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To cite this article: Navneet Kumar, Alexander Trupp & Stephen Pratt (2022) Linking tourists' and micro-entrepreneurs' perceptions of souvenirs: the case of Fiji, *Asia Pacific Journal of Tourism Research*, 27:1, 1-14, DOI: [10.1080/10941665.2021.1998160](https://doi.org/10.1080/10941665.2021.1998160)

To link to this article: <https://doi.org/10.1080/10941665.2021.1998160>



Published online: 28 Dec 2021.



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Linking tourists' and micro-entrepreneurs' perceptions of souvenirs: the case of Fiji

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ABSTRACT

Most tourists return home with a souvenir purchased after a holiday. Studies on souvenirs have mainly focussed on either the demand or supply perspective. This research integrates both perspectives to achieve a more holistic understanding of souvenirs in the Pacific context. This paper compares souvenir purchase behaviour of cruise ship visitors and overnight tourists. The research also examines the main reasons micro-entrepreneurs sell souvenirs and the meanings they attach to souvenirs. Overnight tourists have a deeper understanding and appreciation for souvenirs compared to cruise ship visitors. Suppliers provide souvenirs to sustain their culture, as well as for economic reasons.

KEYWORDS

Souvenirs; handicrafts; micro entrepreneurs; Fiji; pacific; shopping

Introduction

In many developing countries, souvenirs and handicraft micro-businesses play an important part of the tourism landscape (Deng et al., 2021; Shtudiner et al., 2019). The souvenir micro-businesses as part of the broader tourism industry make important contributions to the overall growth and development of the economy (Brennan & Savage, 2012). According to Grobar (2019), in many developing countries, handicraft production employs 10% of the labour force. Souvenirs are part of tourism experiences that provide tourist destinations with substantial value (Cave & Jolliffe, 2013). Souvenirs include hand-made items such as handicrafts including woodcarvings and weaving products as well as mass-manufactured products (Swanson & Timothy, 2012). The handicraft sector plays a role in poverty alleviation, addressing unemployment, micro-entrepreneurship, and empowering women in rural and maritime communities (Movono & Dahles, 2017; Trupp, 2020).

Many scholars have studied the souvenir trade from the demand side on themes such as tourists' buying behaviour (Altintzoglou et al., 2016; Amaro et al., 2020; Anuar et al., 2017; Wilkins, 2011), travel motivations and souvenirs (Kong & Chang, 2016; Swanson

& Horridge, 2006), the meaning of souvenirs from a tourist's perspective (Collins-Kreiner & Zins, 2011; Decrop & Masset, 2014; Love & Sheldon, 1998; Masset & Decrop, 2021; Wang, 1999), and tourists' perception of souvenirs and authenticity (Deng et al., 2021; Peters, 2011; Xie et al., 2012; Yang & Wall, 2009). On the supply side of the souvenir trade, studies focused on themes such as souvenir retailers' perception of authenticity (Swanson, 2004; Trinh et al., 2014), souvenir suppliers' perceptions of authenticity (Soukhathammavong & Park, 2019), the development of traditional souvenir craft industry (Cave & Jolliffe, 2013; Trupp, 2015) and economic and social impacts of souvenir trade (Husa, 2020; Saarinen, 2016; Trupp & Sunanta, 2017).

Concerning the motivation to buy/sell souvenirs and the meaning attached to them, the majority of existing studies focus on either the demand side (tourists) or the supply side (handicraft and souvenirs market vendors). This research integrates both perspectives, allowing a more holistic analysis of souvenir micro-enterprise dynamics in a Pacific Island context. International visitors in Fiji mainly comprise overnight tourists who arrive by air and cruise ship visitors who may spend a maximum of a few hours on land (IFC, 2019). Previous research has noted that air passengers

(stay over tourists) and cruise ship visitors differ in terms of their expenditures, destination image, travel behaviours, and willingness to recommend and return to the destination (Brida et al., 2013; Sanz Blas & Carvajal-Trujillo, 2014; Singh, 1999). However, little research has been undertaken to examine the differences in these cohorts with respect to their attitudes toward souvenirs and the meaning they attach to souvenirs. This research contributes to this area.

The objectives of the study are to (1) compare the souvenir buying behaviour of two types of tourists (cruise ship and overnight (air passenger) tourists), (2) to evaluate the key reasons tourists purchase souvenirs and the underlying meaning they attach to the purchases and (3) to examine the key reasons micro-entrepreneurs sell souvenirs and the underlying meaning they attach to the sales.

This study uses a mixed-method approach surveying international tourists and semi-structured, observations at souvenir markets, and interviews with tourists, city council representatives, and souvenir micro-entrepreneurs. In the Fijian context, a micro-enterprise is defined as a business with a turnover or total asset not exceeding 30,000 Fijian dollars and employs less than five employees (Sharma & Gounder, 2013). The Micro, Small, and Medium Enterprises (MSME) sector accounts for 97% of all the businesses in Fiji and is dominated by the service sector (Ministry of Industry Trade and Tourism Fiji, 2019).

The study contributes to the current scholarship on souvenir businesses in emerging economies. There are limited studies that integrated demand and supply perspectives. The practical implication of the study, by combining both the perspectives, will provide a comprehensive understanding of the trade for key stakeholders involved, such as the consumers (local and international tourists), the souvenir producers, souvenir retailers, local government administration, the central government, and tourism scholars.

Literature review

The literature is organized into three main themes: (1) motivations and meaning for souvenir purchases, (2) motivations and meaning for souvenir sales, and (3) differences in the characteristics of air passengers and cruise ship visitors.

