TOURISM ACTIVITIES AND SHOPPING PREFERENCES

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Overview

Tourism is widely recognized as one of the world's largest industries. Shopping, a preferred tourism activity, is acknowledged as a primary means of generating tourism revenue and contributing to economic development. Shopping center and mall managers are escalating efforts to attract tourists and increase the number of dollars they spend by specifically marketing malls as tourist destinations. Besides shopping, tourists also exhibit strong preferences for other tourism activities during their travels. In this research, investigation of tourists' shopping preferences was integrated with tourism activities to which they attached importance. The purpose of this research was to identify tourism activities sought during travel and to compare tourists in regard to their preferences for shopping venues, mall characteristics and product criteria. Three groups of tourism activities were revealed in the analysis: Outdoor-oriented activities; cultural, historical and arts-oriented activities; and sports-oriented activities. For each group of tourism activities, travelers with high and low "importance" scores were found to differ significantly in their shopping preferences.

Outdoors tourists wanted to shop in tourist, craft and specialty stores, attached importance to the aesthetic features and uniqueness of malls, placed value on mall entertainment, and

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searched for mementos and gifts. Culture, History and Arts tourists looked to craft and specialty venues for shopping, were tuned to mall aesthetics and differentiation and focused on quality and artistic features of products they bought. Sports tourists attached importance to shopping at malls, attended to mall safety, navigation and sales associates' knowledge and sought entertainment and educational experiences while shopping at malls.

■ Introduction

While they travel, tourists spend approximately three to four times more than the average shopper at shopping centers and malls according to the Travel Industry Association of America (Shopping Center World, 2001). As a result, shopping center and mall managers are escalating their efforts to attract tourists and increase the number of dollars they spend by specifically marketing shopping centers and malls as tourist destinations. Because research on tourism retailing has only recently begun and attention is continuing to escalate, there appeared to be a justified need for investigation on the shopping preferences that tourists exhibit during their travels.

Given that there are many types of retail shopping venues competing for the same tourist consumer dollars, it is important to understand the preferences of different tourist groups and how these preferences can be used by retailers and shopping centers who target tourists for strategy development. A number of scholars have categorized travelers based on their preferred travel activities. One question that remained unanswered is whether different "types" or market segments of tourists approach shopping in different ways during their travels. For example, do travelers in different tourism activity segments vary in where they want to shop, the features that attract them to shopping malls and the criteria they consider when making purchase decisions? This investigation sought to provide practical and usable answers to these questions for retailers and shopping center managers who target tourists.

■ Literature Review

The travel industry once considered retail shopping centers and malls to be competitors, not partners, for consumer dollars, according to William Norman, president and CEO of Travel Industry Association of America (TIA) (Shopping Center World, 2001). Today, not only do shopping and travel go hand-in-hand, but shopping is also a cause to travel as reported by a recent survey, "The Shopping Traveler," by TIA. Retailers, shopping mall executives and tourism officials are taking notice of this phenomenon. The TIA report points out that 60% of U.S. travelers identify shopping as their favorite travel activity and that for half of tourists shopping is either the primary or secondary purpose of their travels. Further it was found that shopping expenditures on travel excursions were greater than \$500 for 22%, averaged \$333 and overall generated approximately \$37.3 million for retail purchases during tourist travels in 1999 (Rodrigues, 2001). Tourists claim that travel is not complete without shopping. They also preferred and patronized more unique stores and malls that represent the destination they visit. Finally, 62% preferred more traditional malls, 50% sought downtown urban shopping districts and/or strip centers and 38% preferred outlet centers (Shopping Center World, 2001). Interestingly, tourists purchased more everyday lifestyle items, such as clothing, rather than souvenirs, from shopping centers and malls (Rodrigues, 2001).

Because tourists are spending notably higher amounts of money than average shoppers at shopping centers and malls during their travels, shopping center and mall managers are escalating their efforts to increase tourists and the number of dollars spent by strategically marketing shopping centers and malls as destinations for tourists. Included in those efforts to attract more tourists to shopping centers and malls is the new strategy of adding "tourism directors" to mall management executive staffs (Noller, 1999). Other strategies include targeting leisure travelers through special events, using strategic advertising and building relationships with convention and visitors' bureaus, hotels, state tourism offices, airlines and tourism associations. The physical design of the shopping center or mall is also strategic. For example, at a major regional mall in the southeastern United States, a state's five diverse geographic regions are reflected in the physical attributes of the shopping center: coastal, urban, plains, Piedmont and mountains. This strategic approach gives the visitor a "taste" of the entire state in which they are visiting and its heritage. Often referred to as providing an authentic "sense of place," this is considered a vital strategy for marketing a shopping center as a destination site to tourists. Another strategy used by shopping center and mall managers is to attract tourists by marketing shopping as a major tourist activity alongside golf, dining and arts and culture in major tourism areas.

