

# **Tourists' Satisfaction with Shopping Experience: A Socio-Demographic Analysis**

**Bahram Zeinali<sup>1\*</sup>, Mohsen Jafarpour<sup>2</sup>, Aghil Hessam<sup>3</sup>, and Hamid Zolghadr<sup>4</sup>**

<sup>1</sup>. Master of Art Student, Department of Geography and Tourism Planning, Faculty of Geography and Planning, University of Tabriz, Iran. E-mail: bahramzeinali344@yahoo.com.

<sup>2</sup>. TEFL instructor, Payam-e Noor University of Guilan, Iran.

<sup>3</sup>. Master of Science Student, Faculty of Geography and Rural Planning, Payam-e Noor University of Gonbad, Iran.

<sup>5</sup>. Master of Science Student, Faculty of Economic Development and Planning, University of Tabriz, Iran.

DOI: 10.6007/IJARBSS/v4-i6/927 URL: <http://dx.doi.org/10.6007/IJARBSS/v4-i6/927>

## *Abstract*

The purpose of this study is to evaluate tourists satisfaction with shopping experience based on the socio-demographics (gender, age, education level, income, and occupation). The destination of the study was El-Gölü Park in Tabriz. Results indicated that tourists experienced different levels of satisfaction with stores and accessibility to the Park, so that the most important factors affecting the satisfaction were attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. Results also showed that age and income were not significantly associated with tourists' satisfaction. Conclusions from this analysis will also help decision takers to plan educational, monitoring and marketing programs for the Park.

Keywords: Tourist satisfaction, Shopping experience, Socio-demographic characteristics, Iran, El-Gölü Park.

## *Introduction*

Tourism has become one of the important sectors of the global economy (Lopes 2011) accounting for 11% of global gross domestic product (GDP) and employing 200 million people (Okello and Yerian 2009). In Iran, tourism is estimated to account for 5.6% of the country's total GDP, 5.1% of the country's total employments, 2.9% of the country's total capital investments, and 2.8% of the country's total exports (WTCC 2013). Iran has a great potential for tourism e.g. Iran is the eighteenth largest country in the world in terms of area. It is located in the southwestern Asia and covers the land area of more than 1,648,000<sup>km<sup>2</sup></sup>. Moreover, a review of 3167 tourist attractions found that Iran is rich in cultural and natural tourism resources; many of which are unique to the world. Iran's primary cultural tourism assets include the ancient city

of Persepolis, Naqsh-e-Rustam, and Choga Zanbil that are listed as a part of UNESCO World Heritage. In terms of Iran's Islamic cultural sites, Masjad-e-Emamin in Esfahan, Masjad-e-Jame in Yazd, and Gombad-e-Soltaniye in Zanjan stand out. Iran also possesses rich intangible living customs that are exemplified in its cities, towns, villages, and rural areas; the most notable of which are the cities of Esfahan, Kerman, Yazd, Shiraz, and Tabriz, and towns and villages such as Masuleh and Talesh in Guilan Province, the Oroman Valley villages in Kurdistan Province, and Abeyane Village in Esfahan Province (Alipour and Heydary, 2004). However, tourism in Iran faces eight considerable challenges: (1) growing competition in the global tourism industry, (2) an economic system which has not traditionally emphasized service quality or products, (3) high level of inconsistency between tourism decision takers, (4) weakness of the accessibility to destinations, (5) lack of conservation and protection of principals of attractions, (6) low level of creativity of tour operators, authorities and decision takers, (7) lack of marketing programs, and (8) short time economy investments (Zeinali and Ghojali 2013).

Tabriz is the fourth biggest city of Iran with a population over 1378935 people, and it is the capital of the East Azerbaijan Province. It is also the second most industrial city of Iran after Tehran. Tabriz, due to various historical tourism attractions such as Bazaar Complex, Goye Masjid, Arg-e-Alishah, El-Gölü Park (Shah Gölü), and etc., is one of the most popular tourism destinations in Iran for both of domestic and international tourists. In the last decade, urban tourism development in Tabriz has led to development in tourism infrastructures. El-Gölü Park is one of the most important tourism attractions in the South East of Tabriz. El-Gölü Park, a historical and recreational park with a pool, covered an area of 54675m<sup>2</sup> during Aq-Qoyunlu dynasty in the 16<sup>th</sup> century. It was reconstructed in the 19<sup>th</sup> century in Qajar dynasty by Qahrman Mirza. Its importance, in terms of urban tourism in Tabriz, is illustrated by the following:

Construction of international El-Gölü Hotel, more than 10 local restaurants, extended retail, large green spaces, amusement parks and camping areas.

## *Literature Review*

### *Tourist shopping experience*

Shopping is one of the oldest activities (Murphy et al. 2011), and increasingly seen as a leisure activity (Burton et al. 2001). Shopping carries a higher priority for some tourists than sightseeing, recreation or any other holiday activities (Yuksel 2007); for many of them a trip is not complete without having spent time shopping (LeHew and Wesley 2006). Due to its psychological, social, and economic benefits e.g. improving the retail industry and generating job opportunities, creation of comfortable yet exciting shopping districts, in order to induce customers' desire to visit and extend their stay, has become an important concern for authorities at tourist destinations (Yuksel 2007).

The '*experience*' is a complex combination of factors that shape tourists feelings and attitudes towards their visiting and spending time in a destination. Shopping, as an important component of travel, is a mixture of perceptions of products, services and places. In fact, the tourist-shopping experience is the sum of tourist satisfaction or dissatisfaction gained from the individual's attributes to products and services purchased. The service and merchandise provided by retailers and vendors are an important part of the destination experience. In this

regard, shopping refers to a contemporary recreational activity involving looking, touching, browsing, and buying, which helps fulfill people's need for enjoyment and relaxation and which helps tourists escape from their daily routines (Tosun et al. 2007). A critical aspect of experience is that it is different from person to person, but undoubtedly comes from an intrinsic source. In order to experience shopping in an intrinsically meaningful way, an aspect of 'motivation' is necessary (Giliham et al. 2003). Motivation refers to psychological or internal influences affecting individuals' choices (Middleton and Clarke 2001). In other words, motivation refers to the drive, urge, wish, or desire that leads to a goal-oriented behavior (Kim et al. 2005; Kim et al. 2003). Motivation also helps explain consumers' general search behaviors, retail store choices, affective shopping outcomes, enhanced satisfaction (Babin et al. 2007), and shopping typologies (Rohm and Swaminathan 2004). The importance of motivation has been continuously highlighted in shopping literature. Several studies have examined consumer motivation to shop (Jensen 2012). One of the earliest studies on motivational determinants of shopping experience is that of Stone's (1954). In fact, Stone coined the concept of shopping orientations (McKinney 2004). He recommended four orientations or motives—economic/price, ethical, personalizing/service, and apathetic (Haanpaa 2005). Bearden (1977) nominates seven store attributes: price level, quality of merchandise, selection, atmosphere, location, parking facilities, and friendliness of salespeople (Yeung et al. 2004). And Wilkie (1990) identified ten kinds of motivation: role playing, diversion, self-gratification, learning, exercise, sensory stimulation, communication, peer group attraction, status and authority, and pleasure from bargain hunting and negotiation (Furnham 2000).

