need to bring something back in their post trip in order to be memorable of destination visited. Gender and ages may not be difference regarding travel and purchase souvenir products. Nevertheless, it also depends on each tourist style, some need to spend money for travel only. Especially, tourist who travel as back packer dose not prefer to shopping as well. (b) *To examine the most popular type of Thai objects reminder to be popular Thai souvenirs*, the study found that there are many kinds of product that become the most popular of Thai souvenir. Tourist prefer product that made from Thai herb such as aromatic medicine which has properties itself while seller of Thai aroma brand said that "Panburi aroma diffuser" is the best seller product of their shop because people think that product which made from herbs in Thailand is good quality, inexpensive and can be benefit for

both of themselves and person who they give it. Some tourist always finding only Thai food especially fruits such as mango. Thai food is well known in Thailand and can bring tourist to taste it after they know the taste, they need to bring it back as souvenir to give their family but normally, weakness of Thai food is heavy weight, non-portable and non-fresh. That is why minority of tourist is not always thinking to buy food to be souvenir.

Moreover, tourist make purchase decision based on product attribution of each items. Product should be easily portable because it will be affected to their baggage weight if they buy something heavy or big and inexpensive price similar with seller said that “mostly customer looking for product that affordable price but they still need to get good quality also” and product should be uniqueness and authenticity.

Furthermore, the study found that majority of tourist mostly need to buy unique product because they think that cannot found from other countries. Especially, product which has Thai logo is popular souvenir that tourist need to purchase it such as fridge magnet and Thai handicraft screen Thai logo and authentic product which made in Thailand only such as Thai aromatic medicine. (c) *To understand the tourist's motivation related to souvenir consumption*, the result of the study found that majority of tourist mostly need to purchase souvenir for giving to other more than use it by themselves such as buying as gift for giving to family, relative and friend but some tourist also buys for both of themselves and giving to other. Product should be benefit not only for tourist itself but also for the other who receive souvenir from them both of tangible – souvenir product can be both of gift for giving to other in case of special occasion and evidence to collect memories of each destination. Tourist usually focused on only Thai unique and authentic product such as Naraya brand, fridge magnet, t-shirt, handicraft, soap which has Thai symbolic logo or made in Thailand only. The role of souvenir as evidence can be representative of Thai country and feeling different from other people because they have been in Thailand and intangible – the role of the souvenir product a memory can capture in each moment when tourist look at product that they purchase, it will recall their memory of destination visited. Therefore, benefit of souvenir is to remind memory of destination visited and can be evidence to show the other from each destination. In addition, souvenir can make tourist feel like visiting the destination again due to product attribution. Souvenir can be memorable meaning of the destination that visited because when tourist give it to other or whenever that they bring it they will thinking of the place where they buy. Especially, unique product which can find from only one place can make more memorable meaning to tourist as well. (d) *To examine the tourist satisfaction with service quality of Thai retailer*. The result of the study found that found that mostly of the seller never told information without customer asking. These can be one of the reasons that shop cannot increasing sale because tourist or customer prefer to be able to interact with seller. Seller has to approach customer with polite, friendly conversation and not pressure customer into a sale. Seller will get more increasing profit if they provide good service quality to customer. Moreover, tourist always focusing on inexpensive price but product should be good quality. The marketing promotion can motivate customer to purchase product because mostly people need to buy product which has cheaper price. However, some people concern about quality more than cheaper price because they think that the product included promotion is low quality product. Marketing promotion can be one of choice to motivate tourist to purchase souvenir. In the same way of retailer part agree with marketing promotion can motivate customer to purchase product as well because mostly people always looking for cheaper price or any promotion campaign. Nevertheless, some tourist does not agree with marketing promotion because they think product will not be good quality that why shop has to provide promotion and promotion is not important if tourist exactly intent to purchase souvenir.

Mostly tourist was awareness of searching information of the product that they need to purchase before come into shop store. Majority of tourist have searched the information before purchase more than getting information from seller. Tourist mostly know product before, some tourist was searched information about what is popular product in Thailand and know for word of mouth or review from other before they come to visit Thailand but minority of tourist has unknowing about any information, they need to have any suggestion from seller before purchase.

5. CONCLUSION AND IMPLICATION

The purpose of interview exploratory was to determine the important of meaning souvenir value of the post travel. Tourist spend money for shopping is the second largest tourism expense after accommodation that is why purchasing product or service during their travelling become most popular tourist activities (Dwi Suhartanto, 2019). Many tourists feel that their trip will not complete if they have not purchase souvenir back home. This research supports this finding the collecting of souvenir can make experience and memories become tangible, either for tourist themselves or the person who has receive souvenir from tourist as a mean of linking item along with experience and memory. According to previous study can

support that they have 2 definition of souvenir meaning similar with this study. First, souvenir is are tangible items and intangible experience that being symbolic reminders of experience when tourist visit destination. Second, meaning is focus on the retailer's perspective that souvenir is one of tourism product can found in souvenir shop (Swanson and Timothy, 2012).