With the increased emphasis on shopping as a travel-associated activity, shopping centers, malls and retailers who consider tourists to be a major consumer group are increasing their efforts to develop a more thorough understanding of the tourist market. Market segmentation, the process of subdividing a large group of consumers into smaller groups based on distinctive characteristics, is useful to identify and profile distinct types of tourists (Pizam and Mansfeld, 2000). An understanding of the various types of tourist consumers will provide shopping centers and mall managers with valuable information necessary to differentiate among competitors. In an effort to better identify and analyze tourist target market segments, researchers have developed typologies that profile tourist groups (Littrell et al., 1994; Loker and Perdue, 1992). Four distinct tourist types were identified by Littrell et al. (1994): 1) ethnic, arts and people; 2) history and park; 3) urban entertainment; and 4) active outdoor. These profiles serve as a foundation for new investigations of the linkages between patronage and purchasing behavior and the travel activities of different types of tourists. Littrell et al. (1994) suggest that expanded research on these tourist types would provide guidance to shopping centers and retailers in developing strategies for attracting tourists.

Obtaining a better understanding of the various groups of tourist consumers is important for any shopping center in developing strategies for attracting tourists to their shopping centers. The purpose of this research is in response to an applied need among shopping centers and retailers to obtain a more thorough understanding of the shopping behavior of tourists by identifying linkages among tourists with different preferences for travel with where and how they want to shop.

■ Purpose and Objectives

The purpose of this investigation was to identify various tourist consumer groups with similar preferences for travel and to compare and contrast them in regard to their shopping preferences during their travels. This research is timely in that tourism is one of the world's largest industries, which now acknowledges shopping as a primary means of generating tourism revenue. As shopping centers escalate their efforts to compete for tourist dollars, market segmentation through the development of distinct tourist segments will help shopping centers achieve a stronger competitive advantage.

Specific objectives for this study were to:

1) Identify and describe groupings of tourism activities.
2) Compare and contrast tourists with high and low importance scores for each type of tourism activity on a series of shopping variables, including shopping venues, mall characteristics and criteria for product purchases when they travel.

■ Method

Both qualitative and quantitative research techniques were used to gather the data necessary to accomplish the objectives. The researchers developed two instruments for data collection using the research literature related to tourism typologies and purchasing behavior as the foundation and point of departure. The first instrument was an interview discussion guide which was used to gain information from a small sample of shopping center managers, convention and visitors' bureaus and tourism agencies in order to establish validity for the mail survey. Information gathered using this instrument was then incorporated in the development of a survey questionnaire that was mailed to a sample of U.S. consumers. The questionnaire was designed to gain knowledge on travelers' preferred travel and shopping activities.

Sample for the Interviews

For the first step of data collection, 20 managers of shopping centers, directors of tourism agencies and convention and visitors' bureaus were invited to participate in personal interviews. These tourism professionals were from two regions of the United States, the Southeast (12 from South Carolina, Georgia and Tennessee) and the Midwest (eight from Iowa, Minnesota and Nebraska). Names of respondents were selected through perusing the telephone yellow page directories and from the Internet. Criteria for participation required that the professionals either be in a management position at a large, regional shopping center/mall that was considered to be a tourist destination, or be a director or manager of a tourism agency. Ultimately a total of 13 respondents participated in the interviews, eight from the Southeast and five representing seven malls from the Midwest.

Sample for the Survey

A mailing list was purchased from a list brokerage firm, Survey Sampling, Inc. in Fairfield, Connecticut. A stratified random sample of 1,500 individuals was drawn from throughout the United States. Of the two strata, one-third was men and two-thirds women, all over the age of 17. Selecting a higher percentage of women was guided by results in previous research where 67% of tourism shoppers were women (Littrell, et al., 1994).

