Research Article

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Motivations for Tourism Shopping in Department Stores: An Exploratory Research about Tourists' Profiles Visiting El Corte Inglés Gaia

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Abstract: Shopping forms a part of tourism activity. It can be the main motivation to travel (shopping tourism), or a parallel tourist action (tourism shopping). Existing literature explores the attributes of products that tourists look for, as souvenirs. However, department stores are increasingly prominent on tour itineraries and promoted by tour guides, exploring the trend of purchasing luxury goods in tourism experience. This study identifies the profile and motivations of tourists to shop in department stores, whose main products refer to global luxury brands and do not show the authenticity of the destination.

The research was developed in the department store El Corte Inglés Gaia, the only department store in the Porto destination. A survey was applied in the store during four days to 210 tourists who contacted the tourism office of the store. The results show that purchasing is not the main motivation for travelling, but it is an important activity. The department store is chosen for tourism shopping because of the quality and variety of products and services, personal selling and the advantages of tax refund for non-residents in the European Union. The paper contributes with the idea that shopping should be seen as an important activity in tourism and retailers should enhance the provision of differentiated services and experiences rather than just the authenticity of local products.

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1 Introduction

Tourism is, sometimes, considered an activity that only includes tourist tours and its main concern is to ensure an interaction of tourists with the regions visited. However, this concept has become more flexible and includes a greater diversity of activities (Wong & Wan, 2013). Tourism tends to respond to different interests, including shopping, which has increasingly become a trend of travel motivations (Tomori, 2010). Shopping has thus become a central element of tourism, with a level of importance equivalent to accommodation, meals and transport concerns, while tourists are planning the trip (Choi, Heo & Law, 2016). The rapid growth of tourism industry, and the fact that shopping is one of the favourite activities of tourists, has led to a significant economic contribution of tourism to retail sectors. Thus, the importance of shopping in the tourism experience has begun to get the attention of manufacturers of tourism-related products, merchants and researchers (Meng & Xu, 2012).

Souvenirs are an essential component of tourist experience, as proof and memory of the trip (Choi et al., 2016). Typical souvenirs include goods with the name and logo of the destination, art and crafts, paintings and photographs in postcards, key rings, magnets or toys. However, the range of goods purchased by tourists is increasingly including other types of products such as clothes of luxury brands, jewellery, books and gastronomy (Swanson & Timothy, 2012). Tourists also look for unique products and are concerned about the brand equity, product size, packaging, price, product attributes and store location (Suhartanto, 2018). As such, department stores or luxury shopping centres have progressively been selected as places for tourists to go shopping (Brochado, Oliveira, Rita & Oliveira, 2018).

There is no evidence about the motivations of this segment of tourists, besides the connection with luxury, fashion and social values (Correia, Kozak & Him, 2019) and the phenomena of shopping tourism (Timothy, 2005) and tourism shopping (Murphy, Moscardo, Benckendorff, & Pearce, 2011). The present paper aims to analyse the profile of tourists who shop in a department store during their trip and their motivations to select this type of retailers, instead of traditional malls that sell local and artisan products. The department store El Corte Inglés Gaia was chosen as the unit of analysis, since it is the only department store in the Porto destination.

The paper explores the literature review about tourism shopping, the type of souvenirs purchased and the specificities of tourist experiences in department stores. The authors explain the method used to conduct the research and present, at the end, a discussion of the results, emphasising the contributions and implications for tourism management and marketing of retailers.

2 Literature Review

2.1 Travel Motivations and Experiences

Travel motivations can result from many factors. Those motivations explain the choice of tourist destinations and the activities tourists intend to carry out during their trip (Kim, Timothy & Hwang, 2011). There is extensive literature about tourist motivations, such as embracing nature, escaping mundane life and explore the country (Swanson & Horridge, 2006), which are chosen by distinct tourists based on preferred activities, such as ethnic-art-people, history-park, urban-entertainment, and active-outdoor (Woosnam, McElroy & Winkle, 2009). Cai and Combrink (2007) propose the push and pull theory in tourism. Push factors include learning, relaxation, challenge, outdoor activities, status, rest and socialization. The pull factors, such as safety, entertainment, nature, monuments, education, budget and culture, are understood as determining factors for tourists' motivations. The identification of travel motivations is essential in the segmentation of tourists and in the prediction of activities or benefits they may seek (Hu & Yu, 2007; Kinley, Forney & Kim, 2012).