Motivation and meaning for souvenir purchases

From the demand perspective, it is vital to understand the motives behind souvenir purchases by tourists. A

study by Sirakaya et al. (2003) includes purchasing souvenirs, especially purchasing of local arts and crafts, as one of the three motivational characteristics of high-spending tourists. Kong and Chang (2016) explore the relationship between souvenir shopping and travel motivations using the case study of Macau. They conclude that there exists a strong correlation between travel motivations and tourist souvenir shopping. For the tourist, a souvenir may fulfil any of the four utilities of user value, exchange value, sign value, and spiritual good (Paraskevaidis & Andriotis, 2015). The user value of a product refers to its natural features that satisfy some human or material need. Thompson et al. (2012) note that souvenirs have dual functions in terms of user value i.e. the product can be a reminder of the tourism experience and can be used for daily living. Exchange value is the power to adjure other products in exchange. Sign value is related to unique, rare, and authentic souvenirs, where the main reason to collect them is that they give tourist prestige and status. Lastly, the spiritual value, which is a newer concept and not much investigated in the literature, refers to the buying of souvenirs by tourists who perceive that the object has a spiritual value, such as miraculous or healing properties (Paraskevaidis & Andriotis, 2015). Wilkins (2011) empirical study on Australian travellers uncovered the three main motives for the purchase of souvenirs by travellers; to give gifts to family and friends, to keep souvenirs as a memory of the special time spent, and to have tangible evidence of their holiday.

For the consumer and the retailer, souvenirs serve various purposes which can change over time. Tourists not only buy souvenirs due to their functionality but more importantly due to an attachment the tourist attributes to the bought items based on the place of purchase (Shtudiner et al., 2019). A consumer may be strongly attached to the souvenirs bought in a destination due to many factors, such as an excellent holiday experience or an achievement, and this may reflect a person's identity (Decrop & Masset, 2014). Many scholars have sought to understand the meaning attached to tourist souvenirs (Decrop & Masset, 2011; Gordon, 1986; Littrell, 1990; Love & Sheldon, 1998). According to Littrell (1990), tourists may be oriented more toward shopping or authenticity. The depth of a tourist's travel experience also affects souvenirs' meaning. Gordon (1986) classified souvenirs into five typologies: pictorial images, pieces of the rock, symbolic shorthand, markers, and

local products. Souvenirs also function as a “material reminder” (Gordon, 1986), providing symbolic reminders of an event or experience which was made during travel or a holiday (Swanson & Horridge, 2006; Swanson & Timothy, 2012; Wilkins, 2011). Tourists may purchase tangible items such as souvenirs to serve as reminders of intangible or temporary experiences. Decrop and Masset (2011) developed four categories of souvenirs as symbolic, hedonistic, utilitarian, and gifts. This relates to motivations of buying and consuming souvenirs. Furthermore, Timothy (2005) revealed souvenirs hold sentimental, nostalgic value and are very influential in bringing back imaginary memories of the short time spent in a different setting. Friends and families place these tangible items in homes and offices where they can be best seen and appreciated. What constitutes a souvenir for the tourist will differ from what it may mean to the retailer or supplier.

Motivation and meaning for souvenir sales

On the supply side, Reisinger et al. (2001) argue that, for the tourism destination, tourist shopping accounts for a considerable amount of revenue source and cash inflow in the economy, as well as a notable share of the total shopping revenue. Soukhathammavong and Park (2019) researched souvenir suppliers at the UNESCO World Heritage Site in Laos, Luang Prabang. They found four main motives of suppliers’ involvement in souvenir businesses, being economic gain, family inheritance, passion, and alternative job.

From the retailer’s or supplier’s viewpoint, a souvenir is regarded as a tourism product, which is made available for consumers in handicraft markets and souvenir shops. The object, as a commodity, has an exchange value in the marketplace for which it is produced, distributed, and consumed with few emotional attachments (Swanson & Timothy, 2012). Similarly, Swanson’s (2004) definition of souvenirs from the retailer’s perspective is that the desired product should satisfy the needs of the target market and at the same time generate a profit for the retailer.

The production of crafts and its trading generates income and supports livelihoods for the local communities. According to Cohen (1993), a positive socio-cultural consequence of producing and selling souvenirs to the tourists is the preservation of cultural identities as well as the revival of culture in forms of arts and crafts. It has provided the opportunity for these resources to be conserved which may have been

lost. Distinct cultural handicrafts can be a powerful tourist attraction due to their uniqueness as these material items purchased as souvenirs by tourists represents a society’s culture and tradition. Acculturation, which is the exchange of cultures between the tourists and the souvenir vendors and retailers (De Juan-Vigaray et al., 2013), may also occur as there is a lot of borrowing and learning through conversation at the market place. The transaction is also an intercultural exchange (Yu & Lee, 2014).

When examining the meaning of souvenirs, the concepts of authenticity and commercialization of souvenirs need to be acknowledged. The concept of authenticity is widely used in tourism studies. As it relates to souvenirs, in the literature, “authenticity” is defined as “real”, “unique” or “genuine” (Cohen, 1988; Gordon, 1986; Hashimoto & Telfer, 2007). According to Cave et al. (2012), as souvenirs can represent people and places, tourists are more interested in purchasing authentic items to keep of the vacation and the overall experience.