Of the 1,500 questionnaires mailed, 86 (6%) were returned nondeliverable because of an incorrect or non-forwardable address or because the person was deceased. An additional 12 (.8%) were under the age of 18 (n=4) or returned the questionnaire with statements indicating that they did not wish to participate in the research (n=8). From the remaining 1,402 questionnaires, 290 were completed and returned for a response rate of 21%.

Instruments

Discussion Guide for Interviews

A discussion guide of eight (8) open-ended questions was developed. Questions ranged from initial broad inquiry related to trends in tourists' shopping over the past five years and differences in tourist and non-tourist shoppers, and narrowed down to more specific questions that helped identify tourist market segments and tourists' shopping preferences at malls.

Questionnaire for Survey

After the results of the preliminary interviews were compiled the questionnaire was developed to measure the variables of interest to the study, including a list of vacation activity options, questions to determine shopping preferences and demographic questions to understand the make-up of the participants better. Respondents rated questions for importance of travel activities, mall characteristics and product criteria on a 5-point Likert scale with 1 being *very unimportant* and 5 being *very important*.

Procedure

In the first phase of the study, interviews were conducted with tourism professionals in order to increase the validity of the survey questionnaire. The interview process provided an avenue for active dialogue between the participants and the researchers related to perceptions and concerns of importance to tourism professionals. Each potential participant received a cover letter of introduction explaining the intent and value of the research, requesting their participation in the study and assuring their anonymity. One week after the invitations were mailed, the tourism professionals were contacted by phone to confirm their participation. The day before the appointment, an additional confirmation phone call was placed to confirm the date, time and place of the interview. The interviews took place at the respondents' places of business. Prior to the beginning of the interviews the purpose of the study and the procedures were explained and anonymity was reassured. An audio recorder with a microphone was employed to collect data accurately for each interview. The length of the interviews varied between 60 and 90 minutes.

In the second survey phase of the research, potential respondents received a cover letter explaining the purpose and importance of the research, as well as a guarantee of anonymity, along with the questionnaire. One week after the first mailing, a reminder post card was sent to all non-respondents. Two weeks after the initial mailing, a second replacement questionnaire was mailed to all who had not yet responded (Salant and Dillman, 1994).

Data Analysis

First, frequency and mean analyses were run to gain an overview of the sample characteristics and their shopping behavior while traveling. Questions addressed the length of their last trip, how far they traveled from home, how much time and money was spent shopping during their travels, with whom they shopped and the number of trips taken in the year 2001. Demographic questions were analyzed related to gender, age, ethnic background, education, household income and family composition.

Factor Analysis

For the first stage of the quantitative analysis, four Principle Component factor analyses with Varimax rotation were carried out to reduce the number of items for tourist travel activities, shopping venues, mall characteristics and product criteria. The objective of factor analysis is to reduce a larger set of items to smaller groupings of internally consistent items. An assumption of factor analysis is that observed variables are combinations of some underlying hypothetical or unobservable factors. Factor analysis was employed in an *exploratory* manner, in that the researchers did not specify beforehand how many underlying dimensions or factors existed for each of the four variables.

For each of the analyses the conceptual clarity of the items within each factor, the strength of the factor loadings, scree plots and Eigenvalues over one (1) served in making decisions on how many and which factors to retain. Items with factor loadings of at least .40 and with a minimum difference from loadings on other factors of at least .20 were retained to define the factors. Each factor was given a name based upon the salient theme that carried through the items. Cronbach's *alpha* coefficient of inter-item correlation was calculated for each factor grouping to determine the internal reliability. A Cronbach's *alpha* of .70 was determined to be the lowest acceptable parameter for internal consistency (Peterson, 1994).

Other Analyses

Once the factor groupings were formed, further analysis was carried out on each of the factors from the Principal Component analyses: travel activities, shopping venues, mall characteristics and product criteria. Additive scores were developed for each factor and computed for all participants. Finally, frequencies, means and standard deviations (SDs) were figured for the total of the newly grouped items in the factor.

For the purpose of comparing travelers with difference levels of importance given to travel activities, two groups were identified for each tourism activity factor: one group that gave greater importance for each set of activities and one group that indicated lower importance for the same set of activities. Criteria for inclusion into either group was that the high and low groups be approximately one standard deviation from the mean and that each group contain at least 50 respondents.