Travel motivations can influence the purchase of souvenirs, the perceived importance of shopping mall attributes and tourist impressions in evaluating the tourism experience (Li, Zhang, Xiao & Chen, 2015). Competition among tourist destinations around the world is growing (Mariani, Buhalis, Longhi & Vitouladiti, 2014), leading to the development of memorable tourist experiences (Dimanche & Andrades, 2014; Lugosi & Walls, 2013; Tung & Ritchie, 2011) and the development of destination branding both from public policy and corporate companies (Casais & Sousa, 2019). Tourist experiences create the opportunity for individuals to achieve ambitious desires and dreams (Mehmetoglu & Engen, 2011) with more participatory and interactive sensations (Ihamaki, 2012; Kim, 2010; Ooi, 2010). This influences the loyalty and recommendation to others (Kong & Chang, 2016). Therefore, the creation of tourist experiences is crucial for the tourist destination and should emphasise the consumer side during the experiential process (Xu & Chan, 2010).

Shopping is an important element in travel experience, which has occupied a prominent place in the strategies of tourism destination development. For example, souvenirs or products related with the destination make the travel experience tangible and memorable (Swanson & Timothy, 2012). Souvenirs have the potential to remind tourists of the experience they have had and even induce intentions to return (Kim, Timothy & Hwang, 2011). A space dedicated to the sale of souvenirs and the presentation of the beauty of the place can be a good combination for the development of the tourism sector (Lu, Hsu, Lu & Lin, 2015).

2.2 Shopping Tourism and Tourism Shopping

The need and willingness to shop has become a motivation for tourists to travel, which results from the desire for rest, deviance from the routine and acceptance of the challenges related to shopping. Tourists are gradually looking for pleasurable shopping experiences (Kim, Timothy & Hwang, 2011; Rabbiosi, 2011). Shopping tourism is a concept connected with making purchases as the main objective of a trip (Timothy, 2005). Therefore, shopping tourism implies that shopping is the main motivation for the trip and the main focus is on the goods and/or services that can be purchased in the tourism destination (Rabbiosi, 2011). This is considered a contemporary form of tourism where the purchase of goods, outside the regular environment of the tourist, is a determining factor in the decision to travel (Lever, 2014).

From another perspective, García, Vázquez, Verdugo and Guizar (2016) distinguish shopping tourism from tourism shopping. The latter concept is considered as shopping done side by side the tourist activities, or as a secondary activity during the trip. Tourism shopping connects to the recreational activity that involves browsing, looking, touching and buying. This activity leads tourists to satisfy their needs for pleasure and relaxation during the trip (Murphy et al., 2011).

Shopping tourists are those whose main purpose of the trip is to shop (Sundström, Lundberg & Stavroula, 2011). The standard of purchases of this type of tourists is considered different from the tourists in leisure. In the case of shopping tourists, they are willing to spend more money on shopping and visit the destination more often (Way & Robertson, 2013). It is still interesting to note that a tourist shopper is only considered as such if the amount spent on purchases exceeds 50% of the travel expenses, excluding accommodation and transportation costs (Choi, Heo & Law, 2016). The consumption of shopping tourists, usually characterized by high purchasing power, opt for products linked to fashion, crafts or design (Zaidan, 2016).

2.3 Tourist Purchase of Souvenirs

There are several reasons to identify purchases as a tourism activity. This creates an attractive, inviting and encouraging environment to travel, leads to the development of a seductive tourist product, being considered a source of pleasure and emotion for tourists (García et al., 2016). Tourism products, usually called as souvenirs, are essential components of the tourist experience, with most tourists admitting their interest in these products as proof and remembrance of their journey (Wilkins, 2011). The connection between territorial marketing and tourism shopping activates the desire of tourists to buy souvenirs, emphasising the memories regarding the destination (Sousa, Malheiro & Veloso, 2019). Traditionally, craft products are considered to be typical souvenirs, because of their exclusivity and originality, and due to the fact of being handcrafted products, connected with local culture and history, with aesthetics and with an utility function (Hu & Yu, 2007). Typical souvenirs include clothing and hats with the name and logo of the destination, art and crafts, paintings, photographs, items with images of the destination such as key rings, magnets, mugs, cuddly toys and toys (Wilkins, 2011). Souvenirs can be products found in typical souvenir shops and craft markets, essentially produced, distributed and consumed with little emotional attachment. There are also souvenirs with a symbolic memory, often strategically placed at home to be seen by friends and family and that can trigger an imaginary return to memorable moments and places. Souvenirs may also be other goods bought and used by tourists when they return home, or simply images that remind tourists of their experience, such as passports and photographs (Swanson & Timothy, 2012). Souvenirs are commercially produced goods whose purpose is to be bought in order to represent the travel experience, in a unique and ephemeral way (Kim et al., 2011; Swanson & Timothy, 2012). These products have the capacity to remind the tourist of the trip, fulfilling important functions, such as the reflection about the destination, the contribution to the development of the tourism sector and the increase of destination word of mouth. Souvenirs represent physical evidence of travel, both from a personal and social point of view, being able to demonstrate the travel experience and impress friends and family, and also increase the tourist's social status (Meng & Xu, 2012; Swanson & Timothy, 2012).

