

Souvenirs Purchase among Tourist: Perspectives in National Park

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Introduction

The needs of tourists usually cover expenses for accommodation, transportation, food, recreation, and shopping. A part of that, shopping is a component which necessity in tourism. As noted by Ko [1], shopping itself as an exciting activity for some people. In fact, not many people going through their holidays without shopping tangible objects [2]. Jansen-Verbeke [3] stated that shopping is increasingly important on leisure nature and it is correlated with another tourism style as well. Therefore, the souvenir is an essential component of the tourist experience, with most tourists bringing back mementoes and as evidence.

There is a phenomenon in which a complex or shops that sell souvenirs unsuccessful. The failure of some souvenir shop is due to less emphasis on the external environment and internal management shop in attracting tourists. Although there are many kinds of products that sold as souvenirs, however, most of these products are not reflect the values of authentic, traditional and unique. Among entrepreneurs of the souvenir shop were selling a wide variety of counterfeit products purchased from foreign countries. It will apparently not a good feature of host country regarding the souvenir especially tourist's perceptions, and they will assume that most craft and souvenir products in that host country are not genuine.

According to Hoven and Eggen [4], the definition of souvenir seemed useful as physical objects providing links to people's memories. Furthermore, souvenir also a tangible part of the tourism experience. Therefore, it shows that the meaning of souvenir is still unchanged which souvenir as memories. The purchased of mementoes and souvenirs is an established behaviour associated with many activities and places, including travel, leisure activities in cities area, a natural area such as a national park. In natural area particularly in the National Park, the recreational tourists were motivated to shop, visit the parks, and bring home souvenirs from the trip. Recreational tourists held favourable attitudes toward aesthetics, uniqueness, and portability product attributes.

There is a variety of motivating for buying souvenirs among tourist including purchasing a souvenir as a gift [5], as a symbol or as a memento of the visit [2,6]. Therefore, there are several studies have sought to explore the souvenir components which are:

i) Souvenir products as a reminder of the trip from the item purchased. Possession targeted to the souvenir trade include arts and crafts [7]; gemstones; jewellery; leather goods; house wares; objects that depict wildlife and nature; markers (e.g., plates, mugs, tea towels, and T-shirts) describe by word, picture or symbol the place depicted by the souvenir [5]; clothing and local products such as foods and clothing [7]. From both statements, it is shown that there are two types of souvenir. The first one is cultural souvenir including pictorial image, a piece of rock and local product. The second one is commercial souvenirs which are symbolic shorthand and markers.

ii) Product attributes included the features of an item that influenced a customer's decision to purchase that item. Products attributes refer to the various characteristics of a product that influence

a consumer's decision to purchase the product. Thus, customers make purchase decisions based on the composite value they attach to various attributes of individual items. Souvenir product attributes were easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home. According to Turner and Reisinger [7], a selective list of product attributes affects the particular nature of products. Tourists who were motivated to travel by enthusiasm for the outdoors purchased products that could display. While Turner and Reisinger [7] reported that perceptive the psychology of traveler spending is substantial because tourists are consciously seeking unique gifts and products.

iii) Store attributes were a combination of external and internal features. The success of tourist souvenir reflects the features of that place. According to Berry [8], twelve components motivated consumers to patronise specific businesses were price, quality, assortment, fashion, sales personnel, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on adjustments. Tourists motivated to keep active identified significant store attributes as shops with a modern appearance and friendly salespeople who could provide information about the merchandise in the store.

Conclusion

Through the case study at Johor National Park Tanjung Piai, the three components of souvenir will evaluate such as souvenir product, products attributes and store attribute. For the souvenir product, fridge magnet and key chain are the souvenirs that prefer by tourists. For the product attributes, tourists prefer care and travel selection, the uniqueness and new and innovative of the souvenir. For the store attributes, a price and selection, image and sales, and location and promotion are the vital attributes to catch the attention of tourists to purchase the souvenirs. It shows that the visual display of the store, the arrangement and location of souvenirs should be considered particularly in a national park. Therefore, to make the souvenir purchases improvement in national park, the recommendation are: i) need to enhance the design and colors of souvenir, ii) the appearance of the store need beautification and decoration to pull tourists, iii) to improve the arrangement of souvenirs in the store, iv) offer great discount and promotion and, v) variety of the souvenirs and sizes.

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