#### *Tourist satisfaction and socio-demographic characteristics*

Tourist satisfaction had been a major research topic for scholars in the last three decades (Tsiotsou and Vasiotio 2006). In Iranian tourism literature tourist satisfaction was debated and analyzed considerably in the recent decade. A number of methodological approaches to the measurement of satisfaction have been developed, but no consensus has been yet reached on the best approach. The marketing literature has mainly focused on two opposing schools of thoughts: the American school led by Parasuraman et al. 1985 and the Nordic school led by Gronroos 1984. The former regards consumer satisfaction as a reflection of either positive or negative gaps between consumers' initial expectations and their perception of a product or service's performance whereas the latter considers consumer satisfaction to be an outcome of the actual quality of performance and its perception by consumers' (Song et al. 2011). According to Oliver (1980) customer satisfaction is customers' post-purchase comparison between pre-purchase expectation and performance received (Barutcu et al. 2011). Therefore, satisfaction could be defined as an evaluation after the consumption (Butnaru and Miller 2012) of product, service or experience (Correria et al. 2008). Moreover, tourist satisfaction has been variously defined (Craggs and Schofield 2011). For example, Moutinho (1987) defined satisfaction as primarily a function of the relationship between pre-travel expectations and post-travel experiences (Truong and King 2009). Westbrook and Oliver (1991) claim that tourist satisfaction can be seen as the tourist's post-purchase evaluation of the destination and is proposed to be one of the key judgments that tourists make regarding a tourism service or product (Song and Cheung 2010). According to the recent research in the tourism area,

satisfaction is understood as the individual's cognitive-affective state derived from the tourist's experience (Mendes et al. 2010; Bowen and Schouten 2008; Okello and Yerian 2009). Consequently, tourist satisfaction has increasingly become an important topic for destination management (Song et al. 2011), destination marketing (Dmitrovic et al. 2009), and destination loyalty (Lee and Hsu 2013).

The characteristics of tourists are vital factors for analyzing satisfaction (Quach 2013). Therefore, with a review of the market segmentation (Geoldner and Ritchie 2003) and empirical studies, five aspects of socio-demographics are selected: **(a)** 'Gender' is an aspect of demographics which the tourism industry seems to believe that determines personal experience (Swarbrooke and Horner 2007). The importance of gender has been continuously highlighted in tourism research (Schofield and Thompson 2007). For example, Perovic et al. (2012) indicated that gender did not have any effects on the level of tourist satisfaction in Montenegro. Mellina and Aballe (2013) found no gender based difference in the level of tourist satisfaction. Similarly, Zeinali and Ghojali (2013) found no gender based difference in the level of tourist satisfaction of Villas service performance in Ghorogh Park. **(b)** 'Age' is other aspect of observable and universal demographics. It is frequently a substitute or proxy variable for physical fitness, activity levels, interests and previous travel experiences (Pearce 2005). Some researchers have examined relationships between age and the level of satisfaction. For instance, Perovic et al. (2012) examined the influence of age on level of tourist satisfaction in Montenegro, and they found that age did not have any effects on the satisfaction level. Zeinali and Ghojali (2013) also analyzed the level of tourist satisfaction based on age in Ghorogh Park; they indicated there is no age based difference in the level of tourist satisfaction of Villas service performance. **(c)** It is clear that the higher level of 'education' achieved the greater amount of travel (Middleton and Clarke 2001); therefore, some studies have examined the effect of education level on tourist satisfaction e.g. Mellina and Aballe (2013) revealed that there were significant differences in the tourists satisfaction based on education level, and Tsiotsou and Vasiotio (2006) revealed that education could discriminate between the two groups of tourists (highly satisfied and less satisfied). **(d)** The 'level of income' is another aspect of socio-demographics for this empirical study. The level of income is considered to be an important factor that influences tourist satisfaction (Perovic et al. 2012), formation of tourist images and perceptions of the travel experience (Heung et al. 2001). **(e)** Finally some researchers suggest that 'occupation' can affect the perception of places (Beerli and Martin 2003), level of tourist satisfaction (Perovic et al. 2012), and perceptions of travel experience (Heung et al. 2001). By regarding the empirical literature, we proposed the following hypotheses:

**H<sub>1</sub>:** *Tourists experienced different levels of satisfaction based on the socio-demographics (gender, age, education level, income and occupation).*

**H<sub>2</sub>:** *The socio-demographics influence tourists' satisfaction significantly.*

### *Methodology*

The study destination was El-Gölü Park in Tabriz, and the study population was domestic tourists. Since tourists' observation, criticisms, and recommendations are a good database of

ideas for quality improvements in any destination (Barutcu et al. 2011), a self-administered questionnaire was developed (Sullivan and Heitmeyer 2008) based on a review of the literature, opinions of academicians, and experiences of the experts to test the hypotheses (Tosun et al. 2007).