On the downside, the product of souvenirs can result in commoditization (Greenwood, 2012), where commodification changes the meaning of cultural products, such as folk/ethnic arts, and simply makes them worthless. Cohen (1988) argued that commoditization does not always destroy cultural products, but can change the nature of the souvenirs as other influences such as increasing contact with outsiders change the design, production, and marketing of the souvenirs. McDonaldization, which refers to a reduction in the diversity of global cultures (Alfino et al., 1998), can result in a loss of cultural and intellectual property rights. Concerning craft and souvenirs, tourists and other outside audiences have access to traditional arts which are exploited or modified to suit the needs of the customer as there is attached a dollar value (Cave et al., 2012).

Differences between air passengers and cruise ship visitors

Generally, studies on cruise tourism are less common than on stayover tourists whilst fewer studies attempted to compare cruise passengers to other types of visitors (MacNeill & Wozniak, 2018; Shamsub et al., 2006; Tao & Kim, 2019). Air passengers and cruise ship visitors differ in terms of their demographic profiles, expenditures, destination image, and travel behaviours (Sanz Blas & Carvajal-Trujillo, 2014). According to the Cruise Lines International

Association (CLIA), the average cruiser is 47 years old, travels with a partner or in a group and is fairly represented across various income groups (CLIA, 2018; Sun et al., 2021). In comparison with stayover tourism, cruise ship tourism has little potential economic impact (Jaakson, 2004; Larsen et al., 2013) and has been criticized for its enclavic nature (Cheer, 2017; Saarinen, 2017). A study by Wilkinson (1999) highlighted that cruise visitors to the Bahamas spent the least amount of time in the souvenir markets and spent little or no money on souvenir purchase. Those visitors who spent at least three hours or more in the souvenir markets spent the most money. Many cruise visitors are in a hurry as they spend little more than six hours in a destination and often have very limited impressions of the destination and the local people they meet and engage with (Henthorne, 2000). Yet, Douglas and Douglas (2004) argue that handicraft markets on cruise ship days constitute one of the few areas where small local businesses gain direct access to the cash expenditure of tourists, particularly in remote and more isolated island communities. According to the most recent assessment of the economic impacts of cruise tourism in Fiji, the average cruise ship visitor to Fiji spends about FJD 90 (USD 44) in the destination, with 13% or FJD 11.7 of this spending used for handicrafts, souvenirs, and clothing (IFC, 2019). In comparison, stayover tourists spend FJD 28 per head for handicrafts and artwork (Ministry of Industry Trade and Tourism Fiji, 2020).

It is important to understand consumer purchase intentions as they can be used to predict final purchase behaviour (Giampietri et al., 2018). The study by Meitiana et al. (2019) on souvenir buyers in Indonesia found out that attitudes toward authenticity and attitude toward aesthetics have a positive effect on consumers of souvenirs so they increase the intention of purchasing souvenirs. Tourists who buy local handicraft products give a high rating to the attribute of authenticity (Mogindol & Bagul, 2016). Handmade local cultural souvenirs are critical factors towards building authenticity (Asplet & Cooper, 2000; Deng et al., 2021). An important consideration that visitors make when making a souvenir purchase is that it reflects local culture. This builds on its role as memories and reminders of the destination visited (Swanson & Horridge, 2006). However, existing research on cruise ship tourism in the Pacific shows that the authenticity of handicrafts does not play any significant role in cruise passengers' purchasing decisions (Douglas & Douglas, 2004).

Given the literature noted above, we formulate the following conceptual framework to help show the interaction between supply and demand of souvenirs, the behaviours and meanings of souvenirs as they relate to micro-entrepreneurs (suppliers) and cruise ship visitors and air passengers (consumers) (Figure 1).

Research methodology

Research design

A mixed-method research design is adopted for this study. The data collection tools utilized are structured questionnaires, semi-structured interviews, and observations. Mixed methods are an alternative to the two main methodological movements that are quantitative and qualitative approaches (Khoo-Lattimore et al., 2019). According to Creswell (2002), the mixed-method research approach uses at least one qualitative method to collect non-numerical data and one quantitative method to collect numerical data to answer a particular research question. The main rationale for using a mixed research design is that the combination of both forms of data provides a better understanding of a particular research problem when compared to either quantitative or qualitative data independently (Molina-Azorín & Font, 2016). Triangulation is applied in this study by combining qualitative and quantitative approaches and retrieving data from different sources. Data were collected at two handicraft centres in Fiji's main urban and tourist centres which are also representing the two main types of tourists, cruise-ship visitors (city of Suva) and air passenger tourists (Nadi town). The types of souvenirs available are the same in both the city of Suva and Nadi town so both air passengers and cruise ship visitors have access to the same types of souvenirs.

Quantitative methods

The quantitative data was collected through a survey instrument. The data is used to compare the souvenir-buying behaviour for each market as well as evaluating the main reasons for tourists to purchase items as souvenirs. The design of the survey was inspired by Wilkin's work (2011) on Australian travellers who had either taken a domestic or international holiday. This study's focus was on what souvenirs the travellers bought and the reasons for the purchase. The study by Swanson and Horridge (2006) on motivations of