When tourists buy a souvenir, authenticity and high quality of the product are considered influencers in the buying decision (Wilkins, 2011; Trinh, Ryan & Cave, 2014). Tourists look for authentic, destination-bound products with utilitarian value and with an intrinsic beauty (Kim et al., 2011). In addition, tourists buy souvenirs for the novelty factor (Kong & Chang, 2012). Many tourists tend to spend more money on shopping when they are away from home, looking for high-quality items that make them feel more comfortable, especially when buying well-known brands with which they identify (Choi et al., 2016). Tourists do not always have a specific idea of what they intend to buy, so purchases appear as an unplanned travel experience, driven by tangible, intangible and impulsive factors, such as the sellers with whom they interact, the uniqueness of the products and the sites they go to during the trip (Wong & Wan, 2013).

However, souvenirs do not have to be handcrafted products (Swanson & Timothy, 2012). Tourists are less and less looking for this type of products, as well as the typical souvenir shops. Luxury goods are increasingly being purchased in the tourism context (Correia et al., 2019) and luxury shopping centres are becoming a part of tourist locations (Brochado et al., 2018). Thus, the range of goods purchased by tourists is wide and includes other types of products such as clothes of world-renowned brands, jewellery, books, art and antiques, special collections products and gastronomy (Swanson & Timothy, 2012). Tourists tend to look for unique products and are concerned about brands, product size, packaging, price, product attributes, and store location (Suhartanto, 2018).

Timothy (2005) identified seven reasons for tourists to make purchases during their trip: the desire to have memories, the search for authenticity, the search for novelty, the tourists' functional needs, the monotony, the intention to buy presents for friends and family, and altruism. On the other hand, Wagner and Rudolph (2010) rebut that the desire of tourists is activated by the pleasure of the shopping experience. Thus, tourists come to the shopping experience as entertainment. Still according to the same authors, tourists can have several reasons that lead them to look for commercial spaces and that consequently lead to purchase, such as fun, self-gratification, the search for knowledge about traditions, new trends and sensory stimulation. Buying souvenirs is different from rational day-to-day purchases (Kong & Chang, 2012). Tourists often buy for ostentation, which they avoid doing in their daily routines. A good location and an efficient transport network, linking the main tourist attractions with the commercial areas, are the necessary and important conditions for tourists to feel positive in their experience (Wong & Wan, 2013).

Finally, it is still interesting to take into account the gender differences in the purchase of travel products (Wilkins, 2011). Previous research has found that female subjects tend to buy souvenirs more often than male (Choi et al., 2016). However, men are more likely to buy branded products, while women are more likely to buy, in particular, target specific products. In short, the consumption of souvenirs can be used to measure the favourability of a destination. Tourists who have had a positive experience are likely to make more purchases, and this type of products can be considered as a form of advertising of the destination, serving as positive reinforcement when souvenirs are present at a place outside the tourist destination visited (Wilkins, 2011).

2.4 Tourist Shopping Behaviour and Department Stores

Consumer purchase behaviour tends to change when people are in a holiday environment. The purchase behaviour of tourists is a mix of planned purchase, impulse buying and experiential consumption. Although there are impulsive buying experiences provoked by the affective response to the tourist buying context, a part of the buying behaviour of the tourists is planned before the visit to the places (Meng & Xu, 2012). One important factor influencing the purchasing behaviour of tourists is the people with whom tourists buy. Tourists often travel with family and friends and often shop with them, who influence the purchase (Choi et al., 2016). Other important influencing factors are the impulsiveness of the person, the conversation with the seller in the store, the incentive of the tour guide, the contagious effect from buying behaviour of other tourists, or the time pressure to buy products and experience the shopping activity in the tourist destination.