Additive scores were then developed for the factors related to 1) the type of shopping venue where tourists prefer to shop during their travels; 2) the mall or shopping center features that travelers prefer; and 3) the reasons why tourists buy certain products.

Analysis of Variance

Finally, using one-way analysis of variance (ANOVA), each group of tourists (based on high and low importance for a group of activities) was compared for their means on importance given to shopping venues, mall features and product characteristics. A .05 level of significance was employed in the ANOVA assessments.

Results

Sample Characteristics

Respondents for the study were primarily female at 75.4%, with male respondents being 24%. The ages of respondents ranged from 18 to 90 years; however, the average age of 55 years indicated an older group of travelers. Sixty-two percent of the respondents were over the age of 50. Caucasian-European-Americans represented the majority of the sample at 79.3% (n=230), followed by African-Americans at 6.6% (n=19), Hispanics at 3.1% (n=9), Native Americans and Native Hawaiians at 1.4% (n=4) each and Asian-Americans at 1% (n=3).

Education levels ranged from completing less than 12 years of high school education (4.3%, n=12) to completing a graduate degree (19.7%, n=57). Overall, 42% had completed college, while nearly 53% were high school graduates or had earned some education beyond high school. More specifically, over 25% (n=71) had completed high school, 27% (n=75) had earned 1–3 years of technical, vocational school or college education, nearly 16% (n=44) had completed college and finally, nearly 6% (n=17) had some graduate education.

The majority of respondents (84%) had children, with two children being the average number. Having grandchildren was almost evenly split at 51.6% who had grandchildren and 49.4% who did not have grandchildren. Of those who had grandchildren, the average number was two.

Over half of the respondents reported that their total annual household income for 2001 was less than $50,000. More specifically, 19% (n=47) reported earning less than $25,000 a year, while 32.8% (n=81) earned between $25,000 and $49,999. In contrast, 43% of the respondents had household incomes over $50,000. In this group, 18.6% (n=54) reported an annual income of $50,000 – $74,999, while 13% (n=32) stated that they earned $ 75,000 – $99,999. And finally, 11.4% (n=33) indicated that they earned a total household income of over $100,000 in 2001.

The respondents were active travelers. During 2001, they took an average of 2.17 in-state trips of over two days, 2.72 trips out-of-state and .4 trips out-of-country. On their most recent trip, the travelers were gone from home for an average of 8.18 days. Sixty-six percent traveled over 300 miles and another 19% journeyed between 150 and 300 miles. When asked about their shopping behavior on the most recent trip, 27.8% shopped over seven hours, 29.2% shopped between four and six hours, 30.7% shopped for one to three hours and 12.4 percent shopped for less than one hour. Not only did the respondents shop, but they also made purchases. Sixty-four percent spent over $100 with 28% spending in the $200 to $500 range and another 15.1% committing over $500 to their purchases. When the respondents shopped, they tended to shop with a companion, rather than alone. Two-thirds shopped with an adult female. In contrast, a smaller percentage (21.7%) shopped with children.

In summary, a typical respondent in this study was a 55-year-old, white female who had completed both high school and some post-high school education. She had two children but was as likely as not to have any grandchildren. Her annual household income could range from $25,000 to $75,000. The typical respondent took several trips in 2001, two in-state and two to three out-of-state, often traveling up to 300 miles and staying away from home for a little over a week on a recent trip. When traveling, the respondent shopped for at least four hours but likely more, and spent a minimum of $100 on her purchases. She did not shop alone, choosing instead to shop with another woman companion.

Tourism Activity Factors

The first objective of the study was to identify and describe groupings of tourism activities. Based on the factor analysis, tourists' preferences for activities grouped into five internally consistent and distinctive groupings (see Table 1). However, using the *alpha* score criterion of .70, only three of the factors had acceptable reliabilities and were retained for further analysis. Total variance explained by the 5-factor solution was 49.1%.