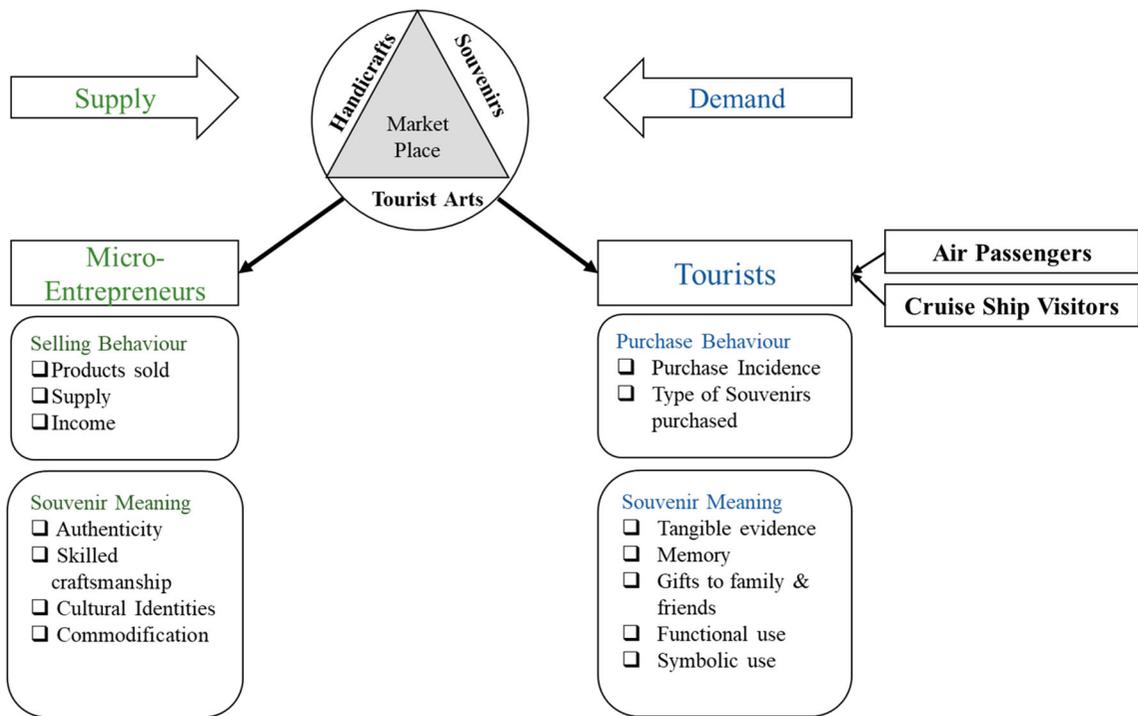


Figure 1. Souvenir Conceptual Framework.

travel influencing tourists' souvenir purchases also assisted in the design of the questionnaire. Responses concerning motivation to purchase souvenirs were captured on a five-point Agreement Likert scale where "1" represents Strongly Disagree and "5" represents "Strongly Agree" while responses regarding factors influencing souvenir purchase behaviour were captured on a five-point Importance Likert scale where "1" represents "Not at all important" and "5" represents "Very important".

The nine souvenir categories used for this survey were developed from informal conversations with souvenir micro-entrepreneurs and existing literature. The studies by Wilkins (2011), Saarinen (2016), and Swanson (2004) were also utilized. Convenience sampling and purposive sampling were both used to select the respondents for the survey. Convenience sampling was applied when participants were approached wherever they were available at the market purchasing or have already purchased souvenirs. Purposive sampling was also applied when the main criteria to select participants in the survey were that they are international tourists to the market who were planning to or had already bought souvenir items. The total sample size was

200 respondents for the structured questionnaire: 100 tourists (respondents) for each market, where the participants approached were either exploring the market, deciding to purchase souvenirs, or had already purchased souvenirs. The data was collected starting from April 2019 and ending in July 2019.

Cruise ship visitors were approached at the Suva Handicraft Centre. The data was collected from various cruise ships that came to Suva Port during the year as these participants were readily available and accessibility to these samples was quite convenient. The first author approached potential cruise ship tourists who bought or were planning to buy souvenirs from the market. Tourists arriving by air were approached at the Nadi Handicraft Centre. These tourists, who travelled by air, entered the country through Nadi International Airport, and stayed in resorts in Nadi, including Denarau Island. The interviewer-administered surveys were collected via tablet via SurveyMonkey.

Qualitative methods

The qualitative data was collected by conducting semi-structured interviews with the souvenir micro-

entrepreneurs and city council representatives. The data is used to examine the behaviour and motivations of souvenir micro-entrepreneurs at both markets. The design of the interview guides for micro-entrepreneurs was inspired and adapted from the predominantly qualitative study carried out by Saarinen (2016) on the role of crafts in Southern Africa with a case study of craft markets in Windhoek, Namibia. Purposive sampling was used to collect data using interviews. A purposive sample is a non-probability sample that is selected based on the characteristics of a population and the objective of the study (Etikan & Bala, 2017). Twenty micro-entrepreneurs were interviewed; ten from each market. Topics of questions asked included the economic and socio-cultural impacts of souvenir trade. Two semi-structured interviews were carried out, one representative from each city council to gather legal and operational details of the souvenir markets. The data was transcribed and transferred to Nvivo software to initiate data analysis. A hybrid approach of inductive and deductive coding was utilized. First, a set of predetermined codes from the emerging literature relevant to the topic. Second, inductive coding by reading and coding the data at the same time was employed, developing themes from the content of the data to answer the research questions. A reflexive thematic analysis was done to answer the research question. The first author also made field notes from observation as part of qualitative data, which helped to understand the interactions between the buyers and the sellers. Figure 2 provides a schematic of the method triangulation that has been employed for this study.

