

Shopping Tourism for Emerging Markets: Examining Shopping Tourism in the UK as an Attraction Tool for Wealthy Tourists

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Abstract : This study explores shopping tourism in the UK and examines it as an attraction tool for wealthy tourists to the UK's capital city London. The study aims to identify the scope of shopping tourism used by countries such as the UK as a tool for attracting wealthy tourists. This study adopts the quantitative research approach through surveys in attaining the results required. Results demonstrate how the UK tourism market is an experience-based market and has recently become an attraction for luxurious brand shoppers. The term Trexit is introduced as a new form of tourism generated by the Brexit. If addressed appropriately the Trexit can assist in any negative economic retaliations of the Brexit. The study concludes that shopping tourism is yet to further incline in years to come, however, government support and cooperative planning with the retail industry is required as a means of further strengthening this developing sector.

Keywords : Brexit tourism, luxury shopping, UK tourism, wealthy tourists

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