Outdoors Tourism included travel activities that were outdoor-oriented, such as visiting places designated as wilderness or natural areas and state or national parks. Camping, hiking, backpacking, bicycling and

TABLE 1. TOURISM ACTIVITIES

Factor 1: Outdoors Tourism	
Visit nature or wilderness areas	.787
Visit state or national parks	.725
Go camping	.705
Participate in outdoor activities such as hiking, backpacking or bicycling	.604
Visit the rural countryside	.586
Alpha = .79	
Factor 2: Cultural, History and Arts Tourism	
Attend cultural or ethnic festivals	.760
Visit galleries or museums	.759
Visit historical or cultural heritage sites	.663
Visit archeological ruins	.629
Alpha = .78	
Factor 3: Sports Tourism	
Participate in extreme sports such as snowboarding, rock climbing or skateboarding	.724
Participate in winter sports such as skiing, snowshoeing or snow-mobiling	.658
Play golf or tennis	.627
Attend sports events such as football, baseball or basketball	.564
Alpha = .70	
Factor 4: Pleasure Tourism	
Dine in interesting restaurants	.705
Go to a beach or be near water	.628
Engage in personal restorative activities such as going to spas, relaxing or reading	.485
Alpha = .52	
Factor 5: Package Tour and Shopping Tourism	
Attend art or craft fairs	.607
Go antiquing	.603
Take a package tour covering the major sites	.552
Alpha = .49	

visiting rural countryside areas were also distinguishing activities of this grouping. Culture, History and Arts Tourism encompassed attending cultural or ethnic festivals, visiting galleries, museums, historical or cultural heritage sites and traveling to archeological ruins. Finally, Sports Tourism included items that measured active participation in travel activities such as extreme sports (snowboarding, rock climbing), winter sports (skiing, snowshoeing, snowmobiling), golf or tennis, as well as attending sports events such as football, baseball or basketball.

High and Low Preference Groups for Tourism Activities

The second objective of this investigation was to compare and contrast tourists with high and low importance scores for each type of tourism activities on a series of shopping variables, including shopping venues, mall characteristics and criteria for product purchases when they travel. Given that two of the five tourism activity factors generated from the factor analysis did not have acceptable reliability, only three activity factors were analyzed further to determine tourists' level of preference for each activity: Outdoors tourism, Culture, History and Arts tourism and Sports tourism. Table 2 gives the scores for high and low groups, along with the criteria (range, mean, SD) used for forming the two groups for each of the three activity factors.

TABLE 2. HIGH AND LOW PREFERENCE GROUPS FOR TOURISM ACTIVITIES

Outdoors Tourism
5 items
Score Range: 5–25
Score Mean: 14.66
Score Standard Deviation: 4.52
Scores for low group (n = 65): 5–11
Scores for high group (n = 57): 19–25
Culture, History and Arts Tourism
4 items
Score Range: 4–20
Score Mean: 12.19
Score Standard Deviation: 3.90
Scores for low group (n = 67): 4–9
Scores for high group (n = 59): 15–20
Sports Tourism
4 items
Score Range: 4–20
Score Mean: 7.99
Score Standard Deviation: 3.61
Scores for low group (n = 83): 4–5
Scores for high group (n = 41): 12–20

In order to conduct the comparison among groups of travelers, it was first necessary to conduct factor analyses on items measuring the importance respondents placed on various shopping venues, mall features and product characteristics.

The factor analysis for shopping venues resulted in three factors accounting for 51% of the variance (See Table 3). All factors exhibited acceptable reliability above .70. One group of venues, Tourism Stores, included a variety of stores frequented by tourists, including hotel, resort, or airport gift shops; camping area general store visitors' center; and shops at various tourism destinations. Sporting goods and outdoors stores were also included in the Tourism Stores grouping. Six additional shopping venues were included in a second factor, titled Craft and Specialty Stores. These venues included craft fairs, antique shops, craft shops, art gallery and specialty gift and home décor stores. The third factor, Malls, included both shopping malls and outlet malls.

TABLE 3. FACTORS FOR TYPE OF SHOPPING VENUE

Factor 1: Tourism Stores	
Camping area general store	.703
Hotel or resort gift store	.692
Parks and recreation gift shop	.678
Visitor's center or highway rest stop	.670
Airport shop	.647
Tourist site store	.634
Restaurant shop	.580
Sporting goods or outdoors store	.580
Alpha = .84	
Factor 2: Craft and Specialty Stores	
Craft fair or festival	.793
Antiques store	.667
Craft shop	.645
Art gallery or museum shop	.586
Specialty gift store	.557
Specialty furniture or home décor store	.480
Alpha = .73	
Factor 3: Malls	
Shopping mall	.835
Outlet mall	.815
Alpha .77	