The survey includes three sections: (1) the first section gathers information on the visitor's profiles. In order to set El-Gölü tourist profiles, we concentrated on the two groups of attributes: socio-demographics and travel characteristics. The socio-demographics include six elements, namely gender (Perovic et al. 2012; Shani et al. 2010), age (Haque and Khan 2013; Matzler et al. 2007; Okamura and Fukushige 2010), marital status (Song and Cheung 2010; Lee and Hsu 2013; Phillips et al. 2013), education level (Tsiotsou and Vasiotio 2006; Truong and Foster 2006), income level (Heung et al. 2001; Tosun et al. 2007; Jonsson and Devonish 2008), and occupation (Song and Cheung 2010; Lee and Hsu 2013). The travel characteristics are namely type of accommodation, transport used (Mendes et al. 2010; Valle et al. 2006; Yuksel 2007), length of stay (Son 2005; Kau and Lim 2005; Okello and Yerian 2009; Merwe et al. 2011), travel party or companion (Truong and King 2009; Hung et al. 2012; Winter 2011; Siri et al. 2012; Murphy et al. 2011), information source (Kau and Lim 2005; Chen et al. 2011), and times visiting (Chen et al. 2011; Kau and Lim 2005). The second part of the questionnaire measured the degree of the tourist's satisfaction of stores and accessibility attributes. The scale options for the satisfaction levels were: 'Very Dissatisfied' (1), 'Dissatisfied' (2), 'Neither Satisfied Nor Dissatisfied' (3), 'Satisfied' (4), and 'Very Satisfied' (5), (Craggs and Schofield 2011). The final part of the questionnaire investigated destination loyalty (Truong and King 2009). The visitors were asked to indicate their intentions to recommend, decision to return (revisit), and positive word of mouth (Lee and Hsu 2013; Eusébio and Vieira 2013). The Behavioral intentions were assessed by using statements such as these: "*will you recommend visiting ... to your friends? And would you like to visit ... again?*" (Nowacki 2009), as a last indicator of intention, a quotation on the positive word of mouth was: *I will write about my vacation in the Park as a memorable day in my diary*. Visitors' future behavioral intentions including recommending, decision to return and positive word of mouth, were measured on a 5-point scale: 'Very Unlikely' (1), 'Unlikely' (2), 'Neither Likely Nor Unlikely' (3), 'Likely' (4), and 'Very Likely' (5), (Craggs and Schofield 2011). The data were coded and analyzed using SPSS, Version 22.0 (Yeung et al. 2004).

## *Results and Discussions*

### *Sample Profiles*

Two hundred questionnaires were answered in a face to face survey. The majority of the respondents participating in the study were males (68.6%) whereas only 31.4% were females. Of these, 59.3% were single, 37.6% were married, 2.6% were divorced, and 0.5% was widow. Regarding the age group, 51.1% of the sample was between 15-25 years old, 30.8% were between 26-35 years old, 10.5% were between 36-55 years and 7.6% were between 56-70 years old. Regarding the level of education, most of the respondents had a university degree (72.2%), of these 17.5% had a postgraduate degree, 39.2% had a graduate degree, 15.5% had a post-diploma degree, 24.7% had a diploma, 2.1% had a secondary school degree and 1% had an elementary school degree. Based on the monthly wage, most of the tourists indicated earning 300.000 Iranian Tomans<sup>1</sup> (30.4%), 20.1% indicated earning between 300.000-600.000, 19.6% between 600.000-900.000, 13.9% between 900.000-1.200.000 and 16% upper than 1.200.000 Tomans. Finally, most of the tourists in the study were students (34.5%), several worked in the public sector (21.6%), 19.1% were employees in the private sector or business, 9.4% were independent professionals or experts, 9.2% were unemployed, and 6.2 % were workers (Table 1).

In terms of accommodation, 68.4% were lodged in El-Gölü camping area, 9.5% used apart hotel, 7.4% used friends and relatives' houses, and 14.7% used other types of accommodations such as private houses. Furthermore, in terms of transportation, the majority of respondents travelled by private cars (53.9%), 42.6% of tourists used public transportation, and 3.5 % choose other. Regarding length of stay, the majority of tourists stayed in El-Gölü for one day (75.4%), 7.6% stayed in El-Gölü for two days, and 17% stayed in El-Gölü for more than two days. Majority of tourists travelled with friends (62.4%), 23.7% with their family, 11.9% alone, and only 2.1% by tour. The information they obtained about El-Gölü Park often came from Internet (34.7%), word of mouth (27.3%), brochures and catalogues (18.7%), newspapers, magazines, and books (11.7%), TV/radio commercials, (4.4), and travel agencies (3.2%). Finally, only 12% of the tourists visited El-Gölü Park for the first time and the majority of the tourists (88%) visited the Park twice and more (Table 2).

Table 1: tourist socio-demographic characteristics (n=200)

Gender	Male	68.	Marital status	Single	59.
		6			3
	Female	31.		Married	37.
		4		Divorced	6
Age	15-25	51.		Widow	2.6
	26-35	1			0.5
	36-55	30.			
	56-70	8			

<sup>1</sup>. The rate change of 3000 Tomans is equal with 1 USD.



		10.5			
		7.6			
Education level		17.5	Income	300.000	30.
	Postgraduate graduate (bachelor)	39.2		Toman	4
	post-diploma	15.5		300.000-	20.
	Diploma	24.7		600.000	1
	secondary school	15.5		600.000-	19.
	elementary school	24.7		900.000	6
		2.1		900.000-	13.
		1		1.200.000	9
				1.200.000	16
					Toman
Occupation	Experts			9.4	
	Public sector			21.6	
	Private sector or business			19.1	
	Worker			6.2	
	Unemployed			9.2	
	Students			34.5	

Table 2: travel characteristics

accommodation	Camping area	68.4	Length of stay	One day	75.4
	Apart hotel	9.5		Two days	7.6
	Friends and relatives	7.4		More than two days	17
	Other	14.7			
transportation	Private car	53.9	Travel party	Friends	62.4
	Public transportation	42.6		Family	23.7
		3.5		Alone	11.9

	Other			Tour	2.1
information source	Internet	34.7	times visiting	First time	12
	Word of mouth	27.3			
	Brochures	18.7		Twice or more	88
	NMB	11.7			
	T/RC	4.4			
	Travel agency	3.2			

*Satisfaction level*

As shown in table 3, seventeen relevant attributes in two categories were determined to satisfy tourists, and they are identified as seller behaviors towards parking facilities. The levels of tourist satisfaction respectively were analyzed using one-sample t-test. The level of significance of the t-test was 0.05, and the test value was 2 (two). The results suggest that tourist experienced different levels of satisfaction with stores and accessibility to the park, as seen as in (Table 3) the highest level of satisfaction is related to the safety (t= 56.9, Sig<0.05), and the lowest level of satisfaction is related to the volume of traffic (t= 2.75, Sig<0.05).