Tourism in Fiji

Tourism developed in Fiji beginning in Suva in the early 1920s when members of the White Settlement League met trans-Pacific cruise visitors and took them on local tours (Harrison & Pratt, 2013). World War II then brought servicemen and servicewomen to Fiji for “rest and relaxation” (Douglas & Douglas, 1996). But it wasn’t until the 1960s and 1970s that the first resorts were built and started operating in the west of Fiji where the weather is generally better (Tarte, 2014). Located in the South Pacific, Fiji is a major tourist destination where tourist earning are 25.8% as a percentage of GDP (SPTO, 2020). In 2019, 894,389 international tourists visited the shores, which is approximately a 1:1 ratio to the

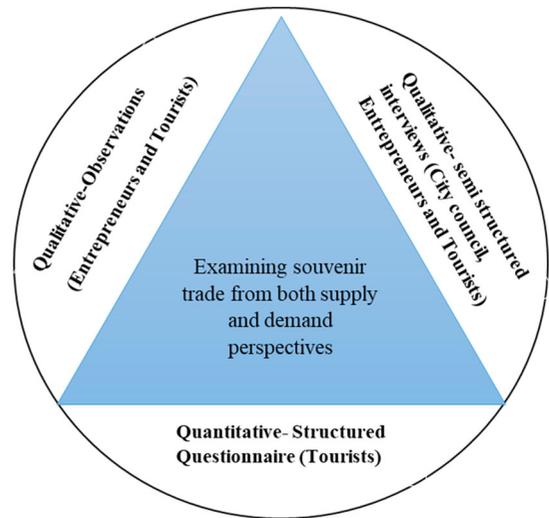


Figure 2. Method Triangulation. Source: Authors.

population. Of those international tourists, 8.3% or 74,537 were cruise visitors in 2019. Those international tourists spent US\$ 1,396.0 million, which converts to US\$1,566 per capita or US\$ 1,561 per visitor (SPTO, 2020). It is predominantly a leisure destination where 78% of tourists visit the islands for a holiday (Ministry of Industry Trade and Tourism Fiji, 2020). The main source markets are Australia (41%) and New Zealand (23%). The average length of stay is 9.6 nights and 42% of tourists are repeat visitors (Ministry of Industry Trade and Tourism Fiji, 2020). On the supply side, there are 423 accommodation places offering 12,888 rooms in 2019. In 2019, 15,094 people were employed in Fiji’s hotel sector, with another 25,000 employed directed in other tourism-related sectors.

Results

The results section is divided into four subsections: tourists’ souvenir purchasing behaviour and motivations and micro-entrepreneurs’ souvenir selling behaviour and motivations.

Tourists’ Souvenir Purchase behaviour

As noted in the literature above, the characteristics of cruise ship visitors and air passengers differ. While the gender mix is similar, cruise ship passengers tend to be older and are less likely to be single compared to air passengers. Cruise ship visitors, in general, have

higher education levels and have either lower or higher income levels than air passengers, who are more likely to self-report being in the middle-income bracket. Given the origin of cruises to Fiji, there are a higher proportion of visitors from the USA sampled among cruise ship passengers whereas air passengers come from a wider variety of source markets (Table 1).

Air passengers, that is, those whose length of stay is longer than cruise ship visitors, self-report buying or intending to purchase more souvenirs and a wider range of souvenirs than cruise ship visitors (Table 2). Both types of visitors report a high incidence of purchasing or intending to purchase wood carving and photographs or postcards. Cruise-ship visitors with less time at the destination and souvenir markets purchase fewer souvenirs. They have less time to learn the cultural significance of the souvenirs, as well as less time to make purchases. Overnight passengers arriving by air will have seen handicrafts at different locations during their stay and become familiar with them. They will also have time in the destination to build up memories and therefore assign memories to these souvenirs. Apart from photographs or postcards and wood carvings, air passengers were also relatively more

likely to purchase or intend to purchase health or cosmetic products, woven products, marine products, and imported products, compared to cruise ship visitors. Cruise ship visitors may also have stopped at several South Pacific ports and may have purchases souvenirs elsewhere. The popularity of wood carvings can be explained with practical reasons. A small-sized souvenir, which is light to carry and at the same time reflects some character of localness, is preferred by many visitors.

Tourists' Souvenir Purchase motivation and meaning

In terms of factors influencing souvenir purchase behaviour, there are several statistically significant differences between cruise ship visitors and air passengers (Table 3). For both types of tourists, price affordability is the highest-ranked factor in purchasing souvenirs but for cruise ship visitors it is especially important, the mean score is significantly higher than air passengers. With limited space for souvenirs in their luggage, both types of tourists rank "size" of the souvenirs as next most important. A cruise ship visitor from Australia commented:

Table 1. Profile of tourists at souvenirs markets.

%	Cruise Ship visitors	Air passengers	Difference	Significant at 95%
Gender				
Male	62.4%	71.0%	-8.6%	
Female	37.6%	29.0%	8.6%	
Age				
16-30 years	38.6%	70.0%	-31.4%	**
31-50 years	32.7%	18.0%	14.7%	**
51 years and above	28.7%	12.0%	16.7%	**
Marital Status				
Single	31.7%	48.0%	-16.3%	**
Married	60.4%	52.0%	8.4%	
Other	7.9%	0.0%	7.9%	
Highest Education Level				
Secondary School Education	21.8%	30.0%	-8.2%	
Certificate/Diploma/Bachelor's Degree	57.4%	68.0%	-10.6%	
Postgraduate Qualification	20.8%	2.0%	18.8%	**
Income Level				
Low	23.8%	10.0%	13.8%	**
Middle	36.6%	78.0%	-41.4%	**
High	39.6%	12.0%	27.6%	**
Nationality				
Australia	33.7%	39.0%	-5.3%	
New Zealand	24.8%	22.0%	2.8%	
United States of America	38.6%	11.0%	27.6%	**
China	0.0%	7.0%	-7.0%	
Other	3.0%	21.0%	-18.0%	**
Visits to Fiji				
First time	56.4%	56.0%	0.4%	
Repeat	43.6%	44.0%	-0.4%	

Table 2. Incidence of bought or planning to buy.