Department stores have responded to these factors that influence the purchase behaviour of tourists. The department stores are prominent in the tourist itineraries and are increasingly promoted by tour guides, not only because shopping becomes a part of the travel motivation, but also because of the constant search for experiences that tourists wish to have during their travels (Choi et al., 2016).

Chen & Tung (2014) indicate three attributes that are desired by tourists when they intend to buy a product: value, product display characteristics and uniqueness. Buying satisfaction of tourists is defined as a subjective assessment of the tourist and their shopping experience. Thus, purchase satisfaction is a concept that encompasses not only the buying process and the product itself, but also the service and the store environment (Wong & Wan, 2013). Therefore, in order to evaluate tourists' satisfaction with tourism purchases, it is essential to take into account the four identified dimensions that help to understand this concept: tangible quality of the product, quality of service, value of the product and the reliability of the product. It is also interesting to note that service quality tends to be the dimension with the greatest effect on tourist satisfaction, following the product's value and reliability (Choi et al., 2016). From another point of view, Sirakaya-Turk, Ekinci & Martin (2015) admit that tourists' satisfaction is related to the tangible qualities of the stores, such as opening hours, cleaning and presentation of the store, lighting and the environment, accessibility, variety of products, authenticity, methods of payment and location. All of these factors affect the satisfaction of tourists at the time of purchase. However, purchase satisfaction is also dependent on the experience the tourist has, the pleasure they feel when buying and the attributes they consider important (García et al., 2016).

The social values and prestige sensitiveness, the emotional attachment and fashion leadership are important factors influencing the purchase of luxury products in tourism context (Correia et al., 2019). In this light, shopping centres and department stores are important places to experience moments of relaxation, evasion and purchasing unique products from high quality brands in the company of family or friends the tourists are travelling with (Brochado et al., 2018).

3 Methodology

Existing literature explores the attributes of products most tourists look for, but the motivations and profile of tourists visiting department stores, whose main products are globalized from luxury brands, is under-researched. This paper proposes the design of different profiles of tourists who usually shop in department stores during the trip, so that this typology of malls might better target the tourist shopper. Specifically, the paper aims to understand, for each profile, the importance given to shopping in tourism, the products purchased and the reasons for shopping in department stores in the tourism context.

Since this is a topic still under-researched, the paper illustrates a case study of a chosen department store, for an exploratory research of the topic. The Department Store El Corte Inglés Gaia, in the Porto destination, was chosen as a case study. Besides being the only department store in the destination, this mall develops several activities targeted at tourists – guiding maps delivered at the airport and hotels, with discount vouchers for the store, shuttle and a tourist app. This strategy attracts tourists to the Welcome Tourist Centre, where maps are offered and tax refunds are managed.

The researchers developed a questionnaire survey on tourists' motivations to choose the department store typology for shopping during their trip. The survey was conducted for four days in May 2017 from 9 a.m. to 6 p.m. at the Welcome Tourist Centre of El Corte Inglés Gaia. This is a strategic point of reception of tourists in the department store, due to the fact that it is a point with tourist information and services of VAT refund. The survey was also implemented in diverse points of the store. Moreover, the questionnaire gathered tourists' information of gender and age, as well as the length of stay and original provenience in order to certify that the respondents were tourists in the destination and not simple one-day visitors. The survey inquired about the trip motivation and the importance of shopping in the tourism experience. The answers to these questions allowed the understanding of different profiles of tourist shoppers. Then, to characterise those profiles, the authors asked about the typology of mall preferred and the reasons to buy in department stores. The purchase behaviour was asked, such as the time spent in shopping during the trip and the preferred products and services appreciated in tourism purchases and particularly in department stores. The answers to the survey allowed the design of tourist profiles purchasing in department stores according to the referred variables.

Figure 1: Free Maps delivered by El Corte Inglés for Tourists

4 Results

The researchers collected a sample of 210 tourists. The sample was characterized by 58% of women and 42% of males. Forty per cent were from Brazil, 11% from the UK, 11% from Germany, 9% from France, 7% from Spain, 6% from China, 5% from Angola, and the remaining from other countries, including Portugal. 89% of the respondents were between 26 and 59 years old. 78% of the tourists were travelling in leisure (164 respondents), followed by the purpose of visiting family (24 respondents) and business (22 participants). Regarding the type of accommodation, hotels represent the majority of the choice of these respondents (53%), followed by lofts & apartments (17%). The family home, with 9%, is the third option of accommodation for this group of tourists. In terms of time spent in Porto, the respondents stayed for two days (54 respondents), followed by three days (52 respondents), one week (45 respondents), four days (39 respondents), more than one week (18 respondents) and one day (2 respondents).