In order to create effective marketing strategies for products and services in the market, a better understanding of consumer behavior preferences is necessary. Many scholars suggested that consumer preferences were partly dependent on what was available in the market, and partly on what consumers considered being the “ideal” holiday or vacation (Heung et al. 2001). Therefore, scholars indicate that tourism products of destination (Truong and King 2009), quality (Nowacki 2009), service quality (Chen et al. 2011), destination image (Philips et al. 2013), previous experience (Okamura and Fukushige 2010), safety (Tasci and Boylu 2010), transportation (Thompson and Schofield 2004), and environment (Craggs and Schofield 2011) are affecting tourist satisfaction directly or indirectly. However, researchers stressed that their findings were not globally applicable because the nature of influencing factors depends on the destination dimensions such as, facilities, attractions, environment, accessibility, costs, etc. (Craggs and Schofield 2011). Hence, an exploratory factor analysis was carried out in order to identify the most effective factors on the tourist satisfaction. The method of principal components with varimax rotation and Kaiser Normalization were used (McKinney 2004; Nowacki 2009).

The factor analysis of stores variable revealed three factors: *attractiveness, safety and seller' respectful behavior* (Table 3). The three factors extracted 57.9% of total variance of the stores variable (KMO=0.811), and were characterized by a high reliability, equal to Cornbach’s  $\alpha$  =0.746.



The factor analysis of accessibility revealed three factors: *comfort of public vehicles, parking facilities and transportation fee* (Table 3). The three factors extracted 63.49% of total variance of the accessibility variable (KMO=0.653) and were characterized by a high reliability, equal to Cornbach’s  $\alpha = 0.66$ . The results suggest that the Park can entice travelers to shop with attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. It should be noted that, there is no universal convention with respect to the minimum acceptable  $\alpha$  value. Nunally (1978) recommends an alpha value of 0.7 while Robinson et al. (1991) suggest that, for exploratory research, a value of 0.6 is acceptable (Dobson and Ness 2009). Moreover, KMO measures should be at least 0.50 and Bartlett’s test should be significant (McKinney 2004).

Table 3: the level of tourist satisfaction

	Items	Mean	Std. Deviation	t	Sig.	Factor Load
Stores	(1) sellers' respectful behavior	2.43	0.942	5.7	,000	0.755
	(2) Variety of goods and products	2.45	0.950	5.9	,000	0.568
	(3) Clean and tidy shops	2.97	0.957	12.8	,000	0.575
	(4) Trustworthiness	2.9	0.959	10.25	,000	0.714
	(5) Sellers' knowledge about goods and products	2.63	0.975	8.18	,000	0.507
	(6) Clean and tidy sellers	2.83	1.02	10.21	,000	0.707
	(7) Attractiveness	2.24	1.06	3.163	,002	0.858
	(8) Price of goods and products	3.46	1.12	16.3	,000	0.683
	(9) Standard codex of goods and products	2.7	1.09	8.028	,000	0.617
	(10) Safety	12.407	2.54	56.9	,000	0.805
accessibility	(1) Comfort of public vehicles	2.33	0.953	3.28	,002	0.839
	(2) Clean and tidy vehicles	2.57	0.972	5.38	,000	0.794
	(3) drivers' respectful behavior	2.57	1.02	5.12	,000	0.673
	(4) Existence of signs leading to the Park	2.60	1.03	5.40	,000	0.464
	(5) The volume of traffic of the way to the Park	2.30	1.03	2.75	,007	0.751
	(6) Transportation fee	2.67	1.01	6.09	,000	0.795
	(7) Parking facilities	2.90	1.13	11.14	,001	0.827

*Hypothesis testing*

H<sub>1</sub>: Tourists experienced different levels of satisfaction based on the socio- demographics (gender, age, education level, income and occupation).

In order to analyze tourists' satisfaction, based on gender, the independent-samples T-test was used. The independent-samples T-test compares means for two groups of cases (SPSS, 22.0). According to the tests results (Table 4), the comparison of tourists' satisfaction based on

gender, for the clean and tidy shops ( $T = -2.503$ ), is significant ( $\text{sig} < 0.05$ ); so that the comparison of mean ranks indicated that women with the  $\text{Mean} = 3.3$  reported the highest level, and men with the  $\text{Mean} = 2.8$  recorded the lowest level of satisfaction with the cleaning of the shops. Also the one-way analysis of variance (ANOVA) was conducted to examine whether tourist satisfaction levels differ significantly by age, education level, income, and occupation. The comparison of tourists' satisfaction based on age indicated that (Table 4) there was a significant difference ( $\text{Sig} < 0.05$ ) of satisfaction with attractiveness of shops ( $F = 1.628$ ) so that senior tourists (70 years old) recorded the highest level of satisfaction with the aforementioned item compared to the other visitors. Further, based on education level there were significant differences ( $\text{Sig} < 0.05$ ) of satisfaction with the safety ( $F = 2.44$ ) and parking facilities ( $F = 3.172$ ) so that in term of safety tourists with a postgraduate and elementary degree recorded the highest ( $M = 13.35$ ) and lowest ( $M = 10$ ) level of satisfaction, and in terms of parking facilities, tourists with an elementary and diploma degree recorded the highest ( $M = 4.5$ ) and lowest ( $M = 2.47$ ) level of satisfaction. Moreover, based on income level, there was a significant difference ( $\text{Sig} < 0.05$ ) of satisfaction with trustworthiness ( $F = 4.126$ ). In this item, tourists with 300.000 Tomans income recorded the highest level of satisfaction ( $M = 3.28$ ) and tourists with 900.000-1.200.000 Tomans recorded the lowest level of satisfaction ( $M = 2.45$ ). Finally, based on occupation, tourists were satisfied in items of sellers' knowledge about goods and products ( $F = 2.827$ ,  $\text{Sig} < 0.05$ ), clean and tidy sellers ( $F = 2.410$ ,  $\text{Sig} < 0.05$ ). In terms of sellers' knowledge about goods and products, being unemployed ( $M = 3.34$ ) and workers ( $M = 2.27$ ) by the means recorded the highest and lowest level of satisfaction, and in terms of clean and tidy sellers, experts ( $M = 3.6$ ) and students ( $M = 2.54$ ) recorded the highest and lowest level of satisfaction. The results suggest that our alternative hypotheses are accepted. The alternatives hypotheses are presenting by the following:

**h<sub>1A</sub>**: tourists based on the gender experienced different levels of satisfaction with the cleaning of the shops.

**h<sub>1B</sub>**: tourists based on the age experienced different levels of satisfaction with attractiveness.

**h<sub>1C</sub>**: tourists based on the education experienced different levels of satisfaction with the safety.

**h<sub>1D</sub>**: tourists based on the education experienced different levels of satisfaction with parking facilities.

**h<sub>1E</sub>**: tourists based on the income experienced different levels of satisfaction with trustworthiness.

**h<sub>1F</sub>**: tourists based on the occupation experienced different levels of satisfaction with the seller's knowledge about goods and products.

