An Investigation Into The Motivations Of Visitors
When Choosing A City Shopping Break Destination: A Case Study Of Cardiff

By

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SIGNED STATEMENT

Declaration:

'I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated'.

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Student’s signature
ABSTRACT

Tourism research is strongly focused on travel motivations in general, and how they influence the decision-making processes of visitors. Different models considered the relationship between satisfaction and revisit intention, while many studies showed tourism motivation as an ever-changing trend.

This paper attempted to investigate the motivations of people when choosing a city shopping break destination. It explored the connection between city breaks and shopping tourism market, by using quantitative and qualitative data collected in Cardiff. Questionnaires investigated visitors’ perceptions of shopping experience in Cardiff, while semi-structured interviews examined marketing practices of two local hotels. Based on limitations and gaps in literature, new theoretical framework was developed, analysing the motivations of visitors for city shopping breaks. A link between destination image, quality and satisfaction of shopping experience was discovered, which strongly influenced the intention of repeat visit.

Recommendations to hotel managers were made to systematically improve and develop their marketing strategies to appeal to the target market.

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List of Abbreviations

UNWTO- World Tourism Organisation

PwC- PricewaterhouseCoopers

TCL- Travel Career Ladder

DMO- Destination Management Organisation

ONS- Office for National Statistics

GM- General Manager
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Chapter 1- Introduction

1.1 Chapter Outline

The purpose of this project is to investigate motivations of visitors when choosing a city shopping break destination, with a case study of Cardiff. It is to establish people’s perceptions and opinions when making a final decision on their city shopping destination. Both primary and secondary research is conducted in order to compare the findings with the literature review, which will develop a theoretical framework of customer motivations with the short shopping breaks market. Secondary research will analyse existing data on shopping tourism, travel motivation theories and destination management theories. The primary research however, will be done by conducting semi-structured interviews with general managers of two Cardiff hotels, and distributing questionnaires to guests of the local hotels. This will help to explore the marketing practices used by hotels in Cardiff relating to shopping short breaks. The final goal will be to review and conclude the project by making recommendations for best marketing practice to hotels when promoting short shopping breaks.

1.2 Definition of key terms

1.2.1 Shopping Motivations

Retail is an ever growing industry, and in order to be successful it is crucial to understand the psychology behind what motivates people to shop. According to Farrag et al. (2010), every purchasing decision starts with a buyer’s dissatisfaction, which is a main motivating factor. Feeling dissatisfied initiates the urgency to make a purchase, in order to gain a positive emotion. Another element of shopping motive is a future promise. When making a purchase, people expect to see the benefits of their decision, which then triggers the feeling of satisfaction (Reynolds et al., 2002). Other shopping motivations have been identified as convenience, such as physical location and opening hours; best value for the price, as customers seek out the best product for the right price; and also personal attention, as it is important to potential customers to receive polite, attentive and helpful service (Shore, 2014).

Generally, people shop in order to fulfil their specific needs, which vary for every individual. However, these needs can be identified as different levels of motivation in the Maslow’s Hierarchy of Needs. It is the best-known theory of motivation that
initiated development of several motivation theories (Yuan and McDonald, 1990). Therefore, shopping motivations will be explained further in Chapter 2 of this project.

1.2.2 Shopping tourism

The specialist research into shopping tourism has been rather limited despite the growing activity of tourist shopping in tourism destinations (Rabbiosi, 2011). Consequently, the shopping tourism definitions continue to be broad and vague. Shopping tourism was defined by Timothy and Butler (1995) as a tour that focuses on purchasing products, which was also supported by Michalko and Varadi (2004), who examined specialised tours. However, Yu and Littrell (2003) identified shopping tourism as an incidental activity of purchasing products at tourism destination. Additionally, Michalko (2004) investigated the circumstances essential to be considered a shopping tourist; that is, the amount spent on shopping should exceed 50% of net tout expenses, excluding accommodation and transportation costs.

Moreover, Timothy (2005:71) stated that ‘shopping is the primary motivation for a trip, or the primary element in forging the touristic experience’. Generally speaking, shopping has become a motive to travel and is now a crucial tourist activity. Tourists are progressively choosing shopping as a way to experience local culture by engaging with local products and craftspeople, and many destinations provide specialist tourist activities which promote shopping for goods (Choi et al., 2016).

**Shopping Tourism Worldwide and In the UK**

Shopping Tourism was described as ‘one of the most used tools in the promotion of destinations’ in the conference organised by the World Tourism Organisation (UNWTO, 2016). It was also reported that shopping tourism is highly connected to city travel which constitutes 58% of the total, and that shopping tourism is a very important element for tourists when preparing their trip. Shopping is also a big part of business travel, as 58% of business travellers add a day or a weekend to their trip, in order to combine business and leisure (UNWTO, 2016).

According to Mintel Report (2016) over 93% of Brazilian tourists visiting New York admitted shopping was the main purpose of their visit. Additionally, a survey conducted by PwC (2016) showed that 80% of Chinese tourists travelling to Spain are highly motivated by shopping.
Shopping tourism is one of the biggest industries all over the world, as it greatly contributes to the economy. In Malaysia for example, shopping tourism generated US$2.78 billion in the first six months of 2016, which was an increase of 17.1% (Free Malaysia Today, 2016).

When it comes to the UK, high streets in Britain attract majority of foreign visitors, and most of the shopping spend in 2014 was on clothes, which generated over £2.3 billion by foreign tourists (GOV.UK, 2015). The most recent figures show that 25% of all spending by foreign tourists was on shopping (See Figure 1.2.2.1). Based on this, it is estimated that in 2014, £5.5 billion of the £21.8 billion spent by overseas travellers in the UK would have been spent on shopping (Visit Britain, 2017).

**Figure 3.2.2.1 Estimated Spend on Shopping by Overseas Visitors (£m)**

Moreover, the number of international tourist arrivals worldwide is projected to increase by 3.3% a year on average from 2010 to 2030. This signifies over 43 million more international tourist arrivals each year, with a total number of 1.8 billion arrivals by 2030 (UNWTO, 2016). Such significant data indicates that shopping tourism is a highly growing industry, not only in the UK or Europe but also in Asia and many American countries.

1.3 Locating the study

Cardiff is a capital of shopping, with an extensive number of designer brands, high street names ad independent shops. The popular Welsh city appeals to many visitors nationally as well as internationally. It has been named the 6th best shopping destination
in the UK and it has a lot of different shopping styles, with Edwardian and Victorian arcades and modern shopping centres, such as St David’s Shopping Centre (City of Cardiff Council, 2015).

St David’s has led Cardiff to become a leading European destination, which attracted more than 40 million visitors last year, setting a new record for the city’s main shopping area (Visit Britain, 2016). Since the new St David’s centre opened in 2009, it has brought over 60 new retail and food brands to Wales for the first time, resulting in constant growth in visitor numbers and sales. Cardiff is now one of the most visited cities in the UK, with rivals including Manchester and Birmingham (Visit Cardiff, 2016).

1.4 Student’s perspective

The idea to conduct a dissertation project on motivations of visitors when choosing a city shopping break destination was initiated last year when looking at different motivation typologies. I became interested in motivational behaviour, which coupled with the enthusiasm regarding marketing practices, e.g. daily hotel operations and how they attract tourists to a particular destination.

The main reason for choosing Cardiff as the main focus of this study was the fact that it is a city with fantastic history and many opportunities for growth. I have lived in Cardiff for the past eight years and my passion for tourism developed whilst experiencing and exploring the city. It sets a very high standards for the hotel management and is a major tourist destination in the UK, all while keeping a feel of authenticity.

I hope that this project will help me understand the primary factors that motivate visitors to shop in Cardiff. I would also like to find out what drives people when choosing their city shopping break destination, whether it is the public opinion, or the personal desire to visit the Welsh capital.

When looking into the marketing practices of local hotels, my aim is to explore the type of customers that hotels attract, what marketing strategies do they apply, and their input in the Cardiff retail strategy. My aspiration is to learn how to manage big projects, develop networking skills with local hotels, in order to gain career opportunities for the future.
1.5 Aims and Objectives

The aim of this project is to investigate into the motivations of visitors when choosing a city shopping break destination, with a case study of Cardiff. This will allow to explore existing research on motivational theories and destination management, as well as conduct primary research on motivations of Cardiff hotel guests and their general image of shopping experiences provided by this city.

The objectives will focus on a critical review of the literature on shopping tourism, destination management and motivation theories. It will also investigate perceptions and motivations of visitors when choosing a city shopping break destination; explore the marketing practices of Cardiff hotels relating to shopping short breaks; and compare the findings from primary research with the literature review in order to develop a theoretical framework of customer motivations with the short shopping breaks market. The final objective is to make recommendations for best marketing practice to hotels when promoting short breaks (See Appendix 1 for list of aim and objectives).

