

Structure of Tourists' Shopping Behavior: From the Tyranny of Hotels to Public Markets

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Abstract : Despite the well-recognized value of shopping as a revenue-generating resource, little effort was made to investigate what is the structure of tourists' shopping behavior, which in turn, affect their travel experience. The purpose of this paper is to study the structure of tourists' shopping process to better understand their shopping behavior by investigating factors that influence this activity other than hotels tyranny. This study specifically aims to propose a model incorporating those all variables. This empirical study investigates the shopping experience of international tourists using a questionnaire aimed to examine multinational samples selected from the tourist population visiting a specific destination in Egypt. This study highlights the various stakeholders that make tourists do shop independent of hotels. The results, therefore, demonstrate the relationship between the shopping process entities involved and configure the variables within the model in a way that provides a viable solution for visitors to avoid the tyranny of hotel facilities and amenities on the public markets.

Keywords : hotels' amenities, shopping process, tourist behavior, tourist satisfaction

Conference Title : ICHMME 2020 : International Conference on Hospitality Management, Marketing and Economics

Conference Location : Bangkok, Thailand

Conference Dates : August 20-21, 2020