For the mall characteristics factor analysis, a 3-factor solution accounted for 55.1% of the variance with all factors exhibiting acceptable reliabilities of greater than .70. The first factor, Easy Shopping included mall features related to safety, accessibility, parking and ease of mall navigation. Additional items included stores offering bargains, salespersons with product knowledge and a chance to get away from the traveler's everyday routine. The second factor, Aesthetics and Differentiation, encompassed the external and internal design of the mall and its atmosphere and authenticity of appearance as related to nearby tourism sites. That the mall was convenient to tourist sites and offered shopping different than that at home were also features included in this factor. The final factor, Family and Entertainment, included a range of activities and forms of entertainment, including movies, restaurants and opportunities for learning through exhibits and special events (See Table 4).

TABLE 4. FACTORS FOR MALL CHARACTERISTICS

Factor 1: Easy Shopping	
Safety	.767
Accessibility and parking	.638
Ease of getting around in the mall	.638
Stores offering sales or bargains	.625
Salespersons' product knowledge	.624
Chance to get away from my everyday routine	.496
Alpha = .82	
Factor 2: Aesthetics and Differentiation	
External design	.827
Authenticity of mall appearance to tourism site	.758
Interior of the mall—what the inside looks like	.693
Overall atmosphere	.677
Mall offers shopping different than at home	.586
Convenience to other tourist sites/hotels	.505
Alpha = .83	
Factor 3: Family and Entertainment	
Mall has activities for families	.731
Mall offers entertainment and fun	.715
Opportunities for learning through mall exhibits or special events	.702
Mall has movies and restaurants	.592
Alpha = .77	

The final factor analysis on product characteristics resulted in a 3-factor solution that covered 55.9% of the variance; all factors had acceptable reliabilities of over .70. One set of criteria, Design, Differentiation and Quality, gave importance to product design, colors, innovation and quality. The criterion that a product was different from what could be purchased at home was also included in this factor. A second factor, Mementos and Gifts, included criteria of gift giving for children and adults and that products purchased during travel served as mementos of a trip or representations of events attended. Finally, the items in the third factor, Practicality and Display, addressed issues of whether a purchase would be easy to care for, clean, pack and carry. The criterion of whether a product could be used in the home was also included in the factor (See Table 5).

Comparison of High and Low Preference Groups

Each of the tourism analyses revealed distinctive patterns and significant differences in their shopping preferences between those who placed higher importance versus those who placed lower importance on the

TABLE 5. FACTORS FOR PRODUCT CRITERIA

Factor 1: Design, Contrast, and Quality	
The product has appealing design	.883
It has appealing colors	.815
It is different than what I can buy at home	.647
It is new and innovative	.526
The product is of high quality	.523
Alpha = .80	
Factor 2: Mementos and Gifts	
It is representative of an event I attended	.704
It makes a good gift for adult friends/family	.703
It makes a good gift for children/grandchildren	.685
The product is a memento of my trip	.645
Alpha = .77	
Factor 3: Practicality and Display	
It is easy to care for or clean	.780
It is easy to pack and carry	.769
The product can be displayed at home	.584
Alpha = .75	

Of the 15 items, 3 were not usable.

tourism activities (see Table 6). For Outdoors tourism, respondents who gave great importance to the outdoors when they traveled were also significantly more likely than those with lower scores to give attention to shopping in tourism stores and in craft and specialty stores. However, they were less likely to want to shop in malls. When high Outdoors tourists shopped in malls, they wanted the mall to be attractive inside and out, authentic to the tourism area and offer a pleasing atmosphere different than at home. Also, as compared to travelers with low preference for outdoors tourism, those with higher scores wanted the malls to offer entertainment, activities, dining and educational events for themselves and their families. As they shopped, high outdoor tourism participants looked for mementos of their trip and products that could be used as gifts (See Table 6).