Contrary to what Kim, Timothy & Hwang (2011) state, that shopping is increasingly a travel motivation, Porto is not considered, by these tourists, a shopping destination. The results emphasise that purchases are not the main motivation of the trip for the tourists that answered the survey. Considering that tourists' perceptions about the tourism experience have implications in destination branding (Tukamushaba, Xiao and Ladkin, 2016), this result gives an important information for Porto destination managers, who are informed about tourism shopping not being an asset of the positioning of Porto destination. However, 35% of respondents consider that it is important to make purchases during their trip and 29% consider that shopping is a very important activity, corroborating the tourism shopping concept defended in the literature as a secondary activity in their travel experience (García et al., 2016; Murphy et al., 2011). Taking into account the gender of the respondents, we find that most women consider shopping as a very important (36%) or important (31%) activity, with only 1% of women saying this is an unimportant activity. In the case of men, the importance of shopping while travelling decreases, compared to women. Men admit that shopping is an important activity (39%). On a scale of 1 to 5, where 1 is not important and 5 is very important, respondents, on average, admit that the level of importance given to making purchases during the trip is 3.65.

It is possible to verify that the tourists who visited the department store analysed tend to spend mostly a morning or afternoon (53%) or one day (18%). 11% spend more than one day shopping in the department store and the remaining simply a couple of hours. Women tend to spend more time shopping than men. Regarding the amount spent in euros on purchases, women tend to spend more money on purchases than men. Overall, however, respondents consider spending between €51 and €100 (29%) and €101–250 (28%). We can also point out that only 12% of respondents admit spending more than €501.

Thus, it is possible to realize that these tourists, even if they do not have shopping as their main motivation to travel, care about this activity, but in a relaxed way, taking advantage of the experience at the department store. In line with Choi et al. (2016), department stores are increasingly prominent in tourist itineraries and are increasingly being promoted by tour guides. However, there are tourists who claim to know exactly what they want and assume that they are essentially looking for international brands (37%), followed by services (34%), national brands (11%) and souvenirs (2%). This brings us to another very interesting observation, that is in accordance with the statement of Swanson & Timothy (2012), regarding tourists tending to look less and less for souvenirs, as well as typical souvenir shops. According with this, the range of goods purchased by tourists is increasing and includes other types of products.

The results of the present study identify that souvenirs are in the last place of the products searched in the department store, contrasting with the international brands, which are the first choice. The results concur with what Wong & Wan (2013) claim, that tourists do not have a specific idea of what they intend to buy, and shopping appears as a fused activity in the travel experience. The products that the respondents most sought are clothing and footwear (72%), accessories (57%), perfumery and cosmetics (42%), gourmet products (22%) and jewellery and watches (19%). Women are essentially looking for clothing and footwear (76%), accessories (66%), perfumery and cosmetics (54%) and jewellery and watches (21%). Men mainly seek clothing and footwear (64%), accessories (43%), gourmet products (24%) and perfumery and cosmetics (22%). Contrary to what Wilkins (2011) argues, in the department store there was no interest of tourists in the purchase of souvenirs.

In the same line of analysis, services are sought and enjoyed by the tourist respondents. It is noticeable that the totality of the sample benefited essentially from the *loyalty card* (67%), the restaurant cafeteria (58%), the free shuttle (37%), and the tax refund for tourist non-residents in the European Union (19%).

We found that, in general, respondents felt satisfied (65%) or very satisfied (31%). On a scale of 1 to 5, where 1 is not satisfied and 5 is very satisfied, respondents, on average, admit that their level of satisfaction is 4.26 and women are mostly satisfied (58%), followed very satisfied (39%) and only 3% are indifferent. Men also admit that they are mostly satisfied (75%), followed very satisfied (19%) and, lastly, indifferent (6%). It should also be noted that no respondent showed dissatisfaction or little satisfaction with the experience in the department store. The attributes that are taken into account by the respondents to feel satisfied or very satisfied with their experience are essentially the variety of products and/or services (72%), care (65%), special advantages for tourists (34%) and product quality and/or services (29%). Both men and women value the same attributes and with the same order of importance. In addition, these results agree with the results of the study by Choi et al. (2016), which highlight that the quality of service tends to be a dimension with effect on the satisfaction of tourists. Also, the Sirakaya-Turk, Ekinci & Martin (2015) theory is reinforced in this study, with the tangible qualities of the store, the variety and quality of products being enhanced by the respondents. Table 1 summarises the information collected by the respondents and organises three different profiles of tourists purchasing in the department store analysed.