**h<sub>1G</sub>**: tourists based on the occupation experienced different levels of satisfaction with sellers' cleanliness.

Table 4: comparison of tourist satisfaction based on socio-demographics

Socio-demographic dimensions	Gender	Sig.	Age	Sig.	Educational level	Sig.	Income	Sig.	Occupation	Sig.
	T		F		F		F		F	
Items										

(1) sellers' respectful behavior	0.13 0	0.8	0.31 0	1.0	0.947	0.453	1.66 0	0.148	1.470	0.192
(2) Variety of goods and products	- 0.87 2	0.4	1.05 9	0.396	0.119	0.988	0.91 6	0.473	1.616	0.146
(3) Clean and tidy shops	- 2.50 3	0.0 1	1.15 3	0.279	1.016	0.41	1.02 0	0.408	1.243	0.287
(4) Trustworthiness	- 0.71 5	0.5	0.91 4	0.612	1.98	0.085	4.12 6	0.002	2.134	0.053
(5) Sellers' knowledge about goods and products	- 0.20 7	0.8	0.81 4	0.758	0.973	0.436	0.97 3	0.436	2.827	0.012
(6) Clean and tidy sellers	- 1.39 7	0.2	1.14 9	0.284	1.741	0.128	1.57 8	0.169	2.410	0.030
(7) Attractiveness	- 0.46 6	0.6	1.62 8	0.02	1.88	0.09	0.12 8	0.9	1.031	0.4
(8) Price of goods and products	0.868	0.4	0.836	0.727	2.040	0.076	1.435	0.215	1.196	0.311
(9) Standard codex of goods and products	- 0.25 7	0.8	0.78 8	0.793	0.863	0.508	0.98 9	0.426	1.575	0.158
(10) Safety	- 1.72 7	0.0 8	1.43 1	0.06	2.44	0.036	2.22	0.053	1.154	0.3
(1) Comfort of public vehicles	0.651	0.5	0.818	0.712	1.345	0.254	0.909	0.480	1.609	0.155
(2) Clean and tidy vehicles	- 1.378	0.2	0.702	0.837	0.551	0.737	0.642	0.668	0.691	0.658
(3) drivers' respectful behavior	0.7	0.5	0.925	0.574	1.076	0.38	1.609	0.168	0.794	0.577
(4) Existence of signs leading to the Park	- 0.173	0.8	0.677	0.861	0.724	0.607	0.190	0.973	0.372	0.895
(5) The volume of traffic of the way to the Park	0.542	0.6	0.857	0.659	0.533	0.751	0.871	0.505	0.841	0.542
(6) Transportation fee	- 1.126	0.3	0.755	0.781	1.77	0.328	0.563	0.728	0.965	0.454
(7) Parking facilities	0.182	0.9	0.864	0.699	3.172	0.009	1.000	0.419	1.799	0.101

H<sub>2</sub>: The socio-demographics influence tourists' satisfaction significantly.

Regression analysis of the data and its coefficients permit the identification of relationships between independent and dependent variables (Sangpikul 2008). While the dependent variable (tourist satisfaction) was ordinal, we effectively estimate an ordinal regression modeling. It should be noted that the ordinal data are widely available to tourism researches for example, it is common to see satisfaction levels from low to high levels (very dissatisfied to very satisfied) or a response to a survey items scaled from strongly disagree to strongly agree. The SPSS ordinal regression procedure is an extension of the general linear model to ordinal categorical data. The design of ordinal regression is based on the methodology of McCullagh (1980), and the procedure is referred to as PLUM (Polytomous Universal Model) in the syntax (SPSS, 22.0). In ordinal regression analysis, the two major link functions, logit and complementary log-log links are used to build specific models (Yatskiv and Kolmakova 2011). The ordinal regression method can be represented by the following equation (Soopramanien 2011):

$$\ln \left[ \frac{P(Y=j/x_1, x_2, \dots, x_p)}{P(Y=0/x_1, x_2, \dots, x_p)} \right] = a_j + \beta_1 x_1 + \dots + \beta_j x_j(1)$$

In the model depicted above, Y represents dependent variable (tourist satisfaction) and  $x_j$  represents the independent variables (gender, age, education level, income and occupation). The ordinal regression is conducted in SPSS 22.0. Results of the ordinal regression analysis are presented in Table 5. The findings provide empirical proofs that age and income do not affect the level of satisfaction significantly. The results suggest that our two alternative hypotheses are not accepted. The alternative hypotheses are presenting by the following:

**h<sub>2A</sub>**: age influences tourists' satisfaction significantly.

**h<sub>2B</sub>**: income influences tourists' satisfaction significantly.

On the other hand, gender impacts (Estimate=-0.798) the clean and tidy shops significantly (Sig<0.05) and negatively, education level affects the trustworthiness (Estimate=-0.5) significantly (Sig<0.05) and negatively, also occupation significantly (Sig<0.05) and negatively (Estimate=-0.184) impacts the clean and tidy sellers. The results suggest that our alternative hypotheses are accepted. The alternative hypotheses are illustrating by the following:

**h<sub>2C</sub>**: gender influences satisfaction with the cleaning of the shops significantly.

**h<sub>2D</sub>**: education level influences satisfaction with trustworthiness significantly.

**h<sub>2E</sub>**: occupation influences satisfaction with sellers' cleanliness significantly.

Table 5: relationship between socio-demographics and tourist satisfaction

Socio-demographic characteristics	Gender		Age		Education level		Income		Occupation	
Items	estimate	Sig.	estimate	Sig.	estimate	Sig.	estimate	Sig.	estimate	Sig.
(1) sellers' respectful behavior	0.004	0.9	-0.005	0.7	-0.18	0.2	0.043	0.6	-0.121	0.08
(2) Variety of goods and products	-0.302	0.4	-0.02	0.1	-0.048	0.7	0.134	0.1	-0.104	0.1
(3) Clean and tidy shops	-0.798	0.02	-0.008	0.5	0.053	0.7	0.026	0.8	-0.08	0.2
(4) Trustworthiness	-0.263	0.4	-0.009	0.5	-0.5	0.00	-0.07	0.4	-0.03	0.6
(5) Sellers' knowledge about goods and products	-0.03	0.9	-0.011	0.4	-0.107	0.4	0.018	0.8	-0.045	0.5
(6) Clean and tidy sellers	-0.553	0.1	0.005	0.7	-0.182	0.16	-0.03	0.7	-0.184	0.008
(7) Attractiveness	-0.023	0.9	-0.019	0.08	-0.174	0.13	0.002	0.9	0.037	0.5
(8) Price of goods and products	0.431	0.2	-0.023	0.07	-0.216	0.09	-0.016	0.8	-0.037	0.6
(9) Standard codex of goods and products	-0.07	0.8	-0.02	0.1	-0.12	0.3	-0.03	0.7	-0.01	0.9
(10) Safety	-0.48	0.08	-0.014	0.2	-0.134	0.2	0.094	0.23	0.058	0.3
(1) Comfort of public vehicles	0.278	0.5	0.009	0.6	-0.143	0.4	0.032	0.8	-0.114	0.2
(2) Clean and tidy vehicles	-0.647	0.1	0.006	0.7	0.013	0.9	0.074	0.5	-0.157	0.07
(3) drivers' respectful behavior	0.177	0.7	0.008	0.7	-0.005	0.9	-0.071	0.5	-0.145	0.09
(4) Existence of signs leading to the Park	-0.028	0.9	-0.016	0.4	-0.139	0.4	0.068	0.5	0.024	0.7
(5) The volume of traffic of the way to the Park	0.154	0.7	0.001	0.9	-0.191	0.2	0.048	0.7	-0.041	0.6
(6) Transportation fee	-0.366	0.4	-0.004	0.8	-0.051	0.7	-0.130	0.26	-0.06	0.5
(7) Parking facilities	-0.048	0.8	0.003	0.8	-0.223	0.054	-0.065	0.4	-0.013	0.8

### *Conclusion*

The purpose of this study was to analyze tourists' satisfaction with shopping experience, by the socio-demographics (gender, age, education level, income and occupation). In order to study tourist satisfaction levels, seventeen relevant attributes in two categories were analyzed. The results of the study suggest that the Park can induce travelers for shopping by attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. The results also suggest that comparison of satisfaction levels bases on gender **(a)**, age **(b)**, education level **(c)**, income **(d)**, and occupation **(e)** are significant for the items: **(a)** clean and tidy shops, **(b)** attractiveness, **(c)** safety, and parking facilities, **(d)** trustworthiness, **(e)** sellers' knowledge about goods, and tidy sellers. Moreover, findings based on the ordinal regression modeling indicated that age and income did not affect the level of satisfaction significantly. On the other hand, gender**(1)**, education level**(2)** and occupation **(3)** affected items such as **(1)** clean and tidy shops, **(2)** trustworthiness, and **(3)** clean and tidy sellers negatively. Furthermore, in order to evaluate tourist loyalty, three indicators were used: recommending, decision to return (revisit), and positive word of mouth.

Information of the survey about satisfaction levels of tourists is very important to develop three groups of programs. Thus, sellers need a special program about tourist relationship, tourist behavior, tourist satisfaction, service quality/product, and creativity. Accessibility needs a monitoring plan. This program should control and monitor traffic, and quality of vehicles. Our implications are also applicable to develop tactical and strategic planning marketing for the Park. Our suggestions contain allotting budget for marketing, designing the logo of the Park tourism products, creating the Park web site to entice tourists to shop and visit, concentrating on more effective promotion to attract new travelers, and enhancing the competitiveness of the Park by defining new standards for products.

### *Acknowledgements*

This research paper was made possible through the help and support from everyone, including the parents, family and friends. I sincerely thank my parents, family, and friends who provided the advice and financial support. The product of this research paper would not be possible without all of them.

### *References*

1. Alipour, H., & Heydari, C.R. (2004, June). Tourism revival and planning in Islamic republic of Iran: challenges and prospects, Tourism: State of the Art II, International Scientific Conference, University of Strathclyde, Glasgow.
2. Babin, B. J., Gonzales, C., & Watts, C. (2007). Does SANTA have a great job? Gift shopping value and satisfaction. *Journal of psychology and marketing*, 24 (10), 895-917. Retrieved from <http://www.interscience.wiley.com>
3. Barutcu, S., Dogan, H., & Unguren, E. (2011). Tourists perception and satisfaction of shopping in Alanya region: A comparative analysis of different nationalities, *Social and Behavioral Sciences*, 24, 1049-1059. Retrieved from <http://www.sciencedirect.com>



4. Beerli, A., & Martin, J.D. (2003). Tourists characteristics and the perceived Image of Tourist Destinations, A quantitative Analysis – A case Study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636.
5. Bowen, D., & Schouten, A.F.(2008). Tourist satisfaction and beyond: tourist migrants in Mallorca. *International journal of tourism research*, 10,141-153. Retrieved from <http://www.interscience.wiley.com>
6. Burton, H.W., Eccles, S.,& Elliott, R.(2001). Towards a theory of shopping: A holistic Framework.*Journal of consumer behavior*, 1 (3), 256-266.Retrieved from <http://www.interscience.wiley.com>
7. Butnaru, G.,& Miller, A. (2012). Conceptual approaches on quality and theory of tourism services. *Economics and Finance*, 3, 375-380. Retrieved from <http://www.sciencedirect.com>
8. Chen, C.M., Lee, H., Chen, S.H., & Huang, T.H. (2011). Tourist behavioural intensions in relation to service quality and customer satisfaction in Kinmen National Park, Taiwan. *International Journal of Tourism Research*, 13, 416-432. Retrieved from <http://www.interscience.wiley.com>
9. Correia, A., Moital, M., Da Costa, C.F., & Peres, R. (2008). The determinants of gastronomic tourists' satisfaction: a second-order factor analysis, *Journal of Foodservices*, 19, 164–176.
10. Craggs, R. & Schofield, P.(2011).The Quays in SALFORD: an analysis of visitor perceptions, satisfaction and behavioral intention. *International Journal of Tourism Research*, 13, 583-599.Retrieved from <http://www.interscience.wiley.com>
11. Dmitrovic, T., Cvelbar, L.K. Kolar, T., Brencic, M.M., Ograjensek, I., & Zabkar, V. (2009). Conceptualizing tourist satisfaction at the destination level. *International Journal of Culture, Tourism and Hospitality Research*, 3 (2), 116-126.
12. Dobson, S., & Ness, M. (2009). Understanding students' attitudes towards food shopping and attitudes to time. *International Journal of Consumer Studies*, 33, 659-668. Retrieved from <http://www.interscience.wiley.com>
13. Eusébio, C., & Vieira, A.L. (2013). Destination attributes evaluation, satisfaction and behavioural intentions: a structural modeling approach. *International Journal of Tourism Research*, 15, 66-80. Retrieved from <http://www.interscience.wiley.com>
14. Furnham, A. (2000). Shopping. *Journal of business strategy review*, 11 (1), 71-77. Retrieved from <http://www.interscience.wiley.com>
15. Geoldner, C.R., & Ritchie, J.B. (2003). *Tourism-principles, practices*. Hoboken, New Jersey: John Wiley & Sons, 9<sup>th</sup> Edition.
16. Gillham, B., Crous, F., & Schepers, J. (2003). The construction and evaluation of a scale of consumer shopping experience. *Journal of industrial psychology*, 3 (23),21-29.Retrieved from <http://www.interscience.wiley.com>
17. Haanpaa, L. (2005, September). Shopping for fun of for needs? A study of shopping values, styles, and motives of FINNISH consumer in 2001-2003, the conference "Rethinking Inequalities" 7<sup>th</sup> conference of European sociological association, Torun. Poland.
18. Haque, A., & Khan. A.H. (2013, February). Factors influencing of tourist loyalty: a study on tourist destinations in Malaysia. *Proceeding of 3<sup>rd</sup> Asia-Pacific Business Research Conference*. Kuala Lumpur, Malaysia.