1.6 Conclusion

Although academic interest in shopping tourism has been limited, the statistical data indicates the industry is continuously growing, which is also implied by the number of international tourists choosing shopping as a main purpose of their travel. The student will investigate what motivates tourists when choosing a city shopping break destination by collecting quantitative and qualitative data, which will also explore marketing practices of Cardiff hotels. The following chapter will discuss various motivational theories, the importance of city break travel and significance of satisfaction, which will enable to discover similarities and differences between previous research and primary data collected for this project. Recommendations will be made, in order to suggest best practices for hotel managers and proposal for further research.
Chapter 2- Literature Review

2.1 Introduction

The literature review aims to examine existing travel motivation theories, such as Maslow’s hierarchy of needs Push and Pull factors and Travel Motivation Ladder. The student will discuss why such theories are relevant to this project and will expand the review by presenting her own theoretical framework for city shopping break motivations. It will be supported by existing motivation theories, in order to understand the student’s primary research better.

2.1.1 The Importance of City Break Travel

Research shows that there are gaps in literature relating to city break market and city break visitors, as such themes have been unnoticed in terms of academic examination. However, most of the information about city break travel has come from number of reports produced by tourism industry and by market research companies (Dunne, 2009). The lack of literature on the above topics is a concern, especially when there have been numerous industry reports relating to city break travel as a very fast growing sector in European tourism in recent years (World Travel Market, 2005; IPK International, 2005). Nevertheless, the understanding of city break travel remains relatively poor, therefore it is essential to explore the importance of city break travel relating to city shopping breaks.

2.2 Travel Motivation Theories

When looking at motivations when choosing a city shopping break destination, it is important to have a clear understanding of travel motivation theories (Dann, 1981). As there have been very little research into why people choose Cardiff as their city shopping break destination, this study attempts to demonstrate different areas of behaviour.

Research on broader travel motivations has been conducted by many researchers from areas including psychology and sociology (Cohen, 1972; Dann, 1977; Crompton, 1979). Travel motivations help to understand the elements influencing tourists to travel. As suggested by Hill (1965) holidaymakers are motivated to travel by the psychological exhaustion, and a chance of recharging; and if they find what they desire they will come
back satisfied and restored. However, Crompton (1979) argued that the purpose of holiday was to take a break from a daily routine.

2.2.1 Maslow’s Hierarchy of Needs

Maslow’s theory of motivation was one of the most valid in the tourism literature (1970). The five-level hierarchy need theory consists of: psychological needs, safety needs, belongingness and love needs, esteem needs and self-actualization (See Figure 2.2.1.1). This theory is widely used in a tourism context, as it helps to determine the travel decision-making process and the influential elements, linking to travel motivations (Seeley, 1992).

![Figure 4.2.1.1 Maslow’s Hierarchy of Needs Model](Source: Adapted from Koltko-Rivera (2006))

Although Maslow’s hierarchical needs theory was created in the field of clinical psychology, it has remained extensively significant as the best-known general theory of motivation and has been used to explain motivation in various areas including: business, tourism and marketing (Yuan and McDonald, 1990).

Maslow’s theory suggests that the most elementary level of needs must be met before the individual will deeply desire the higher level needs. Therefore, it is necessary to understand that the lower lever needs do not stop people from desiring the higher level
needs. However, when lower level needs are met without putting any effort that is when an individual can concentrate on higher level needs (Berlin and Martin 2004).

Since the development of Maslow’s theory, it has been widely criticised in various studies. For instance, Schiffman and Kanuk (1997) pointed out that the theory is too general to explain all of the human needs and it is impossible to measure accurately how satisfied one need is before the next higher need becomes active. Additionally, Maslow’s theory does not take into account other vital needs i.e. aggression, play or dominance (Witt and Wright, 1992). Regardless of these criticisms, the hierarchy is perceived as a practical tool for identifying consumer motivations or developing marketing strategy (Shiffman and Kanuk, 1997). Furthermore, Maslow’s need hierarchy has been named an ‘emotional trigger’, as it allows businesses to connect with their target markets on a personal level that stretch above product benefits (Schrocer, 1991). Witt and Wright (1992:44) gather that, ‘the study of needs can at best only provide a partial explanation of motivated behaviour’.

Maslow’s model has been modified and comprehensively analysed by many researchers, which allowed for identification of other travel motivation theories, including Push and Pull Factor theory developed by Dann (1977) and Travel Career Ladder (Pearce, 1993; Moscardo and Pearce, 1986; Pearce and Caltabiano, 1983). These theories are thoroughly discussed in this chapter.

2.2.2 Push and Pull Factors

After numerous modifications of Maslow’s model, travel motivation has been recognised to be built on two dimensions, which are based on tourists’ internal forces that push them to travel, or external forces of destinations that pull them, or both of them act together, generally known as push and pull factors (Yuan and McDonald, 1990). The push and pull factors have been developed by Dann (1977) and answer the question, ‘what makes tourists travel’? Yoon and Uysal (2005) clarified that the push factors are connected to the socio-psychological needs of a person, whereas the pull factors are the motivations that provoke a person to visit a specific destination (See Figure 2.2.2.1).
Crompton (1979) developed seven socio-psychological needs as push factors, which include: prestige, relaxation, escape from perceived dull and ordinary environment, exploration of self, regression, facilitation of social interaction; and two cultural motives as pull factors: novelty and education. The structure created by Crompton, would impact the selection of a destination, and therefore it provided an understanding of the way travel motivation is stimulated in travellers. Since the development of the two factors, many studies have made an attempt on identifying push and pull motivational elements in various settings, such as events destinations and nationalities (Jang and Wu, 2006).

Yuan and McDonald (1990) for instance, studied motivations for overseas travel from four countries: France, UK, West Germany and Japan. They found that different nationalities travel to satisfy similar unfulfilled needs, such as push factors of novelty, escape and relaxation etc. However, the research showed that attraction for selecting a specific destination (pull factors) seem to vary among the countries investigated. They suggested that residents of various countries have similar motives to travel, but the amount of significance attached to the factors is different in each country.

Uysal and Jurowski (1993) also studied the extent of the common relationship between push and pull elements of motivations for pleasure travel. Therefore, it is necessary to
identify that understanding the two elements can benefit destinations, in order to meet the desired needs of individual tourists from different settings. Simultaneously, knowing the tourist’s motivations is crucial to foresee future travel patterns.

Some argue that travel motivation can be only connected to push factors (Witt and Wright, 1992), while others relate to push factors as elements of needs (Pearce, 1982). Despite the disagreements, the detail of which factor is adding more to travel motivations is of large significance to marketers. Additionally, the elements of push and pull factors differ extensively, as many scholars have tried to expand them. Travel motivation trends change over time, therefore they are essential in creating the tourism offer, and in decision-making process in construction and marketing of products and services. Considering the changes in the travellers’ motivations, marketers can establish customer wants and forecast the most vital aspect in designing the tourist offer (Mahika, 2011). Therefore, a thorough understanding of travel motivations is an advantage for creating marketing mix offerings.

2.2.3 Travel Motivation Ladder

The travel motivation theory was expanded by Pearce and colleagues (1988, 1991, 1993). It was partially based on Maslow’s (1970) needs hierarchy and it defines tourist motivation as involving five different levels: relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and fulfilment needs. Similar to Maslow, the needs of traveller were categorised into a hierarchy of ladder with the relaxation needs at the lowest level, followed in order by safety/security needs, relationship needs, self-esteem and development needs, and at the highest level, fulfilment needs (See Figure 2.2.3.1). In this approach, travellers were not expected to have only one level of travel motivation, however, one set of needs in the ladder levels may be dominant. Furthermore, the idea of the method was that traveller’s motivation changes with their travel experience (Pearce and Lee, 2005).
The career concept in tourist motivation research has been generally acknowledged. Past experience, knowledge and the level of involvement are all essential in deciding an individual’s specialist interest (Bryan, 1977). This concept has been approved in many leisure studies, which strengthens the value of the ‘career’ and experience approach to tourism study (Kuentzel and McDonald, 1992).

To interpret the travel motivation ladder, Kim (1994:75) noted:

‘Like a career at work, people may start at different levels and they are likely to change levels during their life cycle. The direction of the change within the TCL is variable, some individuals may “ascend” the ladder predominantly on the left hand side of the system, while others may go through all the steps on both the left and right hand side of the model.’