Most of tourist admire to purchase Thai unique and authentic product. Tourist concern about cheaper price but good quality. They decision that Thai brand has good quality product, inexpensive, functionable and portable. Based on previous research (Kristen K. Swanson and Patricia E. Horridge, 2004), the souvenir purchase behavior of female tourist has more frequently to buy souvenir than male that conflict with this study. The qualitative result showed that all informants both of female and male intent to purchase souvenir in post of travel. According to existing study of Anderson and Littrell, 2009 found that age was not important factor to purchase souvenir similar with this study found that demographic characteristic (gender, age, income) cannot affect the purchasing souvenir behavior.

Mostly tourist come to Thailand for doing business but they usually taking relaxation. Every tourist who come to visit Thailand need to buy souvenir during their trip because they need to buy something for self and other. The most product that tourist need to purchase should be unique items with Thai logo which can made in Thailand and cannot find at the other place. Souvenir have to retain memory the experience also. Furthermore, the overall of tourist decision to purchase souvenir is the function of each product and reasonable price. Mostly people intend to purchase the product that can be easy portable. They always concern about size of product because sometimes they need to purchase many items, it will affect the luggage weight when they bring it back by airplane.

Majority of tourists mostly prefer to purchase inexpensive souvenir but it still depends quality of product, they willing to pay expensive price if it is good product. Similar with previous study (Kim & Littrell) found that customer make purchase decision based on product value that they attract to characteristic of each individual item.

Tourist mostly need to purchase souvenir for giving to other more than use it by themselves such as for family, relative and friend but some tourist also buys for both of themselves and giving to other. This objective attempt to examine tourist satisfaction with the souvenir shopping related with previous research said that souvenir is essential item for the tourism industry that tourist will spend money to purchase it at destination (Griggio, 2015) Souvenir has been part of common leisure experience for many tourists. Souvenir can be benefit not only for tourist itself but also for the other who receive souvenir from them both of tangible and intangible. They concern about benefit of souvenir has to remind memory of destination visited and can be evidence to show the other from each destination. Related with previous research, tourist need to bring back items and souvenir as evidence of their special moment experience (Wilkins, 2011). Some tourist focused on authenticity and originality related to product which made in Thailand only.

Furthermore, tourist decision making factor is Thai souvenir have to be uniqueness and symbolic reminder of Thailand. Souvenir can make them feel like visiting the destination again related with previous research, the theme of unique souvenir is different product to different people (Mary Littrell). For some tourist defined product that can be rare item, product that they have never seen before and people can find it in Thailand only. Moreover, after travelling individual remember experience are not depends on place visited only but also from the souvenir purchased from the destination.

In a study of the tourist satisfaction with service quality found that in tourism, tourist often to shopping than lodging, taste food and other entertainment that is why retailer is important to response with tourist customer in term of souvenir merchandise service. According to interview, mostly of informants said that the seller never told information without their asking however some tourist said seller tell information to them as well it depends on the policy and situation of each shop. If there has no suggestion from seller, they also will not purchase it. The result found information similar with previous research, in order to achieve success in tourism retailer, they should understand tourist and know what tourist need (Gee, Makens, & Choy, 1997)

Seller can impress the customer as well because some customer does not know information before or they want to know more information, guideline from seller can impress them to purchase product. For a part of retailer conduct that service quality can impress the customer. They will get more circulation if they provide good service quality to customer. It related to two previous studies, retailer should tell the real information to tourist to select the product (littrell et al., 1993). As a salesperson attributes should provide service with friendly, helpful and have full of knowledge of product whether customer may know information before purchase or they just take a look the product in order to get highest margin

customer and also retailer's earning can be better maximum. Also, marketing promotion can motivate customer to purchase product because mostly people need to buy product which is inexpensive. However, some people concern about quality more than cheaper price because they think that the product included promotion is low quality product. Related with previous study found that marketing promotion can be a very effective of customer behavior and can help retailer to push customer to the final step of decision making to purchase product. (Zhanting Yang, 2009).

Tourism is an important industry in generating revenue to the country, by encouraging people to travel from place to place. In study suggest that souvenir shopping is one of important for travel experience, a significant part of overall travel expenditure. This study found that the relationship between role of souvenir and travel experience are connecting. The role of souvenir shopping in tourism management is providing economic as employment for the people who finding job and can be benefit for local residents by offering financial freedom. The souvenir become tourism instruments to bring name of destination for attracting tourist from other country come to visit country.

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