The three profiles of tourist shoppers identified in a department store emphasize the importance of tax refund for non-residents, which may be a competitive advantage of this typology of stores as compared with regular malls. The one-stop-shopping model advantage exten-

Table 1: Tourist Shoppers' Profiles

Leisure Tourists (stay 2 or 3 days in a hotel)	Look for perfumes and cosmetics, clothes, shoes and accessories. Benefit from the loyalty card, the free shuttle and restaurant. Value the variety of products, the special advantages for non-residents in the European Union (tax refund) and personalised attention. Shopping is important in the tourism experience, mainly for women.
Tourists Visiting Family (stay one week or more in the family house)	Look for international brands of perfumes, cosmetics, jewellery, watches, clothes and shoes, gourmet food and services. Value the quality and variety of products, the advantages of tax refund for non-residents in the European Union and the personalised attention. Use the restaurant and the loyalty card. Shopping is important in the tourism experience, mainly for women.
Business Tourists (stay between 2 and 4 days in a hotel)	Look for services and international brands of technology, perfumes and cosmetics, watches, clothes, shoes, accessories and gourmet products. Shopping is not important during the trip but value the variety and quality of products and services and the personal attention.

Source: Authors.

sively explored in previous literature (Han, Mihaescu, Li & Rudholm, 2018) is also identified as an important asset of the value of department stores for purchases in the tourism context.

In sum, the research provides important contributions both for tourism managers with the purpose of positioning the destination as a shopping destination, as well as for retail managers with a special interest for managers of department stores. A better provision of services and its communication with tourists is recommended based on the contributions of the present study.

5 Conclusion

Shopping tourism reveals to be one relevant type of tourism, still under researched. Shopping tourism is a segment with a small market. According to the state of the art, it was not possible to define clearly who the tourist shopper is and whether the main motivation of the trip is to make purchases or if shopping is a satellite activity within the trip. Specifically, there is a gap of knowledge about tourism shopping in department stores and how the characteristics of these malls fit the tourists' expectations. This research was applied in a real department store in the Porto destination and draws the profile of tourists shopping in this type of retail model.

The results make it clear that souvenirs are not included in the set of products most bought in the department store by tourists and the range of products sought is increasingly extensive, with a particular value for the services provided, namely the tax refund for non-residents in the European Union. The discounts provided in tourist maps and the free shuttle are also valued. It was possible to detect three different profiles, depending on the travel motivation of tourists: tourists travelling for leisure, tourists travelling to visit family and tourists traveling on business. In spite of the importance of purchasing within a tourism experience, none of the respondents considered themselves as tourist shoppers, since shopping was not the main motivation to travel. Furthermore, the study identifies that Porto is not, in this sense, a shopping destination.

This research makes a theoretical contribution to shopping tourism and to the profile of tourists visiting department stores. The contributions of the paper have implications for destination managers looking to positioning cities as shopping destinations, as well as for department store retailers, who get valuable information about tourists' expectations in a shopping mall.

6 Limitations and Future Research

Since this is an exploratory research in just one shopping mall in one single destination, the data does not allow generalisations. Further, the data collection was conducted in a restricted number of days and the conclusions may be limited to the profile of tourists of the specific time when the questionnaire was applied. The research did not collect data allowing comparisons according to seasonality or tourists travelling for special festivities of the destination. Data collection did not allow the information about the purchasing of traditional souvenirs in other typology of stores. neither the condition of being a first or a repeated trip to the destination under analysis.

The development of this research opens new avenues of research, such as the identification of the critical factors that lead to the creation of a shopping destination. Future studies should consider a wider number of shopping malls. The purchase of traditional souvenirs in other stores besides luxury products in department stores may be researched in future studies. Another interesting research might be the understanding of what kind of luxury brands, stores or commercial surfaces are sought after by these tourists, if they opt for street stores or luxury brands with its own stores, or other types of spaces.

Bionote

Beatriz Casais holds a PhD in Business and Management Studies by the University of Porto. She has published research in tourism marketing, digital marketing, social marketing and non-profit marketing.

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