Nevertheless, in the tourism field the TCL is seen as an approach allowing for clearer understanding of travel motivations and changing motivational patterns over the years.
2.3 Destination Management and Marketing Theory

Destination management and destination marketing were first introduced in tourism literature in the 1980s and were developed in the late 1990s (Morrison, 2013). Destination management is about bringing together and combining different elements of the destination mix in a specific geographic region, in accordance with a well-defined tourism strategy and plan. The components of destination mix are the attractions and events, facilities (hotels, shops, and restaurants), infrastructure, and hospitality resources (Mill and Morrison, 2012).

Destination management organisations (DMOs) are responsible for combining the mix elements and for marketing the destination. Majority of DMOs are government organisations and their structures alter based on local practices and organisational systems (Morgan et al., 2011).

Pike (2015) argues that destination marketing is the most significant part of DMO, as it needs to be performed thoroughly. It comprises of expensive marketing and promotion of destinations, in order to target the right market and communicate in the most efficient way. Therefore, destination marketing planning requires methodical and skilled step-by-step approach, which concentrates on long-term (strategic) and short-term (tactical) aspects (Wang and Pizam, 2011).

2.4 Satisfaction and Revisit Intention

Satisfaction can be defined as gaining pleasure by a visitor after utilising a product or service (Oliver, 1997). Some claim that satisfaction is a substantial element of repeat visits (Chi and Qu, 2008; Santouridis and Trivellas, 2010). Likewise, earlier scholars have also implied that if tourists’ holiday needs are fulfilled, they are more likely to return to the destination (Chen and Tsai, 2007). As noted by Chi and Qu (2008), satisfaction of holiday experience initiates a desire for return visit. However, Bigne et al. (2009) maintain that in such competitive industry, even satisfied tourists may choose a different destination as it is an opportunity for better experience.

2.5 General Shopping Motivation Theories

Motivation can be defined in terms of the stimulating power of behaviour and the goal of behaviour. It is necessary to understand that individual’s goals are aimed to fulfil
needs and wants, which many scholars, including Maslow (1943) have been analysing for many years.

People may go to shops to achieve different goal. The literature discovers a number of shopping typologies, reflecting different goals based on certain variables (Dawson et al., 1990). The most significant approach to classify shopping typology is the motivation factor. There are only a few typologies recognised in the literature developed by Tauber (1972), who focused on the non-product acquired motive and Westbrook and Black (1985), who expanded a shopping typology based on motivation variables. Additionally, utilitarian and hedonic motivations were developed by Babin et al. (1994) and Arnold and Reynolds (2003), which will be thoroughly discussed.

Tauber (1972) conducted a research to discover why people shop and allocated his findings into two categories. The first one, personal motives include: the role of shopper in the society; diversion as means of using shopping for recreation purposes; shopping as a way of expressing mood or emotions; learning about new trends; shopping as an alternative for exercising; and for sensory stimulation purposes. The second category is based on social motives and includes: social experiences outside the home; interacting with others having similar interests; attracting the same reference group; gaining attention or respect; and the pleasure through bargaining.

The study by Westbrook and Black (1985) examined motivation-based shopping typology, which is perceived as efforts to expand more inclusive theories of shopping behaviour. The typology consists of: expecting to gain benefits offered by specific products; motives affected by the person’s role in society; negotiation of price; variety of choice to fulfil individual needs; and socialising with others. Though Westbrook and Black delivered various norms, many elements are similar to those offered by Tauber (1972).

There is also utilitarian aspect of customer behaviour and it concentrates on satisfying a functional or economic need, where shopping is perceived as a task and it is measured based on its success or completion (Babin et al., 1994). There are two dimensions of utilitarian motivation, such as efficiency and achievement (Kim, 2002). Efficiency represents consumer needs, in order to save time and resources, while achievement represents a goal oriented shopping, where importance is placed on purchasing specific products that were previously planned for. In more recent years, the research was
focused more on emotional aspects of shopping and the importance to understand the shopping experience from utilitarian and hedonic perspectives. As an opposite of the utilitarian perspective, shopping is perceived as a positive experience, where consumers can enjoy themselves no matter, whether the purchase was made or not. The hedonic feature of shopping has been researched and analysed as excitement, joy, adventure etc. (Babin et al., 1994; Sherry, 1990). This shows that the entertainment aspect of shopping is being recognised as a competitive instrument in retail, which helps to encourage and motivate potential consumers in shopping industry.

The key distinction between the above typologies is that Tauber, Westbrook and Black consider shopping as part of person’s role in society, whereas Arnold, Reynolds and Babin speculate that apart from obtaining satisfaction from fulfilling their duty, shoppers also anticipate to acquire personal satisfaction from purchasing something for other people.

2.6 Shopping Tourism Theory

The main definition of shopping tourism was developed by Timothy and Butler (1995) who stated it is an activity with a main focus on purchasing products, however Kim (2000) argued that primary purpose of shopping tourism is shopping, which may also include looking around for purchasing products. Wu et al. (2007) added that to fulfil shopping needs, additional activities occurred in the process, such as eating or walking around are shopping tourism. Therefore, shopping activities undertaken by tourists can be separated into the sentimental and emotional purchase, and the rational and reasonable purchase, as it comprises of variety of activities performed in the process (Kim, 2002).

Shopping is one of the main tourist activity and is responsible for a substantial amount of tourism expenditure. Research shows that shopping tourists tend to stay longer at a destination and spend three to four times more than leisure tourists. However, it has been reported that not many studies have taken into account shopping as a primary motivation for travel (Choi, et al. 2015).
2.7 Length of Stay for City Breaks

Research into city breaks showed that tourists tend to visit cities for short periods. Law (1993) defined short break as a holiday of 1-3 nights away from home, suggesting that many tourists visit cities only for a short break, as they can fulfil all of their plans in that time. Burtenshaw et al. (1991) observed that many tourists perceive cities as only one portion of a broader package, because many cities perform a transition role for tourists’ main holidays. Intriguingly, this view supports the city break more recent phenomenon where cities are often represented as the unique destination for leisure holidays. Also, Law (1993) suggested that most cities have not usually targeted travellers for long stays, except of capital European cities, such as Paris and London. The short break is generally perceived as an additional holiday to the main long-stay holiday. Therefore, research implies that people choosing a city shopping break decide to take a short break as they would have enough time to satisfy their wants and needs.

Interestingly, the Office for National Statistics (ONS) (2015) looked into the length of holiday taken by domestic overnight tourists. The results show that Cardiff has the highest percentage of stays length 1-3 nights (89.4%), compared to Greater London with 86.7% and York with 84.2%. It is stated that such length is typical of tourism in urban cities, as it mainly consists of weekend trips and city breaks (See Appendix 2).

2.8 Preliminary Theoretical Framework

The research conducted shows that there are many motivations and elements that influence tourists’ decision-making process when choosing a holiday destination. Based on the findings, the student developed a preliminary theoretical framework for motivations when choosing a city shopping break destination (See Figure 2.8.1).
**Figure 2.8.1 Preliminary Theoretical Framework for City Shopping Break Motivations**

The lowest level of the pyramid outlines the most important motivations when choosing destination for a city shopping break and is followed by other needs and motives that influence tourists’ decision making.

The relaxation needs are located at the bottom of the pyramid, highlighting the importance of this element for city shopping breaks. As suggested by the literature, people go on holiday to recharge and enjoy the moment. The student feels that choosing a city shopping break is also a way of escaping the daily routine, in order to spend time in a different environment, while walking around and purchasing products to satisfy basic human needs.

The relaxation needs are followed by personal and social motives. According to Tauber (1972) the personal motives focus on why people choose to shop at their selected destination and this includes self-fulfilment, diversion and physical activity. The student considers these as significant motives when deciding on a city shopping break destination. The social motives however, concentrate on social experiences that occur in a new destination, such as communication with others and pleasure of bargaining. This would bring a different and a more relaxed approach to shopping activity.

Desire motivations are at the next level of the pyramid. These travel motives focus on particular desires an individual may want to experience. It could be about tangible issues, such as specific interests (e.g. city shopping weekend breaks), cultural interests
or other events. In this framework, it could mean going to a city shopping break destination, with established wants and goals that motivate us to make a purchase of goods that was previously planned and thought through.

At the final stage of the pyramid are located the expectation motives. These are the perceptions about quality of a specific destination. The expectations are created based on information obtained from other sources or our beliefs, and can be used to evaluate our satisfaction on destination choice for city shopping break.

The preliminary theoretical framework was developed to help the student to understand people’s decision-making processes when choosing city shopping break destinations, as well as their motives for going away, with the main purpose of shopping. This framework encourages further exploration of shopping motivations and better understanding of the primary research, which is conducted in Cardiff.

2.9 Conclusion

The literature review discussed travel motivation theories, including Maslow’s Hierarchy of Needs, Travel Motivation Ladder and Push and Pull Factors. The theories were used to help the student understand the decision-making processes of people when choosing a holiday destination.

