

Tourists Acquiring Treasures: Interpretations from a National Park

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ABOUT THE STUDY

Tourists' expenses typically include lodging, transportation, food, recreation, and shopping. Shopping is one component that is required in tourism. In fact, few people spend their vacations without purchasing tangible objects. Shopping is becoming increasingly important on a leisure level, and it is linked to another tourism style as well. As a result, treasures are an important part of the tourist experience, with most visitors bringing back mementos and evidence. There is a phenomenon in which a complex or shops selling treasures fail. Some tourist shops fail due to a lack of emphasis on the external environment and internal management in attracting tourists [1].

Although there are many different types of treasures available the majority of these products do not reflect the values of authenticity, tradition, and uniqueness. The souvenir shop's owners were selling a wide range of counterfeit products purchased from other countries. It will appear to be a negative feature of the host country in terms of souvenirs, particularly tourist perceptions, and they will assume that most craft and souvenir products in that host country are not genuine. In addition, souvenirs are a tangible part of the tourism experience [2].

As a result, it demonstrates that the meaning of souvenir remains unchanged with souvenir as memories. The purchase of mementos and souvenirs is a well-established behavior associated with a variety of activities and locations, including travel, leisure activities in urban areas, and natural areas such as national parks. Recreational tourists were encouraged to shop, visit parks and bring home souvenirs from their trip in natural areas, particularly in National Parks. Product attributes such as aesthetics, uniqueness, and portability were favored by recreational tourists. Tourists are motivated to buy souvenirs for a variety of reasons, including as a gift, a symbol or a memento of their visit [3].

Souvenir products as a recollection of the trip from the item purchased are among the components that have been the subject of various studies that have sought to study them. Arts and crafts, gemstones, jewelry, leather goods, housewares, items that depict wildlife and nature, markers that name the location the

souvenir is meant to represent by word, picture, or symbol, clothing, and local goods like foods and clothing are among the possessions aimed toward the souvenir trade. There are two different types of souvenirs, as is evident from both comments. The first is a cultural memento that consists of a picture, a rock, and a local good. The second is commercial mementos, which serve as markers and symbolic interpretation [4].

The characteristics of a product that affected a customer's choice to buy it were referred to as its attributes. The numerous aspects of a product that affect a consumer's choice to buy the product are referred to as its attributes. Customers choose which products to buy depending on the overall value they place on each item's unique features. The characteristics of souvenir items were that they were conveniently transportable, reasonably priced, comprehensible, cleanable, and usable when one returned home. People who were attracted to travel for the outdoors bought goods that could be displayed. The behavior of traveler spending is significant since travelers are deliberately looking for unusual gifts and products [5].

Store traits were made up of both internal and external characteristics. The popularity of tourist souvenirs speaks to the characteristics of the location. Price, quality, assortment, fashion, sales staff, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on modifications were the twelve factors that encouraged customers to patronize particular businesses. The shops with a contemporary appearance and pleasant salespeople who could provide knowledge about the items in the store were rated as significant store qualities by tourists who were encouraged to stay active.

CONCLUSION

The three components of a souvenir, such as the souvenir product, the product qualities, and the store attribute, will be evaluated through the given scenario at Johor National Park. Tourists prefer to purchase key chains and refrigerator magnets as keepsakes. Tourists favor the care and travel considerations, as well as the novelty and newness of the souvenir when it comes to its product qualities. Price and selection, image and sales, location

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and advertising, and image are the key store characteristics that draw tourists in and encourage them to buy souvenirs. It demonstrates the importance of taking into account the visual presentation of the business, as well as the positioning of souvenirs, especially in national parks. In order to enhance souvenir sales in national parks, the following advice is given: The store's front must be beautified and decorated to attract customers, the souvenirs must be better arranged within the store, there must be a large deal of discount and promotion, and there must be a variety of souvenirs in all shapes and sizes.

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