19. Heung, V.C.S., Qu, H., & Chu, R. (2001). The relationship between vacation factors and socio-demographic and traveling characteristics: the case of Japanese leisure travellers. *Tourism Management*, 22, 259-269. Retrieved from <http://www.sciencedirect.com>
20. Hung, J.Y., Lin, F.L., Yang, W.G., & Lu, K.S. (2012). Construct the destination image formation model of Macao: the case of Taiwan tourists to Macao. *Tourism and Hospitality Management*, 18 (1), 19-35.
21. Jensen, J. M. (2012). Shopping orientation and online travel shopping: the role of travel experience. *International journal of tourism research*, 14, 56-70. Retrieved from <http://www.interscience.wiley.com>
22. Jonsson, C., & Devonish, D. (2008). Does nationality, gender, and age affect travel motivation? A case of visitors to the Caribbean Island of Barbados. *Journal of Travel and Tourism Marketing*, 25 (3-4), 398-408.
23. Kau, A.K., & Lim, P.S. (2005). Clustering of Chinese tourists to Singapore: an analysis of their motivations, values and satisfaction. *International Journal of Tourism Research*, 7, 231-248. Retrieved from <http://www.interscience.wiley.com>
24. Kim, Y.K., Kang, J., & Kim, M. (2005). The relationships among family and social interaction, loneliness, mall shopping of motivation, and mall shopping of older consumers. *Journal of psychology and marketing*, 22 (12), 995-1015. Retrieved from <http://www.interscience.wiley.com>
25. Kim, Y.K., Kim, M., & Kang, J. (2003). Teen's mall shopping motivations: functions of loneliness and media usage. *Family and consumer sciences research journal*, 32 (2), 140-167. Retrieved from <http://www.interscience.wiley.com>
26. Lee, T.H., & Hsu, F.Y. (2013). Examining how attending motivation and satisfaction affects the loyalty for attendees at aboriginal festivals. *International Journal of Tourism Research*, 15, 18-34. Retrieved from <http://www.interscience.wiley.com>
27. LeHew, M.L.A., & Wesley, S.C. (2006). Tourist shoppers' satisfaction with regional mall experiences, International Council of Shopping Centers Educational Foundation, available online.
28. Lopes, S.D.F. (2011). Destination image: Origins, Developments and Implications. *PASOS*, Volume 9, No, 2, pp. 305-315. Retrieved from <http://www.pasosonline.org>
29. Matzler, K., Fuller, J., & Faullant, R. (2007). Customer satisfaction and loyalty to Alpine Ski resorts: moderating effect of lifestyle, spending and customers skiing skills. *International Journal of Tourism Research*, 9, 409-421. Retrieved from <http://www.interscience.wiley.com>
30. McKinney, L. N. (2004). Internet shopping orientation segments: an exploration of differences in consumer behavior. *Family and Consumer Sciences Research Journal*, 32 (4), 408-433. Retrieved from <http://www.interscience.wiley.com>
31. McKinney, L. N. (2004). Creating a satisfying internet shopping experience via atmospheric variables. *International Journal of consumer studies*, 28 (3), 268-283. Retrieved from <http://www.interscience.wiley.com>
32. Mellina, F.K.M., & Aballe, A.F.A. (2013). Satisfaction on tourist destinations in Davao Del Sur. *International Journal of Accounting and Business Management*, 1 (2), 7-17. Retrieved from <http://www.watchpub/ijabm/index.htm>

33. Mendes, J.d.C., Valle, P.O.D., Guerreiro, M.M., & Silva, J.A. (2010). The tourist experience: exploring the relationship between tourist satisfaction and destination loyalty. *Journal of Tourism*, 58 (2), 111-126.
34. Merwe, P.V.D., Slabbert, E., & Saayman, M. (2011). Travel motivations of tourists to selected marine destinations. *International Journal of Tourism Research*, 13, 457-467. Retrieved from <http://www.interscience.wiley.com>
35. Middleton, V., & Clarke, J. (2001). *Marketing in travel and tourism*. Jordan Hill (Oxford): Butterworth-Heinemann Publication (Elsevier), Third edition.
36. Murphy, L., Moscardo, G., Benckendorff, P., & Pearce, P. (2011). Evaluating tourist satisfaction with retail experience in a typical tourist shopping village. *Journal of Retailing and Consumer services*, 18, 302-310, Retrieved from <http://www.sciencedirect.com>
37. Nowacki, M. (2009). Quality of visitor attractions, satisfaction, benefits and behavioral intentions of visitors: verification of a model. *International Journal of Tourism Research*, 11, 297-309. Retrieved from <http://www.interscience.wiley.com>
38. Okamura, K., & Fukushige, M. (2010). Differences in travel objectives between first-time and repeat tourists: an empirical analysis for the Kansai Area in Japan. *International Journal of Tourism Research*, 12, 647-664. Retrieved from <http://www.interscience.wiley.com>
39. Okello, M.M., & Yerian, S. (2009). Tourist satisfaction in relation to attractions and implications for conservation in the protected areas of the Northern Circuit, Tanzania. *Journal of Sustainable Tourism*, 5, 605-625. Retrieved from <http://www.informaworld.com>
40. Pearce, L. P. (2005). *Tourist behaviour: themes and conceptual schemes*. Clevedon Hall (England): Channel view publications.
41. Perovic, D., Stanovic, T., Moric, I., & Pekovic, S. (2012). What socio-demographic characteristics do influence the level of tourist's satisfaction in Montenegro? Empirical analysis. *Journal of Tourism*, 14, 5-10.
42. Phillips, W.M.J., Wolfe, K., Hodur, N., & Leistriz, F. L. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: a case of North Dakota, USA. *International Journal of Tourism Research*, 15, 93-104. Retrieved from <http://www.interscience.wiley.com>
43. Quach, P. G. (2013). *Examining international tourists' satisfaction with HANOI tourism*. Master thesis, Tourism Research, University of Lapland.
44. Riley, M., Niininen, O., Szivas, E.E., & Willis, T. (2001). The case for process approaches in loyalty research in tourism. *International Journal of Tourism Research*, 3, 23-32. Retrieved from <http://www.interscience.wiley.com>
45. Rohm, A.J., & Swaminathan, V. (2004). A typology of online shoppers based on shopping motivations. *Journal of Business Research*, 57, 748-757. Retrieved from <http://www.sciencedirect.com>
46. Sangpikul, A. (2008). Travel motivations of Japanese senior travellers to Thailand. *International Journal of Tourism Research*, 10, 81-94. Retrieved from <http://www.interscience.wiley.com>
47. Schofield, P., & Thompson, K. (2007). Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar. *International Journal of Tourism Research*, 9, 329-344. Retrieved from <http://www.interscience.wiley.com>