Based on the research conducted, it is evident that the literature lacks information on city shopping break motivations, as the academic research puts a separate focus on general city breaks, shopping tourism, and destination management. Therefore, the student will aim to thoroughly investigate each topic, in order to have a better understanding of city shopping visitor motivations, as well as destination marketing and management strategies needed in the industry to attract the target market.

As many studies investigated international tourists’ motivations, this study will aim to explore the motivations of domestic city shopping tourists, with a case study of Cardiff. It is not unusual that the results and findings of this project may vary from other studies in other locations.
Chapter 3- Methodology

3.1 Introduction

In the methodology chapter, the student presents a detailed description of research methods, including interviews with general managers of Cardiff hotels, questionnaire design, sampling, and data analysis.

3.2 Case study approach

Case study is a well-recognised research method in the Social Sciences. As explained by Yin (2009), this method may be helpful in practice by demonstrating what has worked well, what has been attained and what have been the problems. The case study approach allows for many sources of data to be used.

Some argue that single case studies are unable to provide generalising conclusions (Tellis, 1997), however as stated by Hamel et al. (1993) and Yin (2009) single case could be accepted, if specific objectives of the study are met.

In this research, the student presented a case study of Cardiff, a capital of shopping, with extensive number of designer brands, high street names and independent shops. The Welsh capital appeals to many visitors nationally and internationally; and has been named the 6th best shopping destination in the UK (Visit Cardiff, 2016). Therefore, locating the case study in Cardiff allowed for comprehensive collection of both quantitative and qualitative data.

3.3 Qualitative vs quantitative research

Qualitative research collects data that is not numerical, but it is more descriptive and more complex to analyse. The examples are, open-ended questionnaires, unstructured interviews and observations. Analysis of such data involves precise explanation of participant responses by sorting them to open questions and interviews into general subjects (Saunders, et al., 2012).

Quantitative research collects information in numerical form which can be measured or put into separate groups. After data collection, it can be constructed into graphs, tables or charts. Research methods such as questionnaires, experiments and observations can be used in both qualitative and quantitative research (Coolican, 2013).
In this dissertation, the data collected include quantitative research in a form of questionnaires and qualitative data gathered through conducting semi-structured interviews. The following section will explain the student’s choice of such methods.

### 3.4 Mixed methods

Mixed methods research is a use of either a deductive or inductive approach or combining both of them. It is possible to mix qualitative and quantitative research together to analyse the data and develop a stronger theoretical perspective (Johnson et al., 2007).

Figure 3.4.1 shows that mono method uses more than one data collection technique, whereas multiple methods are divided between multimethod and mixed methods. This allows to gather variety of data leading to greater validity and enables to answer the question from different perspectives (Saunders et al., 2012).

The student used mixed methods approach to explain and interpret her findings more efficiently. The approach helped to address a theoretical perspective and the student’s primary research at different levels. It was necessary to combine the qualitative and quantitative data in order to provide a clear explanation of findings.

**Figure 3.4.1 Methodological Choice**

Source: Saunders, Lewis and Thornhill (2012)
3.5 Primary research strategy

Primary research involves collecting data directly from the research subject in the specific market place. Different methods for primary data collection include interviews, observations and surveys (Crowther and Lancaster, 2012).

The student decided to collect primary data by conducting semi-structured interviews with general managers of Cardiff hotels to explore their marketing practices and by distributing questionnaires to hotel guests and tourists in the city centre to discover their motivations when choosing a city shopping destination. The primary data was collected after the approval of the ethics application form (See Appendix 3 and 4).

3.5.1 Quantitative data collection

Quantitative data collection uses numbers to assess gathered information. Such data needs to be first processed before it can be analysed. Techniques such as graphs, statistics and charts are used to help to explore and define the relationships examined in collected data (Creswell, 2013).

In this project, the student designed questionnaires to analyse the data collected from hotel guests in Cardiff and the city centre.

Survey design

The design of surveys and questionnaires varies and depends on delivery, collection and the amount of contact with the respondents. Some of them are self-completed by the respondents or by the interviewer based on each respondent’s answers. The type of questionnaire is influenced by the researcher’s questions and objectives (Bynner and Stribley, 1978).

The questionnaires in this study were self-completed by the respondents. The design of the questionnaire included category questions to indicate the age, gender of the respondents, ranking questions showing the main reasons for visiting Cardiff, in order to discover their relative importance to the respondents. Rating questions were also included to collect opinion data on different aspects of Cardiff (See Appendix 5 for questionnaire sample).
**Sampling**
Choosing a sample is necessary when it is impossible to collect data from an entire population. Therefore, a sample is a set of the population chosen to represent the wider majority of population in the research (Creswell, 2002).

The student decided to use a convenience sample, as participants were picked because of their convenient proximity to Cardiff hotels, ensuring they were guests of the local hotels (Saunders et al., 2012). Some of the data was also collected at the hotel’s reception area. Additionally, the student approached people in city centre who claimed to be visiting Cardiff for at least one night and were asked to complete the questionnaire.

**Implementation**
Some of the quantitative data was collected in Hotel No. 10, at the reception area. However, as majority of the hotels did not allow for questionnaire distribution within their premises, the student stood in close proximity to the local hotels and distributed the surveys to hotel guests who were entering and/or leaving their accommodation. As a result, the student managed to distribute surveys to a total of 64 hotel guests (See Appendix 6 and Appendix 7 for table of gathered data).

**Analysis**
Analysis of data enables to break down the information to clarify the nature of gathered information (Neuman and Robson, 2004).

After the quantitative data was collected, the student carried out statistical data analysis, by grouping the raw data into categories to visualise it (Saunders et al., 2012). The student used graphs, bar and pie charts to explore how the data of the sample population is related and to identify trends.

**3.5.2 Qualitative data collection**
Qualitative data obtains its meanings from words not numbers. Such data can be characterised by their richness and fullness to explore a specific subject in a real manner. The quality of the qualitative research relies on the interaction between data collection and data exploration enabling meanings to be analysed and explained (Bryman and Cramer, 1994).
**Interview design**

The interview design used in this project was semi-structured, which is used to collect focused qualitative word-based data. Semi-structured interviews allow to have a list of themes and some key questions, however, additional questions may be essential to explore the topic thoroughly (Turner, 2010).

The student designed open ended questions to give the respondents freedom of response, and in return, the student had a chance to obtain opinions and thoughts of the participant. The questions were structured to discuss the hotel management marketing practices and their involvement in activities related to retail (See Appendix 14 for a schedule of questions).

**Sampling**

To gather qualitative data, a quota sample of hotels in Cardiff was selected, where the researcher interviewed the general managers for over 20 minutes. The quota sample is non-random and represents specific characteristics of the population chosen by the researcher (Saunders et al., 2012). The student conducted extensive interviews, in order to collect all the data needed for the project.

**Implementation**

The researcher contacted six general manager of Cardiff hotels, as they fit the requirements for the study. However, only managers of Radisson Blu and Hotel No.10 (was Jolyon’s at No.10) agreed to take part in this project. This enabled the student to explore their marketing practices related to shopping short breaks (See Appendix 15 and Appendix 16 for transcripts of interviews).

**Analysis**

The qualitative data from the semi-structured interviews was collected using a thematic analysis. It identifies and examines patterns or ‘themes’ within data. Such themes are the categories for analysis and a process of coding needs to take place in order to conduct a thematic analysis. The stages include: becoming familiar with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes and producing the report (Braun and Clark, 2006).
3.6 Reliability and validity

Reliability refers to data collection techniques and procedures being consistent. If the study was to be repeated and produced similar findings, then the data is acknowledged as reliable. Therefore, to ensure our data is reliable, it is essential to perform the study in different circumstances or locations (Appleton, 1995).

Validity covers the whole experimental concept and verifies if the results obtained meet all of the requirements of the research method. Two measures of validity include external and internal. External validity focuses on ability to apply the findings of the research to other people and situations, whereas internal validity is focused on the reasons for the outcomes of the research, and facilitates to decrease unexpected reasons for these outcomes (Johnson, 1997).

Data triangulation is used to validate data and research by cross-verifying the same information. This method strengthens research and adds to credibility and validity. Triangulation takes place when using numerous materials, methods and theories. By using triangulation additional sources give better understanding and more insight into a subject (Golafshani, 2003). As the student is comparing three sources of data, the results and discussion will be combined together so that more extensive data is gained.

3.7 Ethics

Ethical considerations are one of the key elements to consider in research. To ensure the research is compiled in an appropriate manner, the author needs to consider a number of aspects, such as: protection of the privacy of participants, obtaining full consent from the participants before the study, and adequate level of confidentiality of the data (Bryman and Bell, 2007).