%	Cruise ship visitors	Air passengers	Difference	Significant at 95%
Wood carvings	91.1%	91.0%	0.1%	
Photographs / Postcards	89.1%	89.0%	0.1%	
Paintings from local artists	75.2%	67.0%	8.2%	
Published materials	57.4%	70.0%	-12.6%	
Health or cosmetic products	56.4%	80.0%	-23.6%	**
Imported items	56.4%	80.0%	-23.6%	**
Culinary products	54.5%	67.0%	-12.5%	
Woven products	53.5%	76.0%	-22.5%	**
Marine products	49.5%	81.0%	-31.5%	**

Coming to Fiji through this cruise ship is my second visit and here I have bought a few wood carvings such as tanoa, turtle, and war clubs. I mostly bought wood carvings as they are mostly small which is easy to carry and the local design is very much appealing to me. These items will be used to decorate my living room and will act as a memory for my holiday in Fiji. (Female, Cruise ship visitor)

Similarly, an air passenger tourist explained:

When buying souvenirs, I look for unique local products which are mainly small in size, due to many reasons. When I will buy small items, I will buy many items rather than just a few larger items. The main reason for buying smaller items is that it is easy for me to carry in my luggage when I travel back home by plane. (Male, Air passenger)

For the other factors that influence tourists' decision to purchase souvenirs, the rank order is the same: design (handmade character, not mass manufactured); localness (use of local materials); the appeal of craft is linked to local culture and fair price for the seller. However, for these four factors, air passengers rate the importance in considering these factors significantly higher than cruise ship visitors, suggesting they are more discerning in purchasing their souvenirs.

We also explore tourists' motivations for purchasing souvenirs and the meaning behind the purchase. In general, air passengers express stronger responses than cruise passengers whereby the mean scores for the different motivations for purchasing souvenirs

are all higher for air passengers than for cruise ship visitors. Many of the differences in responses are statistically significant (Table 4).

Cruise ship passengers tend to strongly agree that souvenirs allow them to keep a memory of where they have travelled, that souvenirs bring back the travel experience and that buying souvenirs helps them identify the place they have been to. All of the 10 mean scores for air passengers for the different motivations are above four on a five-point Agreement Likert scale. As with cruise ship visitors, air passenger tourists are also likely to purchase souvenirs as a reminder of the memories that were created on holiday and a place that they identified with. But air passenger tourists also purchased souvenirs to be tangible objects they can display at their home or office to show the place they visited. It provides them with an opportunity to share their experience with others. This type of tourists was also more likely to agree that souvenirs make good gifts and they can give these gifts to family or friends for special occasions. As noted by one respondent:

I buy specific items for a destination, so that it helps remind me of the destination visited itself, as well as its unique culture, food, and people which I have experienced. (Female, Cruise ship visitor)

and

I specifically buy those items which I can easily display in my home or office to show others the destination I

Table 3. Factors influencing souvenir purchase behaviour (Mean score out of 5).

	Cruise ship visitors	Air passengers	Difference	p-value
Price affordability for the buyer	4.61	4.40	0.21	0.01***
Size (ease of packaging and taking back home)	4.20	4.35	-0.15	0.14
Design (Handmade character, not mass manufactured)	3.98	4.28	-0.30	0.01***
Localness (use of local materials)	3.95	4.26	-0.31	0.00***
Appeal of craft is linked to local culture	3.87	4.10	-0.23	0.04**
Fair price for the seller	3.54	3.82	-0.28	0.03**

Note: ***Significant at $p < 1\%$; **Significant at $p < 5\%$; *Significant at $p < 10\%$.

Table 4. Motivation and meaning for purchasing souvenirs (Mean score out of 5).

	Cruise Ship Visitors	Air Passengers	Difference	p- value
Souvenirs allow me to keep a memory of where I have travelled	4.08	4.19	-0.11	0.22
Souvenirs bring back the travel experience	4.03	4.25	-0.22	0.05**
I buy souvenirs that identify the place I have been	4.02	4.34	-0.32	0.01***
I buy souvenirs that I can display at home or office to show the place I have visited.	3.98	4.27	-0.29	0.01***
Buying souvenirs gives me the opportunity to share my experience with others	3.96	4.23	-0.27	0.01***
I buy souvenirs that create an association with the place I visited	3.95	4.16	-0.21	0.09*
I like to buy souvenirs that represent the country I visited	3.93	4.10	-0.17	0.15
I buy souvenirs that are famous from a particular place	3.87	4.22	-0.35	0.01***
Souvenir items make good gifts	3.80	4.03	-0.23	0.01***
I like to buy souvenirs that I can give to family or friends as gifts for special occasions	3.70	4.09	-0.39	0.00***

Note: ***Significant at $p < 1\%$; **Significant at $p < 5\%$; *Significant at $p < 10\%$.

travelled to and talk more about it with my friends and workmates. (Female, Air passenger)

Micro-entrepreneurs' souvenir behaviour

Micro-business is the engine of growth for many economies of Small Island Developing States in the Pacific region. These micro-entrepreneurs operate as sole traders. A sole trader business is a legal structure that is owned and operated by a sole owner, where some may employ additional staff to assist in the operation of the business. Their day-to-day tasks included opening the shop, setting up the shop, communicating with tourists, making sales, handling cash, negotiating, buying souvenir items for resale from the producers/suppliers, and making crafts and souvenirs for sale.