The high and low preference groups in the Culture, History and Arts tourism group also revealed significant differences in preferences during their travels. For Culture, History and Arts tourism, travelers who awarded great importance to these activities also chose craft and specialty stores for their shopping (see Table 6). Like the tourists with high scores for Outdoors Tourism, these tourists were also less likely to shop at malls than those with low preference for cultural and historic activities. Not surprisingly, as a group of travelers focused on culture and the arts, they gave importance to art-related characteristics for malls and for product criteria. Tourists who placed high importance on Culture, History and Arts tourism activities were particularly tuned to the aesthetics and at-

TABLE 6. ANALYSIS OF VARIANCE FOR TOURISM ACTIVITIES

Factor	Outdoors Tourism				Culture, History, & Arts Tourism				Sports Tourism			
	Mean for High Grp	Mean for Low Grp	*df*	*F*	Mean for High Grp	Mean for Low Grp	*df*	*f*	Mean for High Grp	Mean for Low Grp	*df*	*F*
Shopping Venues												
Tourism Stores	20.9	15.2	1	21.22***	19.3	17.2	1	2.83	21.7	16.6	1	13.73***
Craft & Specialty Stores	17.7	15.3	1	6.77*	18.9	14.8	1	22.95***	18.7	16.2	1	5.67*
Malls	6.5	7.4	1	5.13*	6.3	7.2	1	5.24*	8.1	6.9	1	7.82**
Mall Characteristics												
Easy Shopping	23.3	22.1	1	1.38	23.2	24.5	1	2.16	25.6	22.8	1	7.85**
Aesthetics & Differentiation	20.0	16.9	1	9.13**	20.5	18.0	1	7.66**	21.9	18.3	1	11.56**
Family & Entertainment	11.6	9.4	1	10.25**	11.0	10.4	1	.70	13.7	9.7	1	30.06***
Product Criteria												
Design, Contrast & Quality	18.6	17.7	1	1.35	19.5	18.0	1	4.36*	19.7	18.4	1	2.63
Mementos & Gifts	15.5	13.9	1	5.07*	15.9	14.5	1	4.66*	16.8	14.4	1	10.14**
Practicality & Display	10.8	10.9	1	.09	11.2	11.7	1	1.17	11.9	11.5	1	.53

*<.05, **<.01, ***<.001

mosphere of a mall, while also valuing differentiation from shopping at home.

Shopping in a mall environment that mirrored the area's cultural and historic attractions also appealed to this group. When shopping, these tourists looked for products that were high quality, well-designed and new and innovative. That the purchases could serve as mementos or gifts were also important shopping criteria. Of particular note, the high Culture, History and Arts tourists were the only tourists to give significant attention to the design and quality of products.

Finally, the high and low importance groups for Sports tourism activities revealed yet another pattern for shopping (see Table 6). Similar to the other analyses, those travelers who gave greater importance to sports activities when they traveled also chose to shop at both tourism stores and craft and specialty stores. However, of the three travel activity groups, they were the only group that attached greater importance to shopping at malls than those with lower scores for these activities. Likewise, they were the only group to give greater weight to shopping at a mall that was safe, easy to locate and navigate and where sales associates were well informed about their merchandise. While travelers with high Sports tourism scores valued the aesthetics of a mall, their mean score for the family and entertainment factor was the highest of all groups, indicating a significant preference for entertainment, education and family activities as part of the shopping experience. Similar to the other two analyses, travelers who placed high importance on Sports tourism also identified whether a product could serve as a memento of a trip or a gift to be important criteria when making shopping decisions.

■ Conclusions and Implications

The first objective of the study was to identify and describe groupings of tourism activities. Based on the factor analysis, three distinct groups of tourist activities were discovered: Outdoors tourism; Culture, History and Arts tourism; and Sports tourism. These three groups of tourists served as the basis for ensuing analyses.

The second objective of this investigation was to compare and contrast tourists with high and low importance scores for each type of tourism activity on a series of shopping variables, including shopping venues, mall characteristics and criteria for product purchases when they travel. Two strategies seemed useful for discussing and applying these research findings among mall directors and retailers. One strategy for digesting the findings is directed toward mall personnel in communities or regions with overall focused tourism activities. It is suggested that they first assess the activities most prominent in their tourism area and then focus on the columns of research findings presented in Table 6 that match with the tourism activities most prominent in their community or region, be that Outdoors; Culture, History and Arts; or Sports tourism activities.