The student ensured all the requirements were met before conducting the primary research. She considered all the risks and hazards possible and listed them in the ethics form, which was approved by the ethics panel prior to the research (See Appendix 4).
3.8 Conclusion

The methodology section provides clear explanation of the primary research process, outlining the case study approach which was located in Cardiff. Qualitative and quantitative research was discussed to present the different methods used within the study. It was necessary to consider primary research collection of both qualitative and quantitative data, which summarised the design, sampling and analysis of the research.
Chapter 4- Results, Data Analysis and Discussion

4.1 Introduction

The results of the data analysis are presented in this chapter. All the data was collected and processed by the student in response to the aim and objectives presented in chapter 1 of this project. The main goal for the collection of quantitative data was to gain an understanding of the importance of shopping during a city short break, and the perceptions and opinions of shopping experiences in Cardiff. The collection of qualitative data allowed the student to explore the marketing practices of Cardiff hotels relating to shopping short breaks. The goals were achieved and are discussed thoroughly in this chapter.

This chapter will also consist of a discussion and comparison of primary data to literature review, which will provide a thorough understanding of the original objectives. This is because the student is using a triangulation method to validate data and research by cross-verifying the same information (Golafshani, 2003). As discussed in chapter 3, such method strengthens research and adds to credibility and validity.

4.1.1 Demographic Profile of Visitors Surveyed

The questionnaire analysis is based on 64 responses of hotel guests who were staying in Cardiff for at least one night. The respondents who contributed to the research were aged between 18 and 64, males and females. As shown in Figure 4.1.2, the highest number of 24 respondents was within the age group of 18-24, 23 of the respondents were 25-34 years old, whereas 10 people stated they were 35-44 years old. The lowest number of respondents was in the age group of 45-54 and 55-64 with a total number of seven. This data was collected over a few weekends in December and January, therefore the research shows that majority of people staying in Cardiff for weekend breaks varies between 18 to 34 year olds.
However, it is also important to recognise the difference in numbers of female and male hotel guests. The figure below (Figure 4.1.3) shows the total number of females who stayed in Cardiff hotels was 33, and there were 31 males. It also demonstrates that majority of the hotel guests are between 18 to 34 years old, with majority of female guests in the age category of 25-34 years old.

**Figure 4.1.3 Gender of the Respondents in Each Age Group**

4.2 Location of Residence

When investigating visitors’ location of residence, the student found that a definite majority of hotel guests came from different parts of the UK. The results showed that 30 out of 64 visitors arrived from Wales, 24 came from England, four from Scotland
and only one from Ireland. Additionally, five hotel guests arrived from other European
countries, including: Bulgaria, Norway, Spain, Italy, and Hungary (See Figure 4.2.1).
This information demonstrates that vast majority of people arriving to Cardiff come
from either other Welsh cities or England.

**Figure 4.2.1 Visitor’s Location of Residence**

![Visitors' Location of Residence](image)

At the interviews when asked about a strategy to attract international tourists, both
managers agreed that bigger number in international tourist arrivals would definitely
benefit their businesses and local economy, however as stated by Lewis (2017):

*The biggest hindrance in the city is that it’s mainly geared for Welsh people to go on
holiday and not for easy access into the city. It has grown a lot over the past few years
and will certainly grow more; the airport has also improved and allowed for easier
access into Cardiff. This will allow for people to think of Cardiff as more of a leisure
destination. Over the past 5-10 years the city has transformed itself into one of the best
cities in the UK, and it’s also the closest capital city to London. I just think that majority
of people who visit us for leisure do that over the weekends.*

Also, Poumel of Radisson Blu (2017) expressed:

*I’m not sure if Cardiff is prominent enough, especially compared to other countries in
Europe. However, we see more and more people from Middle East.*

Both managers voiced their doubts regarding Cardiff needing more development and
strategic planning, in order to provide easier access to the city from other countries.
However, as noticed by Mr Lewis, Cardiff is receiving mainly Welsh visitors, which is
supported by the results of the quantitative research. He also observed that majority of
leisure tourists visit Cardiff over the weekends, which also is supported by the
quantitative data, which was collected on days between Friday to Sunday.
As provided by the City of Cardiff Council (2015), Cardiff is the 6th best shopping destination in the UK, attracting many domestic and international travellers. Also, literature shows that British high streets attract majority of foreign tourists, where 25% of all spending by foreign tourists was on shopping (Visit Britain, 2017). Therefore, the student’s findings contradict the literature, because based on her results, only five visitors came from European countries. The first inconsistency may be caused by the fact that the student surveyed participants between December and January, although bigger number of international tourists might be arriving during summer holiday season. However, the student was unable to collect data in any other season. The second inconsistency may be that the academic research was conducted based on more popular shopping destinations such as London or Manchester, as they are very easily accessible from many European countries.

The main key finding based on the primary research is that Cardiff mostly targets Welsh and English visitors, as they have an easy access to the city, either by bus, car or a train. However, as the UK in general is receiving large numbers of foreign shopping tourists, it is important that Cardiff focuses on improving the air travel that will allow for direct connection between other European countries.

4.3 Visitor Motivations for a City Break

When analysing the quantitative and qualitative data, a number of themes emerged. Firstly, visitor motivations for a city break were developed, which consist of the importance of shopping, correlation between shopping and length of stay, and the elements when choosing a hotel for city break.

4.3.1 The Importance of Shopping

During the questionnaire distribution, it was essential to find out the respondents’ main reasons of visiting Cardiff, in order to discover the importance of shopping. Question 7 involved ranking a list of possible reasons in order of importance, where 1 was most important and 9 was least important. The results were divided into three separate categories to demonstrate the importance of shopping. Ranking shopping from 1 to 2 showed that it was one of the most important reasons for visiting Cardiff, 3 to 5 meant
it was a secondary reason, whereas 6 to 9 indicated that shopping was not an important aspect at all.

As demonstrated above, based on 64 responses, 33 hotel guests answered that shopping was one of the main reasons for visiting Cardiff. 28 respondents said that shopping was a secondary reason for their visit, and only 3 indicated that shopping in Cardiff was not important at all (See Figure 4.3.1.1). The data shows that majority of people staying in Cardiff choose shopping as their primary or secondary reason(s) for visiting the city. This means that Cardiff is perceived as a popular shopping city destination for both males and females.

In addition, the student found out that there is a correlation between shopping and the length of stay. As mentioned above, 33 respondents identified shopping as their primary reason for visiting Cardiff, and the data showed that 21 out of the 33 people chose to stay in Cardiff for a short period of time (1-3 nights), whereas the rest of the 12 respondents were residing in the hotels for a longer term (4 nights or more) (See Figure 4.3.1.2). Therefore, this shows that 64% of the participants chose Cardiff as a short-term shopping break destination.

The quantitative data is supported by the qualitative research, as during the interviews with the two local hotels, the general managers (GM) were asked about the proportion of their guests that stay for short breaks, compared to long stays. Both agreed that 90-
95% of their guests stay for short breaks. These findings concur with the study of ONS (2015), which stated that Cardiff has one of the highest percentage of short breaks (1-3 nights) in the UK, as such length is typical in urban cities, and consists mostly of weekend trips and city breaks.

The type of customer base varies however, as Radisson Blu receives a mix of business and shopping visitors, whereas Hotel No.10 (was Jolyon’s at No.10) accommodates mostly business visitors. This shows a difference between the qualitative and quantitative data gathered, as majority of questionnaire respondents indicated that their primary reason for staying in the hotels was shopping.

As critically discussed in the literature review, the significance of understanding the reasons of travel helps to identify what motivates people when choosing a destination for their stay. Uysal and Jurowski (1993) also highlighted it is important for marketers, like hotel managers to understand push and pull factors, in order to meet the desired needs of tourists from different settings. Maslow’s hierarchy of needs is also regarded as a practical tool for identifying customer motivations and developing marketing strategy (Shiffman and Kanuk, 1997).

Although, Radisson Blu receives mostly business guests with only 12-15% of those with the main purpose of shopping, Poumel (2017) emphasized:

‘Mostly, the primary purpose is business, but in their free time, some people decide to go and do some shopping […]. So it does get busy.’

This shows that people are not driven by only one motivation when visiting cities. It is supported by literature, and fits the Travel Career Ladder theory, expanded by Pearce and colleagues (1988), who state that travellers are expected to have more than one level of travel motivation, although one set of needs in the ladder may be dominant. In this case of business travellers, the relaxation needs could involve looking for shopping experiences.

Additionally, as analysed earlier, majority of the surveyed with the primary motivation of shopping were staying in Cardiff for 1-3 nights (Figure 4.3.1.2). This confirms a theory by Law (1993), who suggested that most cities target travellers for short stays. On the other hand, it is inconsistent with the study conducted by Choi et al. (2015), who argued that shopping tourists tend to stay longer at a destination and spend more money
than leisure tourists. However, the contradiction could be derived from the fact that not many studies have taken into account shopping as a primary motivation for travel.