48. Siri, R., Kennon, L., Josiam, B., & Spears, D. (2012). Exploring Indian tourists' motivation and perception of Bangkok. *TOURISMOS: an International Multidisciplinary Journal of Tourism*, 7 (1), 61-79.
49. Shani, A., Chen, P.J., Wang, Y., & Hua, N. (2010). Testing the impact of a promotional video on destination image change: application of China as a tourism destination. *International Journal of Tourism Research*, 12, 116-133. Retrieved from <http://www.interscience.wiley.com>
50. Stephens, L. (2004). *Advanced statistics demystified*. USA: McGraw-Hill.
51. Son. A. (2005). The measurement of tourist destination image: applying a sketch map technique. *International Journal of Tourism Research*, 7, 279-249. Retrieved from <http://www.interscience.wiley.com>
52. Song, H., & Cheung. C. (2010). Attributes affecting the level of tourist satisfaction with and loyalty towards theatrical performance in china: evidence from a qualitative study. *International Journal of Tourism Research*, 12, 665-679. Retrieved from <http://www.interscience.wiley.com>
53. Song, H. Li, G. Veen, R.V.D., & Chen, J.L. (2011). Assessing mainland chines tourists' satisfaction with Hong Kong using tourist satisfaction index. *International Journal of Tourism Research*, 13, 82-96. Retrieved from <http://www.interscience.wiley.com>
54. Soopramanien, D. (2011). Conflicting attitudes and scepticism towards online shopping: the role of experience. *International Journal of Consumer Studies*, 35, 338-347. Retrieved from <http://www.interscience.wiley.com>
55. Sullivan, P., & Heitmeyer, J. (2008). Looking at gen Y shopping preferences and intentions: exploring the role of experience and appeal involvement. *International Journal of Consumer Studies*, 32, 285-295. Retrieved from <http://www.interscience.wiley.com>
56. Swarbrooke, J., and Horner, S. (2007). *Consumer behavior in tourism*. Jordan Hill (Oxford): Butterworth-Heinemann Publication (Elsevier), Second edition.
57. Tasci, A.D.A., & Boylu, Y. (2010). Cultural comparison of tourists' safety perception in relation to trip satisfaction. *International Journal of Tourism Research*, 12, 179-192. Retrieved from <http://www.interscience.wiley.com>
58. Thompson, K., and Schofield, P. (2004, June). Overseas visitors' attitudes toward public transport in Greater Manchester – an importance performance analysis: Tourism: State of the Art II, International Scientific Conference, University of Strathclyde, Glasgow.
59. Tosun, C., Temizkan, S.P., Timothy, D.J., & Fyall, A. (2007). Tourist shopping experiences and satisfaction. *International Journal of Tourism Research*, 9, 87-102. Retrieved from <http://www.interscience.wiley.com>
60. Troung, T.H., & Foster, D. (2006). Using HOLSAT model to evaluate tourist satisfaction at destination: The case of Australian holidaymakers in Vietnam. *Tourism Management*, 27, 842-855. Retrieved from <http://www.interscience.wiley.com>
61. Truong, T.H., & King, B. (2009). An evaluation of satisfaction levels among Chines tourists in Vietnam. *International Journal of Tourism Research*, 11, 521-535. Retrieved from <http://www.interscience.wiley.com>
62. Tsiotsou, R., & Vasiotio, E. (2006). Using demographic and leisure activities to predict satisfaction with tourism services in Greece. *Journal of Hospitality & Leisure Marketing*, 14 (2), 69-82. Retrieved from <http://www.haworthpress.com>

63. Valle, P.O.D., Silva, J.A., Mendes, J.d.C., & Guerreiro, M.M. (2006). Tourist satisfaction and destination loyalty intention: a structural and categorical analysis. *International Journal of Business Science and Applied Management*, 1 (1), 25-44. Retrieved from <http://www.Business and Management.com>
64. Winter, C. (2011). Battlefield visitor motivations: exploring in the Great War town of Ieper, Belgium. *International Journal of Tourism Research*, 13, 164-176. Retrieved from <http://www.interscience.wiley.com>
65. Yatskiv, I., & Kolmakova, N. (2011, May). Using ordinal regression model to analyze quality of service for passenger terminal, The 7<sup>th</sup> international conference, Vilnius.
66. Yeung, S., Wong, J., & Ko, E. (2004). Preferred shopping destination: Hong Kong versus Singapore. *International journal of tourism research*, 6, 85-96. Retrieved from <http://www.interscience.wiley.com>
67. Yuksel, A. (2007). Tourist shopping habitat: Effects on emotions, shopping value and behaviors. *Tourism management*, 28,58-69. Retrieved from <http://www.sciencedirect.com>
68. Zeinali, B, & Ghojali, S. (2013, November). An evaluation of tourist's satisfaction of Villas service performance: a comparative analysis based on socio-demographic characteristics. First National Conference of Tourism, National Resources, Future Perspective. Esfahan, Iran.