Micro-souvenir businesses provide self-employment to many individuals and support their livelihoods. Nine in 10 micro-entrepreneurs interviewed reported that the income received and the profit they made every week was sufficient to support their livelihood in terms of covering their family's food expenses, travelling expenses, and utility expenses. In addition, during the good weeks, and when they had sales over \$FJ 500 (USD 245), they were able to save some money for any emergency needs in the future. All of the micro-entrepreneurs revealed that the main issue in terms of income was that it was not consistent, as in some weeks it was enough to support their family while in some weeks it was not, as there were not many sales. This relates to the issue of tourism seasonality. In terms of the supply chain, there was a split between micro-entrepreneurs sourcing their crafts and souvenirs directly from the producers (craftspeople) and selling the products made by themselves or their family members.

Micro-entrepreneurs' souvenir selling Motivation and Meaning

Apart from the economic livelihoods that the selling of souvenirs provided, micro-entrepreneurs acknowledged a range of additional motivations and benefits that their chosen field provided. These motivations and resultant benefits include the chance to learn and sustain their skills, develop their skilled craftsmanship, and maintain their cultural identities, and the opportunity to enhance their language and customer service skills.

Producing and selling souvenirs was perceived as a way to connect with and sustain vendors' cultural identity. The majority of micro-entrepreneurs have crafting and carving skills. All of the female entrepreneurs said that they have crafting and weaving skills such as making grass skirts, garlands, earrings, necklaces, and weaving bags, *voivoi* mats, *tapa*, and *masi*. *Voivoi* (pandanus) mats are woven into different sizes that can be used for a floor mat to sit on or adapted for tourists as a table mat or drink coasters. *Tapa* is barkcloth that can be decorated by rubbing, stamping, stencilling, or dyeing. The term *tapa* is international while *masi* is the Fijian word for *tapa*. The patterns on *tapa* usually contain geometric patterns with repeated motifs such as fish and plants. It is also labour-intensive to create. While traditionally used for traditional marriage, birth and death rites and ceremonies of welcome, these handicrafts are highly prized for their decorative value and is often found hung on walls as decoration. These handicraft skills have been passed on to them by their mothers and grandmothers who used to make these items as they were used in their daily lives, back in their communities and villages. This was seen as an

important way to connect to the past and sustain indigenous culture. As one vendor reports:

My ancestors were born with the skills of carving, they utilized the skills in making wood carvings and the skill was passed to my grandparents. My grandparents started selling their products here at the Suva market. This motivated us, to learn the skills and be part family business. (Female, Suva Handicraft Market)

Being part of the indigenous Fijian vendors' cultural heritage relates to their perceived authenticity of the souvenirs. All the indigenous Fijian micro-entrepreneurs strongly highlighted that the crafts and souvenirs they sold were genuine and authentic. They represent authentic Fijian arts and crafts because the souvenirs are made by local indigenous people with locally available raw materials, where the local Fijian traditional arts and crafts are showcased in the product. As noted by one indigenous vendor:

For me as a souvenir vendor, I am proud to say that my products are real. This is because it is hand-made by me with care and considering a lot of time spent on it. I am proud of the skills I have, as I am able to put them in crafts and souvenir and proudly sell them to tourists. (Female, Suva Handicraft Market)

But not all souvenirs were handmade. Some were mass-produced via machines or were imported. This, in turn, raises the issue of commoditisation and authenticity. Most micro-entrepreneurs agreed that handmade souvenirs were of better quality, but given the work that went into creating them, demanded a high price, which may result in lower profit margins. One vendor commented:

I buy wood carvings from the large producers, who use large machinery to do carvings. Buying items manufactured in factories such as tanoa, large wooden masks, photo frames, war clubs are much cheaper than handmade. I am able to sell these items and also get good profit out of it. (Male, Nadi Handicraft Market)

Some tourists will willing to pay a higher price for the local-produced handmade souvenirs but other tourists were not (as noted above, price affordability was the most important factor in influencing the purchase decision). After we reviewed the souvenirs in both markets, we estimate that approximately 80% of the souvenir products retailed were local products (made in Fiji with locally available materials) with the remainder being imported. The imported products that were sold were mostly key rings, chains, fridge magnets, handbags, etc. The countries from which these items are imported are China, India, Bali, Indonesia, Thailand, Sri Lanka, and Malaysia.

Micro-entrepreneurs commented on how operating in the market forced them to improve their communication skills in terms of speaking, listening, and writing in various languages other than their mother tongue. They also highlighted that delivering excellent customer service to the tourists coming to the market to purchase souvenirs is essential for the success of their business. This is in terms of providing the correct information about the products; the materials used in their creation, whether handmade or not are very important as it has considerable impacts on a tourist souvenir purchase intention and souvenir purchase behaviour. Negotiation skills are also critical to micro-entrepreneurs in terms of negotiating the final selling price for the tourists and for some entrepreneurs who buy most of the items from producers for resale.

Discussion and conclusions

Souvenir purchasing behaviour: cruise ship visitors versus stayover tourists

This research provides new insights into the consumer behaviour of stayover tourists versus cruise ship visitors concerning souvenirs. While some research has been undertaken to compare demographics, destination image and travel behaviour of these two groups, research examining their distinct souvenir buying behaviour and the underlying meaning they attach to the purchases is less explored. This study shows some demographic and socioeconomic differences between cruise ship visitors and stayover tourists. Cruise passengers are older and fairly represented across income groups, reflecting the different categories of cruise ships which range from standard and budget to premium and luxury services and prices (Sun et al., 2021). Stayover tourists of this study mainly come from Fiji's main tourism source markets Australia and New Zealand and largely fall into the middle-income group.