Moreover, even though local hotels receive a lot of business clientele during weekdays, the element of shopping is still evident, as majority of shopping tourists visit the city for short breaks during the weekends.

**Figure 4.3.1.3 Important Elements When Choosing a Hotel**

The chart above presents elements to consider when choosing a hotel. 64 participants were asked to rate each statement from 1 to 5, where 1 meant not important at all, and 5 meant very important. With no surprise, 62 of the respondents stated that clean and tidy hotel is very important to them and only two said it was important. When asked about close location to the city, 52 surveyed confirmed it was very important, 11 out of 64 stated it was important and only one admitted it was moderately important. A big majority of the surveyed stated that accessible and reliable information provided by hotels is very important, with 12 responses admitting it was important, and only three maintaining it was moderately important.

Next element asked about additional activities offered by the hotel. Most of respondents, 37 out of 64, specified it was very important that hotels offered different types of activities and facilities, 16 stated it was important but not of high importance, whereas seven declared it was of a moderate importance, and four listed it as slightly important.
The following element of close location to shops and/or shopping centres turned out to be rather significant to the hotel guests, as 43 of them stated it was a very important element during their stay, 13 stated it was important, five rated it as a moderately important element, two admitted it was only slightly important, and just one person said it was not important at all.

Furthermore, 57 out of 64 hotel guests agreed it was very important that the hotels offer attractive prices on short and weekend breaks, with five stating it is an important element, and only two deciding such offers are a moderate element when choosing a hotel.

When it comes to hotels providing discounts and/or offers on local shopping facilities, 46 agreed it was a very important element, 14 out of the 64 people stated it was important and only four declared it was only moderately important for hotels to offer such discounts.

Moreover, the results suggest that majority of the 64 respondents feel that it is very important for hotels to offer reliable information, close localisation to city centre, discounts on shopping facilities, and attractive prices on short and weekend breaks, and last but not least, clean and tidy accommodation. Additionally, the hotel guests find it important that they are provided with additional facilities within the hotel and also with close location to shop and/or shopping centres.

The survey results indicate that tourists are not only motivated by shopping itself, but additional elements and activities provided by hotels, including close localisation to shopping centres, discounts and offers for weekend breaks are important when choosing a city shopping break destination. It has been recognised in the literature that travel motivation is built on two dimensions of push and pull factors; personal internal forces that push people to travel; and external forces of specific destination that pull people towards it (Yuan and McDonald, 1990). In this case, shopping is a push factor, and can be related as a relaxation, escape or adventure seeking, however the extra elements which were important to the participants of this project, can be linked to the pull factors that are also linked to the satisfaction of stay (Yoon and Uysal, 2005).

The survey results do not correlate with findings from the interviews, as both GMs admitted that they have not developed any special packages and/or offers to cater for shopping tourism, or other specific needs. The reason for this is that Hotel No.10 is a small hotel that focuses mainly on business, whereas Radisson Blu concentrates on
providing their guests with flexibility. However the hotels have shown interest in evolving their packages in the future, in order to appeal to shopping tourism.

Considering an excellent location to the city centre, both hotels could highly benefit by offering extra activities and special discounts. As explained by Mahika (2011), travel motivation trends constantly change, which is why creating special offers and services is essential for marketers. Additionally, understanding the changes in tourist motivations help to establish customers’ wants and forecast the most important factors in designing the tourist offer.

Moreover, it is recommended by Bryan (1977) that hotel marketers use their past experiences and knowledge in designing successful specialist offers.

4.4 Visitors’ Perceptions of Cardiff as a City Shopping Break Destination

When analysing the primary data further themes were developed within the visitor perceptions of Cardiff as a city shopping break destination and these include: repeat visits, satisfaction, general image and quality of shopping. Majority of survey results will be combined with the interview findings and compared to the literature review.

However, the qualitative research did not consider quality and satisfaction of shopping experience in Cardiff as it concentrated mostly on investigating hotels’ marketing practices and strategies in relation to shopping, therefore these themes will be discussed based on quantitative data only.
Question 6 of the questionnaire asked the participants about the number of their visits to Cardiff. Based on the answers the student investigated the link between the number of visits and the importance of shopping (See Figures 4.4.1.1 and 4.4.1.2).

Figure 4.4.1.1 represents data with shopping as a primary reason for visiting Cardiff. It shows that 29 participants who have visited Cardiff twice or more, chose shopping as their primary purpose, whereas only seven people who stayed in Cardiff for the first time, stated shopping was their main reason for coming to Cardiff.

Figure 4.4.1.2 focuses on shopping as a secondary purpose for visiting Cardiff and it shows that 25 respondents who have visited Cardiff twice or more chose shopping as their secondary motive, and only three participants stated that shopping was their secondary reason for visiting Cardiff for the first time.

The results suggest that shopping as a primary and secondary motive for visiting the city, receives greater number of repetitive visits than those coming to Cardiff for the first time.

During the interviews, the managers were asked about their marketing strategies related to attracting shopping tourists. As the Hotel No.10 is in the process of launching their new name, they have specific plans for the future. In order to attract leisure and
shopping tourists, they will promote a minimum of two-night’s stay over the weekends to maximise the use of their accommodation. Potentially, they will also

‘[...] organise make up tutorials in collaboration with John Lewis for example, which is included in the rate of the bedroom. And definitely, we will think of different packages in the future to cooperate with other retailers’ (Lewis, 2017).

As for Radisson Blu, Poumel (2017) noted:

‘I think if someone decides to come for shopping in Cardiff, their first priority is visiting Cardiff, and then they decide to do shopping and other activities, so then it may turn into a weekend or an overnight stay. So, coming and staying in Cardiff is probably the primary reason, and then shopping may be a secondary reason for some of the visitors. So, if visitors decide to stay in the hotel, our prime priority is to provide them with accommodation, no matter of their reasons for coming to Cardiff.’

The findings show that a central hotel, such as Radisson Blu does not focus on one specific target market, as they constantly attract large number of guests, whereas a small hotel, like Hotel no.10 plans on extending their packages, to suit for shopping tourists.

Considering the results of the quantitative data, the key finding is that once people come and visit the city they come back again numerous times. So, in marketing terms a two-pronged approach is evident, where maintaining the customer loyalty is essential, as well as engaging proactively with the target market by for example sending promotional materials by post or email.

As suggested by the academic research, in order to build the customer loyalty resulting in repeat visits, destination management is the key to achieve this. To succeed, it is vital to combine the elements of destination mix, such as hospitality resources and facilities, including hotel and shopping facilities (Mill and Morrison, 2012). Additionally, it is argued that destination marketing needs to be performed thoroughly, in order to be most effective. Therefore, the marketing process requires a very careful and systematic approach, focusing on both long-term and short-term aspects, as this will help with maintaining the customer loyalty (Wang and Pizam, 2011).

When it comes to the repeat visits, this could be explained by the motivation-based shopping typology, which seeks to explain more inclusively shopping behaviour. According to Westbrook and Black (1985) people choose shopping to gain benefits offered by purchased products to fulfil individual needs, and to socialise with others. Therefore, this could mean that if these needs are met at a specific destination, the customers may come back again, in order to gain similar satisfaction needs as before (Hill, 1965). Additionally, some believe that repeat visits are highly connected to
satisfaction, which will be discussed later on, when looking at general satisfaction of shopping experience in Cardiff (Chi and Qu, 2008).

4.4.2 Visitors’ Image of Shopping in Cardiff

The participants were asked about the general image of shopping in Cardiff. To help in rating their opinions, five statements were provided. Based on 64 responses, it is evident the general image of shopping experience is rather positive (See figure 4.4.2.1). 36 people agreed with the statements that in their view, others have a positive opinion about shopping in Cardiff, 25 completely agreed with the statement, and only three were undecided. The student found it quite surprising that 19 participants were undecided about the friendliness of staff in the local shops. 27 out of 64 agreed that the staff was polite towards them and only 14 completely agreed with the statement, whereas four respondents identified the staff as unfriendly. This statement received the highest number of undesirable responses. However, a positive finding was discovered, as 54 participants in total agreed and/or completely agreed with a statement that Cardiff has a unique image. Additionally, majority of the surveyed (62 out of 64), identified Cardiff as a popular shopping destination, and also, 59 people admitted they would choose Cardiff as a shopping destination again, with only four undecided and one who would not choose it again. This shows that general image of shopping in Cardiff is very high, even though there were negative views about the staff of local shopping facilities.
Considering that the general image of shopping in Cardiff was identified as positive, the student investigated, if attracting shopping tourists could improve Radisson Blu and Hotel No.10’s image. Both GMs had similar opinions about attracting such market. As noted by Poumel (2017):

‘I think that at the end of the day, there is no bad publicity; it’s about catching public’s attention. The exposure is very important to be successful’.