Using this strategy and looking *down* the columns on the left of Table 6, the Outdoors-oriented tourists present some intriguing challenges to mall personnel for attracting them to shopping malls. Outdoors tourists were less likely to want to shop in malls. Therefore, to better attract the Outdoors tourists, malls that echo the outdoor themes of area tourism attractions and that have prominent outdoor goods stores could be a draw in attracting these tourists. Additionally, this group preferred malls to be attractive inside and out, to reflect an authenticity to the tourism area, to offer a pleasing atmosphere and to offer different shopping than what is available at home. Malls that also offer kiosks or other prominently visible shops where souvenirs specific to the area can be purchased may draw those travelers placing high importance on outdoors tourism. That the mall offers exhibits or interactive educational learning opportunities for families, perhaps about the natural environment of the region, could also appeal to these tourists. Outdoors tourists favor tourism stores, therefore retailers are better positioned to fulfill these tourists' shopping needs on-site at gift stores in parks, camping areas, visitors' centers as well as in outdoors stores. The outdoors-oriented tourists would also be more apt to shop in stores inside airports, restaurants and hotels.

The middle section of Table 6 highlights Culture, History and Arts tourism and provides other information to develop strategies to attract this particular group. Because they are attracted to specialty and craft stores, often present in malls, the pull of these stores, if well advertised, could attract these tourists to malls, despite their being less likely to shop at malls. In planning special events to attract more of the tourists' dollar, this group seeks opportunities to shop at festivals and fairs held in the community. This group would also be more likely to shop in antique, art and museum shops. For this group, attention to the overall mall attractiveness, its convenience to tourism sites and the opportunities the mall offers for unique shopping experiences are also important promotional themes. Finally, while Culture, History and Arts tourists want to buy mementos and gifts, they are looking for high quality, well-designed products and not low quality souvenirs similar to those that may be offered elsewhere.

Moving to the right section of Table 6, the group giving higher importance to Sports tourism appears the easiest to attract to malls. Since they also like to shop at tourism, outdoors, sporting goods, craft and specialty stores, malls with a wide range of shopping options should appeal to this group. Sports tourists seem to value ease, efficiency and good sales assistance, suggesting that malls attend to issues of parking, mall navigation and training of sales associates in seeking to attract these tourists. Similar to the other tourists, Sports tourists enjoy a shopping environment with an overall pleasant atmosphere that offers shopping opportunities not found at home and that has attractive interiors and exteriors. Because Sports tourists are attracted to malls with external designs that authentically reflect the area, malls should take note of their architectural and design elements. These tourists also perceive of malls as venues to learn about an area, have fun with the family, go to movies and dine out. In fact, having a family and entertainment focus in a mall was the most significant to sports-oriented tourists. Travelers who give high importance to sports activities appear to illustrate Pine and Gillmore's (1999) thesis that Americans increasingly seek experiences along with the products they buy when shopping. Finally, similar to the Outdoors tourists, malls will capture more sales from the Sports tourists if souvenir and memento products representative of the area are visibly and readily available.

A second strategy for applying the research findings is suggested for malls that attract diverse tourist groups due to their locations in areas where all three types of tourism activities are present: Outdoors; Culture, History and Arts; and Sports tourism. For these mall personnel, looking *across* the rows of Table 6 for those shopping features that significantly traverse all three tourism activity groups is a recommended approach. Three shopping features distinguished the "high importance" travelers across each of the three groups.

First, for malls desiring to increase their tourism patronage, offering a range of craft and specialty stores (see Table 3) appears important for appealing to tourists of all types. While malls may not have permanent antiques or handcraft stores, well-advertised special events where antiques or handcrafts are featured could fulfill this demand. Second, it is recommended that considerable attention be paid particularly on the mall's aesthetics and differentiation. All three groups voiced that they cared about the appearance of the malls where they shopped and wanted a shopping experience different than that at home. More specifically, all three groups placed high importance on both the mall's internal and external design attractiveness and in having a pleasant atmosphere in which to shop. Promoting connections to local tourism sites may help tourists perceive a uniqueness to local malls. Finally, it is clear that tourists would achieve greater customer satisfaction if they can return home with mementos of their travels and be able, through gifts to family and friends, to share their travel experiences with others. Tourists desire products for mementos that authentically reflect the location, event, or trip. Malls will want to ensure that tourists can easily find appropriate shopping venues and fulfill their needs at multiple locations throughout the mall.

Results of this study can be applied by retailers and mall managers to help position or reposition their stores and malls to better attract tourists who seek the tourism activities related to the outdoors, culture, history and the arts and sports. Strategies to help gain a greater competitive advantage in the tourism marketplace can be specifically developed for types of shopping venues to offer, mall characteristics and product criteria.

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