Generally, the motivations and meanings for purchasing souvenirs for both groups are strongly linked to their functions as memory holders, identifiers with the visited destination, and pieces of travel evidence. These findings correspond with previous research investigating the roles and functions of souvenirs (Swanson & Timothy, 2012; Wilkins, 2011). However, whilst the purchasing of souvenirs as gifts for family and friends has been highlighted by existing studies – especially among travellers

from East Asia (Amaro et al., 2020; Lin, 2017), this plays a relatively minor role for the research participants of our study. Comparing motivations for buying souvenirs and the meaning behind the purchase, air passengers express stronger motivational factors and notions of attachment to the destination than cruise passengers for all asked items. This is not surprising given the very short duration which cruise passengers spend at a particular destination (Henthorne, 2000; IFC, 2019).

Both cruise ship visitors and air passengers prefer to purchase wood carvings and photographs/postcards. While the latter category is widespread in many global destinations (Wilkins, 2011), the popularity of wood carvings can be explained by practical and design reasons. Both visitor groups highlight the importance of small-sized souvenirs which are light to carry and thus easy to bring home. Simultaneously, tourists find the small wood carvings of a *tanoa*, war clubs or a turtle visually appealing as well as reflective of the destination. Air passengers however show a higher interest in purchasing a broader range of souvenirs, including marine products (e.g. necklaces or earrings made of shells), health or cosmetic products (e.g. local oils or soaps), imported products (e.g. key chains or fridge magnets displaying the destination), and woven products (e.g. bags, mats). Our research thus further accentuates that cruise visitors buy less than stayover tourists and thus have limited economic impact (Cheer, 2017; Larsen et al., 2013). The all-inclusive nature of cruise-ship tourism encourages to contain the passenger spending on board (Cheer, 2020).

For both types of visitors, price affordability for the buyer is the most important factor influencing souvenir purchase behaviour whilst a fair price for the seller was seen as least important. The four factors fair price for the seller, design (handmade character, not mass manufactured), localness (use of local materials), and the appeal of the souvenir are all broadly linked to the issues of socio-cultural and economic sustainability in souvenir purchasing. As argued by Saarinen (2016), the role of local people, localness of production and sales, and representation of cultural meaning in the souvenir and handicraft trade need to be aligned with the notion of sustainable tourism development. Our research thus shows that air passengers display a more discerning and sustainable souvenir purchasing behaviour than cruise ship visitors.

Vendors' and buyers' perspectives

In addition to comparing the souvenir purchase behaviour of cruise ship and air passengers, this research suggests integrating the perspectives of both demand-side (tourists) and the supply side (handicraft and souvenirs market vendors) to gain a more holistic understanding of the souvenir microenterprise dynamics in a Pacific Island context. Our findings show that vendors want to produce and sell high quality, culturally relevant, and authentic souvenirs. Interviewed tourists – in general – are also interested in such products but the dilemma is that they feel constrained by the price they are willing to pay and the size of souvenir, which needs to fit in their luggage. This leads to a trade-off between smaller and cheaper souvenirs, which may be imported and mass-produced and authentic souvenirs, crafts, and arts that are larger and more expensive. This also shows how tourism-based opportunities are received by local communities and over time can lead to the replacement of traditional skills and knowledge (Movono et al., 2018; Trupp, 2018). Souvenirs then may be increasingly imported from faraway places but still be wrongly perceived as “local” because their imprint includes the name of the destination.

Implications and future research

The integration of supply and demand perspectives within one single study enables a comparison between tourists' purchase intentions, motivations and behaviours with the viewpoints of micro-entrepreneurs. Moreover, as previously stated in this article, there is limited research comparing cruise- and air passengers' souvenir purchases motivations and behaviour. Such studies appear of particular relevance to destinations where both types of visitors play an important role regarding tourist arrivals, as is the case in many small island tourism destinations. The conceptual framework developed for this study allows deciphering the similarities and differences among cruise ship visitors who spend a few hours in a destination and stayover tourists who typically visit the destinations for some days. Despite the current pandemic, which brought international cruise tourism to halt, it is expected that the cruise industry will bounce back (Cheer, 2020).

From a managerial perspective, it is recommended to further promote and implement the usage of

certifications that labels the localness and authenticity of a souvenir or a handicraft (Deng et al., 2021). The Ministry of Industry and Trade introduced “Fijian Crafted Licences” which should guarantee a list of compliance criteria for traditional and contemporary crafts (Fiji Arts Council, 2020). However, these labels are not widely used in the observed markets. Moreover, vendors can share the history of the souvenirs and explain their functions or cultural meanings to add value to the product and enhance the perceived connection to the destination. This may enable tourists, particularly cruise ship visitors, to not only buy based on price. It would also help revitalize and sustain the local traditions. Making handicrafts can also be taught in schools, rather than only passed down through family members in the village.

This article has its limitations which also lead to suggestions for further research. We interviewed tourists at the markets for a specific reason to understand their purchase behaviour whilst a general survey of tourists at their point of departure, including non-purchasers of souvenirs would give a broader understanding of souvenir buying intentions and behaviour. Further, future quantitative research may include a larger sample size to avoid bias and to increase the reliability of a survey's results. In addition, a follow up qualitative research among tourists could lead to a better understanding of what they do with their souvenirs when they return and what sort of memories they recall when they use or look at them. Finally, data for this research was collected prior to COVID-19. Given the increasing importance of domestic and expatriate tourism and consumption during the pandemic, the souvenir motivation and purchasing behaviour of these groups can be studied and put in comparative perspective.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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