Also, Mr Poumel highlighted that exposure and attracting a specific market depends on the internal investments. When promoting shopping and cooperating with other businesses, such as shopping centres to attract overnight tourists, the overall profit needs to be much higher than investing into the campaigns. However, Radisson Blu uses social media to attract shopping tourists to their hotel.

Lewis (2017) also agreed that attracting such market would improve Hotel No.10’s image and would add to the competitive edge, adding that:

‘Cardiff as a city is really great, and promoting local facilities and business is very important to improve the image of the city in general. Money coming to the city can only make it better’.

This shows that local hotels are highly aware of the positive image of Cardiff when it comes to shopping experiences, however as the city is the 6th best shopping destination in the UK, it still needs the right marketing effort to attract greater numbers of shopping tourists (City of Cardiff Council, 2015). It is evident that local hotels rely mostly on
close localisation to the city centre, where all the shopping facilities are situated. Therefore, it is important that hotels cooperate with local retailers to boost the shopping tourist arrivals into the city, as this would benefit both, businesses and the local economy.

According to Yuan and McDonald (1990) when travelling, people are motivated by similar push factors of escape and relaxation. However, they discovered that the motivations vary when it comes to selecting a specific destination, which is related to pull factors. Based on student’s research, it is apparent that shopping tourists are motivated by their perceptions and opinions about the shopping experiences at a destination. Therefore, they are pulled towards the destination by the image created by others, which then results in creation of their own personal opinions.

As mentioned earlier, the opinions on staff friendliness has been rather average. The literature has not yet addressed the connection between the perception of store atmosphere and shopping motivation. However, some experiential studies have found a link between shopping motivation, in-store experience and result of shopping (Babin et al., 1994). The utilitarian shoppers focus on satisfying the economic need, as shopping is seen as a task and is measured based on its success. The two dimensions of utilitarian motivation include efficiency and achievement (Kim, 2002). Efficiency needs are met when a consumer saves time or resources, while achievement needs are fulfilled when purchasing products that were previously planned for. In contrast, the hedonic shoppers’ needs are met when they enjoy their experience no matter what and receive personal attention, including polite and attentive service (Sherry, 1990; Shore, 2014). Therefore, the enjoyment and excitement needs are often directly linked to the store atmosphere, and if it lacks friendliness towards customers, the needs may not be fully achieved.

4.4.3 Quality of Shopping Experience

The quality of shopping experience in Cardiff was also examined. The respondents were asked to rate their general opinion on quality of shopping in Cardiff on a scale of 1 to 5. 1 equalled very low, 2 equalled low, 3 equalled medium, 4 equalled high, and 5 very high. As shown below (See figure 4.4.3.1), 29 out of 64 respondents rated general quality of shopping experience in Cardiff as high, and 19 of them stated the quality of shopping was very high. 14 participants admitted it to be of a medium quality, whereas
only 2 stated the shopping experience quality is rather low. The results show that the respondents were happy with their overall quality of shopping experience in the city.

**Figure 4.4.3.1 General quality of shopping experience in Cardiff**

As seen above based on 64 responses, shopping quality in Cardiff is perceived rather positively. It might be because Cardiff is recognised as one of the best shopping destinations within UK, as it has many interesting styles, including Edwardian and Victorian arcades, and modern shopping centres, such as St David’s centre with a large number of designer brands, high-end names and also independent shops (City of Cardiff Council, 2015).

Furthermore, research shows that since the opening of the St David’s centre in 2009, over 60 new retail brands were brought to Wales, resulting in continuing growth in visitor numbers and sales (Visit Cardiff, 2016). Therefore, the quality of shopping experience has also increased, as it attracted over 40 million visitors last year (Visit Britain, 2016).

Additionally, as provided in the literature, people are motivated to shop to fulfil their individual needs. One of the key motivating element is future promise. When purchasing a product, people expect to see the benefits of their decision, therefore a good quality of shopping experience is necessary to gain those benefits (Reynolds et al., 2002).

Generally, academic research lacks information on relationship between shopping experience and motivations when selecting a destination, however, in theoretical framework, the student identified the expectation motives as one of the motivations
when choosing a city shopping break destination. The perceptions of the quality of a specific destination are created based on information received from other sources, or our beliefs. These can be employed to assess our satisfaction based on destination choice and/or shopping experience.

4.4.4 Satisfaction of Shopping Experience in Cardiff and Return Visits

When asked about the general satisfaction of their shopping experiences in Cardiff, the respondents had various opinions. Only 18 out of the 64 questioned were completely satisfied with their shopping experience, however 34 admitted to be satisfied with their shopping. 12 of the respondents said that they were neither satisfied nor dissatisfied with their shopping experience (See figure 4.4.4.1). Therefore, there was no completely dissatisfied or dissatisfied customers at all. The data demonstrates that respondents’ opinions were quite varied, however most of them were generally satisfied with their shopping experience.

Additionally, the figures suggest that overall satisfaction of shopping experience is relatively dependent on the quality of shopping. This is because, the number of people completely satisfied and satisfied with their shopping is very similar to those who rated the quality of their experience as very high or high. Therefore, this implies that the better the quality of shops and shopping experiences provided by the retailers, the more satisfied customers are with their overall shopping experience.

Figure 4.4.4.1. General Satisfaction of Shopping Experience in Cardiff

![Bar Chart: General Satisfaction of Shopping Experience in Cardiff]
As suggested by the scholars, satisfaction is also strongly linked to repeat visits, therefore it is vital to introduce the results of the primary research relating to likelihood of return visits to Cardiff, before discussing the literature (Chi and Qu, 2008).

**Figure 4.4.4.2 Likelihood of Return Visits**

The figure above (See figure 4.4.4.2) presents three different statements, based on which the respondents were asked to rate their personal opinions and experiences from 1 to 5, where 1 meant completely disagree and 5 meant completely agree.

The opinions in each statement varied, as 26 of the respondents completely agreed that they would choose Cardiff as their shopping destination again, compared to six of the surveyed who were undecided and three disagreed, as they would not choose the city as their shopping destination again.

However, 31 out of the 64 asked, completely agreed that they would recommend the shopping destination to others, where 27 of them agreed with the statement, five were undecided, and one disagreed and would not recommend this shopping destination to others.

In the last statement, 25 participants completely agreed that they would return to this destination, 31 out of 64 agreed that they would come back, seven however, were undecided and only one disagreed to return to Cardiff for the shopping experience.

The overall rating of the statements is rather high, showing that respondents were generally happy with their time spent on shopping in Cardiff. Therefore, one can
contemplate that if a shopping break to Cardiff fulfils the needs of tourists, it would have a positive influence on repeat visits.

As mentioned before, the primary findings suggest that quality of shopping has an impact of satisfaction, whereas satisfaction can influence the revisit intention, which is also supported by the literature.

As explained by Oliver (1997), visitors gain pleasure after using a purchased product, therefore the higher quality of the item, the bigger satisfaction needs are fulfilled by the individual.

Many scholars maintain that satisfaction is an important motivator for visitor’s behaviour towards a return visit to the same destination (Santouridis and Trivellas, 2010). The results from the student’s research suggest the underlying elements of that can be the tourist’s satisfaction, and perceived quality of shopping experience, as well as destination image. Equally, previous academics have also implied that if visitor’s needs are achieved, they are more likely to return to the destination again (Chen and Tsai, 2007). Chen and Qu (2008) also noted that satisfaction of holiday experience initiates a desire for repeat visit.

Although, it is argued that in such competitive industry, it is impossible, even for satisfied tourists to return to the same destination, when there are other, interesting destinations, which offer better experience (Bigne et al., 2009).

However, based on the student’s research, it is evident that if shopping tourists coming to Cardiff are satisfied with their overall experience, they are more likely to return again and to recommend the destination to others, which will then result in greater numbers of shopping tourists staying in Cardiff.

4.5 Revision of Theoretical Framework

After conducting literature research, the student presented her own preliminary theoretical framework for city shopping break motivations (See Chapter 2, figure 2.8.1). It mostly included basic needs that people are motivated by when shopping, however, it did not consider how it influences their choice of a destination. The reviewed framework was produced after the analysis and discussion of the primary data, which enabled the student to develop her vision of what shopping motivations impact the selection of destination for city shopping break (See figure 4.5.1).
The new framework represents five different stages of motivations for shopping break, and their influence on destination choice. The first stage of expressive motives for shopping, including two main motivations of relaxation and escape needs trigger the need of city shopping break. In the second stage, the visitor selects an appropriate destination based on other people’s opinions and image of the shopping experience at the specific city. It is followed by a choice of accommodation based on attractive prices and/or discounts, as it is a significant factor when going on a short break. After arriving to the destination, the shopping begins in the local shopping centres and other facilities. If the visitor is happy with their overall shopping experience and their satisfaction needs are met, it will initiate the need for return to the destination, in order to fulfil the same needs all over again. Therefore, this framework highlights the principal factors influencing motivations of visitors when choosing a city shopping break destination.
4.6 Conclusion

This chapter investigated what motivates visitors when selecting a city shopping break destination. The quantitative data gathered examined tourists’ opinions and views when it comes to the shopping experiences in Cardiff. The qualitative research explored marketing practices of two local hotel in Cardiff. The results and findings were combined and compared to the literature review. The student found that Cardiff is a popular city destination, which accommodates many shopping tourists choosing short stays. When looking at marketing practices of the two hotels, it has become evident that even though hoteliers are aware of large number of shopping travellers visiting Cardiff, they lack strategies and involvement necessary to attract such market. The research shows that the local hotels are aware of the benefits of targeting shopping visitors, however to be successful, they need to introduce new marketing strategies, involving local retailers to gain more publicity.

Based on quantitative data, the student learnt that Cardiff attracts large numbers of Welsh and English tourists, where majority of them visit the city for shopping purposes. According to the data collected, shopping tourists stay in the city for at least one night, therefore the city has a great opportunity for future development of the shopping market. It was also found that the quality and satisfaction of shopping experience is a high element, which strongly influences the intention of revisit, which leads to potential growth of the industry.

However, the analysis of quantitative and qualitative research has not been systematic throughout, as both of the data were collected separately and they examined different aspects of the shopping market. Thus, at times it was rather difficult to combine the information, in order to provide relevant and valuable evaluation of the study.

Nevertheless, the literature indicates that even though the term of shopping tourism used to be limited, it is continuously developing and introducing more diverse meanings (Choi et al., 2016). This development shows that people choose shopping tourism to fulfil their wants and needs, and new types of travel packages are created to suit different requirements, among which shopping tourism, with the main intention of shopping has become an evident trend. Shopping tourism is constantly growing, as many tourists choose shopping as their favourite activity at destinations. This can be linked to the fact that shopping provides individuals with satisfaction and recreation.
Chapter 5- Conclusions and Recommendations

5.1 Introduction

This chapter will offer final conclusions of the research, which will discuss the research process, including revision of aim and objectives, and how they were adequately addressed in the project. The student will reflect on her learning process and skills gained from this project. The conclusion will also explain the implications of the overall research by making them easily applicable to the industry.

Moreover, industry recommendations for best practice will be made, by drawing on hotel improvements ideas, relating to their marketing strategies and practices. At last, recommendations for future research will be developed, by evaluating the limitations of this study, which will lead to a proposal for a new approach.

5.2 The Research Process

The main aim of the project was to investigate the motivations of visitors when choosing a city shopping break destination, with a case study of Cardiff. To achieve this, the student set a number of objectives. It included a critical review of the literature on shopping tourism, and destination management and motivation theories. These were thoroughly explored in chapter 2, which allowed the author to gain an understanding of different elements that motivate people to travel. The perceptions and motivations of visitors when choosing a city shopping break destination were also investigated by distributing questionnaires to Cardiff hotel guests. To do that, the student contacted a number of hotels, asking for permission to distribute the surveys to their guests, however, as majority of the hotels did not allow for this, the data was collected in the city centre. The student stood in close proximity to local hotels and distributed the questionnaires to people who were either entering or leaving the hotels, to ensure the right market was targeted.

The next objective involved exploration of marketing practices of Cardiff hotels relating to shopping short breaks. This enabled the student to interview general managers of the local hotels, in order to find out what their procedures were to attract shopping tourists. This was achieved and discussed in chapter 4.

After collection of the data, the author was able to compare the findings from the primary research to the literature review. After evaluating all of the data gathered, the
student developed her theoretical framework of customer motivation with the short shopping breaks market. It involved different stages, explaining what elements motivate visitors when choosing a city shopping break destination. The final objective was to make recommendations based on findings, which will be discussed later in this chapter.

This project provided the author with a great opportunity to gain knowledge of the hospitality and tourism industries, as well as to learn new skills. Firstly, the student improved her confidence, by networking with central hotels of Cardiff. It required professional approach and open-mindedness when asking various questions, relating to hotels’ marketing practices. Secondly, collection of the quantitative data increased the student’s communication skills, as it involved talking to people on the streets. Thus, the study has encouraged the student to meet new interesting people and to gain experience in the hospitality industry.

5.3 Research Findings/ Conclusions

A number of key findings were discovered, while discussing the primary data and comparing it to the literature review. First of all, it has become evident that shopping facilities in Cardiff attract mostly Welsh and English visitors, as they have an easy access to the city (City of Cardiff Council, 2015). However, as provided by the literature, Britain receives large number of foreign shopping tourists, therefore it is important to improve air travel to allow for direct connection between European countries (Visit Britain, 2017). Another key finding was the correlation between the importance of shopping and the length of stay. The primary research was supported by the literature, which showed that people visiting Cardiff with the main purpose of shopping stay in the city for a short break. As outlined in the wider research, Cardiff has one of the highest percentage of short breaks (1-3 nights) in the UK, as such length is typical in urban cities, and consists mostly of weekend trips and city breaks (ONS, 2015).

Additionally, it has been found that people with other main motivations for visiting Cardiff choose shopping as their secondary purpose, which was discussed by Pearce (1988), who stated that travellers are expected to have more than one level of travel motivation, although one set of needs in the travel career ladder may be dominant.
Therefore, people with variety of motivations for visiting the city, also have secondary motives, such as looking for shopping experiences.

It has also been derived how pull and push factors impact decision-making when choosing a city shopping break destination (Yuan and McDonald, 1990). The research showed that the respondents were strongly pushed by the shopping element, however the pull factor was linked to attractive accommodation prices for short breaks, discounts on shopping facilities and reliable information provided by hotels. Another important discovery was that once people visit the city and are satisfied with their experience, they come and come again to fulfil the same needs. Therefore, the satisfaction is strongly related to the quality of the experience, which influences the revisit intention. It has been found that if visitors’ needs are met they are more likely to return to the destination and that the satisfaction initiates a desire for repeat visit (Chen and Tsai, 2007; Chen and Qu, 2008).

5.4 Recommendations

5.4.1 Industry Recommendation for Best Practice

Shopping tourism attracts large numbers of tourists to popular city destinations, therefore local hotels need to improve their marketing strategies to appeal to shopping tourists. It is important for hotel managers to introduce new marketing and promotional activities to increase the number of incoming shopping tourists. First of all, hotels should develop marketing relationships with large retailers, such as John Lewis or St David’s centre, offering discounts on number of brands and shopping facilities. Considering an excellent location to city centre, hotels could benefit by offering extra activities and special discounts within the accommodation. Additional elements, such as personal shopper packages could be created in cooperation with the retailers to increase the repeat market.

Understanding the reasons of travel helps to identify what motivates people when choosing a destination for their stay. It is important for hotel managers to understand push and pull factors, in order to meet the desired needs of tourists from different settings. Therefore, to attract new visitors, hotels should develop communication strategies, where they would advertise their packages and offers on social media. This would be easily applicable in the industry, as social media is the cheapest advertisement method.
Moreover, as travel motivation trends and tourist motivations constantly change, it is important for hotels to systematically develop and improve their marketing strategies, to identify and suit the needs of their target market.

5.4.2 Recommendations for Future Research

This project had a number of limitations, which prevented the student from a thorough comparison of primary research to the literature. Firstly, the data was collected between December 2016 and January 2017, which did not consider visitors coming to Cardiff during other seasons. Therefore, it would be recommended for future research to gather primary data throughout the whole year, which will allow for more precise data analysis. Also, it is recommended to explore what special packages provided by the hotels would tourists be specifically interested in, as this could provide a better understanding of shopping tourists’ needs. Additionally, future research should look into the viability of complete products of shopping short break experiences, which would establish the importance and level of interest of the specific target market.

Furthermore, the collection of quantitative data was followed by the qualitative data, which raised some uncertainty, as conducting the interviews could positively influence the choice of survey questions. Therefore, it is recommended to gather qualitative data prior to establishing the questionnaire questions.

Moreover, the questionnaire and interviews raised completely different issues, which was difficult to combine when analysing and discussing the data. Thus, it is advisable for future research to consider suitable approach towards qualitative and quantitative information, in order to ensure straightforward connection and analysis of mixed methods.
References List:


