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**Traditional Clothing, Souvenirs, and Food as Factors of
Tourist Attraction**

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Abstract

Tourism has become, in recent years, a dominant sector that has grown more attractive due to the changes of tourism concept for exploring different places and different countries. This industry's positive contributions to national economies, made some countries spend extra attention in advertising as well as promoting their heritage to the world. This paper aims to review many researches that show the importance of tourism in raising the economic level of countries. Among the things that attract tourists are the archaeological, natural and historical areas, traditional clothing, popular food, old-style dances and souvenirs.

The focus of this research is to explore different clothing of different regions of the world that have a great impact in attracting the attention of tourists to the beauty of designs, magnificence of colors and the ancient past of different countries. The purpose of this paper is to identify how traditional clothing, souvenirs, and food would increase the tourism, and attract the tourists to the national identity of countries. Findings of this study, of the literature review is centered on the economic growth from tourist most item of attraction such as culture, food, traditional clothing and ethnic tourism or national identity. Many studies have examined tourism as a business oriented to customer's needs.

The study also concludes that a country must preserve its heritage due to its sustainable impact in the minds of tourists in enhancing good memories and unforgettable experience at a specific destination. This paper develops further understanding of tourism and tourist's attraction factors, including traditional clothing, food, music, dance, souvenirs, gastronomy tourism, among other things.

Keywords: Tourism, Tourist attraction, gastronomy tourism, Traditional clothing, Souvenirs, Ethnic tourism.

Introduction

Tourism is an essential element for cultural understanding and sustainable growth. Millions of people travel across the globe every day exploring, sharing and most of all understand each other's culture. Tourism development is affecting communities around the world. (Kumar & Nandani, 2017) At present, local authorities, entrepreneurs and residents have focused on the integration of new economic activities to curb the progress of many negative effects such as an ageing population, an increase in depopulation and unemployment, a deficit in the local budget; which needs a tourist activities as a tool to aid the economic development. (Álvarez-García, Maldonado-Eraza, Río-Rama, & Sánchez-Fernández, 2019) So "Tourism is of major importance to the economic and social life of the area, with direct, indirect, and induced positive effects." (Slusariuc, 2018)

The tourism industry is a dynamic and growing sector that moved more than one billion tourists in 2013. According to the United Nations World Tourism Organization (UNWTO), there will be 1.8 billion tourists by 2030 (UNWTO, 2011)

A. Tourism and tourist attraction

The tourism industry, just like any other industry, is always on the lookout for ways to expand. One of these is to incorporate new market segments. (Battour, Battor, & Bhatti, 2014, p. 556) In tourism today, the interest of tourists in exploring different cultures has become dominant. (Blesic, Bozic, & Pivac, 2017, p. 52) According to the review of the motivation literature, a number of factors that influence travel decisions were identified. 'Escape from everyday environment', 'novelty', 'cultural experience', 'social interaction', and 'prestige' motivation factors are commonly cited in the literature. (Blesic, Bozic, & Pivac, 2017, p. 44)

Many studies examine Tourism as Business oriented to customer's needs and wants, Using traditional clothing, such many tourists in Scotland, where they expect to see a piper in full Highland dress (Cooper, 2013); Food, Souvenirs, postcards, Music, dance, such The Maasai "that they do dance for the tourists do take their pictures" (Bruner, 2005, p. 68); and many ways as a tourist attraction. (Dulyadaweesid & Sirisunhirun, 2018); (Lunchaprasith & Macleod, 2018); (Alejandria-Gonzalez, 2016); (Hongmei Zhang, Feifei Xu, Lin Lu, & Yu Lei, 2015); (Ogden, Price, & Michael, 2018); (Ji Zhang,

Hong-gang Xu, & Wei Xing, 2017); (Abuamouda, Ibrahim, & Alrousanc, 2018); (Arisanty, Putro, Normelani, & Anis, 2019); (Ernawati, Sanders, & Dowling, 2017); (Meitiana, Setiawan, Rohman, & Irawanto, 2019); (Zschocke, 2013).

First, NonnadhiDulyadaweessid and SomboonSirisunhirun mention in their study that Thailand's tourism industry is a major source of income in the service industry and contributes greatly to the country's economic growth. According to data from the Ministry of Tourism and Sports in 2016, there were 32,588,303 foreign tourists who visited Thailand that year, which generated revenue of 2,520,000 million baht. This study focused on "**The development of sustainable tourism indicators in Thailand**" aims to develop factors and indicators of sustainable tourism and to propose public policies on sustainable tourism in Thailand. The researchers studied seven provinces of Thailand (during 12 months): Nan, Trad, Chonburi, KamphaengPhet, Sukhothai, Loei and Chiang Mai. Data was collected from people who live in 13 model communities of Designated Areas for Sustainable Tourism Administration, or DASTA (Public Organization). Data was collected from 400 people who live in 13 model communities of Designated Areas for Sustainable Tourism Administration (Public Organization). The data analysis was carried out by exploratory factor analysis (Environmental Impact Assessments/ EFA), using a principal component analysis together with varimax with the Kaiser Normalization rotation method. The results indicated six factors, with 99 indicators of sustainable tourism in Thailand: (1) Entrepreneur and community (28 indicators); (2) Public policy and public management (21 indicators); (3) Natural resource and environment (28 indicators); (4) Tourist (10 indicators); (5) Economic condition (7 indicators); and (6) Society and culture (5 indicators).

This study found that The Baan Tai community tourism context attracted a large number of foreigners. The selling points are the beauty of the beach, nature and tranquility for relaxation. In addition, the positive impression created for tourists resulted from the various forms of service, including cultural traditions and participation of people in the community and other agencies involved in maintaining identity. (Dulyadaweessid & Sirisunhirun, 2018) What meets with LUNCHAPRASITH, & MACLEOD' study that was found that the tourists' experiences and

expectations impact on the final product in an evolving process. (Lunchaprasith & Macleod, 2018)

Moreover, a study of "**Cultural Tourism Development in the Philippines: An Analysis of Challenges and Orientations**" focus on the concept of destination branding and its impact to tourist influx has been explored by many scholars who argued that the tourists' demand for "experience economy" has driven destinations to market themselves as a unique brand. Alejandria-Gonzalez aims in this study to identify current challenges and orientations towards the cultural tourism sector as perceived by local tourism operators and craft industry members. Moreover, it explores the status of Philippine cultural tourism and assesses the challenges and orientations that pervade in its practice, which could be developed to attain the country's developmental goals.

"This study proposes feasible action plans that could be taken to address the identified challenges that center on inauthentic and unsustainable tourism products. By looking into the existing craft industry, which acts as a marker of destination branding, this work examines the challenges that its **cultural tourism sector is facing in relation to the growing ecotourism capital**. Conceptually, this study argues that the Government Tourism Policies have a direct impact on the level of Cultural Tourism Development of a region. It also affects the Tourism Orientations of both the tourist and the service provider". (Alejandria-Gonzalez, 2016)

In addition, a study of Zhang and others focus on the **metropolitan official tourism website**, where authors mention that it's an important medium to promote and communicate the metropolitan's tourist image due to its marketing role and the reliability of its information. Where Metropolis is a large city or urban area that is a significant economic, political, and cultural center for a country or region, and an important hub for regional or international connections, commerce, and communications. This study is based on the theories of cultural capital and destination image. Through content analysis of **New York and Tokyo's official tourism websites in Chinese**, and it's suggests an innovative conceptual framework of cultural capital in relation to destination image, recognizing the various types of cultural capital in building destination image. Compared with the natural resources, the quantity of cultural capital has overwhelming advantage on both websites; static and dynamic cultural capital constitute the

designative image, as well as induce an appraisive image and overall image. Embodied cultural capital represents the overall image. **The inheritance of culture determines the unique cultural personality of each metropolis, making a contribution to the establishment of the individual tourist image.** Stepchenkova and Zhan's study, conducted in 2013 ((Stepchenkova & Zhan, 2013 as cited in Hongmei Zhang, Feifei Xu, Lin Lu, & Yu Lei, 2015) analyze the official tourism websites of Peru and conclude that **the five destination attributes are: nature and scenery, human, ruins, lifestyle, and traditional clothes.** (Hongmei Zhang, Feifei Xu, Lin Lu, & Yu Lei, 2015)

Moreover, a study of "Explore Like a Local: **Student Generated Websites as Representation of Emirati**" mention that "perspectives on Dubai Tourism Visitors to Dubai typically get their information from a Google search or consulting Trip Advisor when seeking recommendations on what to see and do. Thus, the "tourism message" tends to shift to user-generated content from a visitor's, rather than a local's, perspective. Visit Dubai, the official enterprise website for Dubai tourism wishes to promote Dubai as a cultural heritage destination."

Taking this as the "brief," two media production classes at Zayed University built unique interactive web experiences from Emirati student perspectives. One of the courses focused on enhancing the tourist experience at a specific destination, the Dubai Museum [<http://www.com312.info/2016>], while the other class took the perspective of "advising" a visitor in Dubai on a 48-hour layover of recommended sites and restaurants from a local Emirati perspective, Dubai In 48-Hours [<http://dxbin48.wixsite.com/dubain48>]. The instructional challenge in both media production courses was to encourage students to focus on "content" rather than "technology," but to also note that the mode of delivery of the content impacts how the content is received by the user of the technology. (Ogden, Price, & Michael, 2018, p. 359)

The aim of this experience is to encourage Emirati students to provide "local voice" to descriptions of local tourism destinations that are more meaningful, culturally nuanced &/or alternative iterations to those provided by expatriate visitors to the UAE. The results of both classes yielded unique "local" perspectives on both popular tourist destinations and activities as well as those that do not typically make it

onto the tourism enterprise websites. Additionally, using a “live” brief for student production encourages young adults to view themselves as “professionals” and not just “student.” By tying the brief to a societal need, students are able to envision the work they can be doing upon graduation and to further understand their role as a professional within their own society. By tying the brief to a societal need, students envisioned the work they could do upon graduation and their roles as professionals. Also, as “proof of concept,” the student websites provide an alternative and legitimate voice to the spectrum of visitor information available on the web and one that could be harnessed to promote Dubai’s tourism attractions internationally, but with a “local” flare. (Ogden, Price, & Michael, 2018)

Since Jordan has thousands of tourist sites, it receives hundreds of thousands of tourists every year. Therefore, the purpose of this study was to measure **tourist satisfaction** with the services at two tourist sites **in Jordan (the Citadel and Jerash)**, analyze their characteristics, identify the sources of information tourists used, and categorize their reasons for visiting and the transportation methods they used. To achieve the goal of this study, a field survey was given to 300 overseas respondents from about 20 different countries; they were interviewed to elicit their **satisfaction**. The results revealed that the majority of respondents were female, married, and 35 years or older; a majority had a high level of education and, most typically, visited the sites in groups of two or more. Also, the majority of the questionnaire respondents were first-time visitors, and they usually did not bring children in their group. Printable sources such as newspapers and books were most commonly used to acquire information about Jordan. The majority of respondent’s purchases were on food, followed by accommodations and souvenirs. Moreover, tourists has being unsatisfied with the overall experience of on-site services; and they were less satisfied with cleanliness, restrooms, souvenirs, and lighting. (Abuamouda, Ibrahim, & Alrousanc, 2018)

Correspondingly, where the trader activity in the floating market becomes the attractiveness of tourism activity; **LokBaintan floating market is the destination tourism in South Kalimantan Province (Indonesia)**. The diversity of good sold in the floating market becomes one of the determinants for tourism sustainability; and the tourism sustainability in LokBaintan Floating Market is the responsibility of both community and government. The objective of the study of "**The Role of**

Local Government for Local Product Processing: the Implication for Tourism Sustainability in LokBaintan Floating Market" was to analyze the role of government for local product processing in LokBaintan Floating Market to improve the tourism activity.

This study focused on local government who has the responsibility for local product processing in LokBaintan Floating market, i.e. Tourism Agency of South Kalimantan Province, Tourism Agency of Banjar Regency, Fishery Agency of Banjar Regency, Agriculture and Farm Agency of Banjar Regency, and Head of LokBaintan Village. The research used qualitative method, which used observation, depth interview, and document as the data collection technique. The results of the study showed that tourism activities in LokBaintan became one of the priorities of tourism development in South Kalimantan, but not managed maximally yet. First, the Products sold in the floating market were still raw goods. Then the processing of products sold in the floating market had not been a priority of activities undertaken by local the government. Moreover, limitations of costs were the main cause of the absence of training in agricultural product processing, fishery product processing and handicraft production in the tourist area of LokBaintan. Processing and diversity of goods sold in the floating market become a determinant of the sustainability of tourism activities in LokBaintan Floating Market. In conclusion, authors mentions that "Trade activity is a major activity in tourism in the LokBaintan Floating Market".(Arisanty, Putro, Normelani, & Anis, 2019)



Figure 1:The craftsmen and the handicraft(Arisanty, Putro, Normelani, & Anis, 2019, p. 10)

Besides that, a study of "Host–Guest Orientations of Community-based Tourism Products: A Case Study in **Bali, Indonesia**" mentions that the ideal outcomes of Community-based tourism (CBT) are the preservation of culture and traditions as well as the natural and rural environments, while simultaneously embracing opportunities for community development and tourist satisfaction. This research provides a greater understanding of community-based tourism products through an examination of the perceptions of the host communities and tourists. Using a survey, data were collected **measuring community-based tourism products through nine elements including attractions, travel services, transport, accommodation, food and beverage, souvenirs (such dresses), packaging, amenities and people.**

A quantitative approach was used to determine the level of agreement between hosts and guests on each of the nine CBT product items. A total of 300 useable surveys were completed, 150 from host community members and 150 from tourists. As it is unknown how many CBT operators there are in Bali or the number of CBT tourists, this number of surveys with a reasonable equal variance distribution was chosen to compare the two sample groups using Mann–Whitney test (Laerd Statistics, n.d.). The results of this study indicate that there was considerable agreement on most product items. The tourists clearly identified their expectations and were supportive of a sustainable industry; however, they were also concerned about safety and hygiene. The host communities were aware of the intrinsic value of the tourist attractions in their villages but lacked the confidence to share them with visitors.(Ernawati, Sanders, & Dowling, 2017)

Furthermore, other study of "Factors affecting souvenir purchase behavior: valuable insight for tourism marketers and industry" aims to identify the factors that influence decision making on souvenirs by using the Theory of Planned Behavior. Where it focus on **150 souvenir buyers** as research samples in Palangka Raya, **Indonesia**. This study reflects the consumer's picture of the attitude, intentions, and buying behavior of souvenirs. Where, Handicrafts become souvenir items are very unique and interesting in Indonesia, especially the city of Palangkaraya (Indonesia). Besides that cultural products made from rattan, textiles, sap nyatu and natural stone jewelry made by local craftsmen can be used as

interesting products. (Meitiana, Setiawan, Rohman, & Irawanto, 2019, p. 248)

The results showed that the attitude toward authenticity and attitude toward aesthetics, except attitude toward care and carriage, had a significant effect on the purchasing intention which then will be realized in a real buying behavior. The stronger the intention of someone to buy souvenirs, the greater the souvenir buying behavior will be shown. The findings indicate also that contribution of attitude toward authenticity and attitude toward aesthetics toward intention is 50.9% and intention toward purchasing behavior is only 37.2%, so there are possibly some other variables that can influence the relationship between attitude to intention and intention to behavior. (Meitiana, Setiawan, Rohman, & Irawanto, 2019)

B. Food Tourism

Different countries use distinct terms to relate food to tourism. Concepts such as culinary tourism, food tourism and gastronomy tourism are used interchangeably. (Rachao, Breda, Fernandes, & Joukes, 2019) As well, many studies mentions how “**Food souvenirs** are tangible reminders of a travel destination and play an important role in the hospitality and tourism industry” such (Suhartanto , Dean, Sosianika , & Suhaeni, 2018). Where Kong & Chang's study, (Kong, 2012 as cited in Suhartanto , Dean, Sosianika , & Suhaeni, 2018), shows also that "Most tourists are drawn to products that provide a tangible reminder of their memorable experiences during and after travelling".

“As one of many subtypes of tourism, **gastronomic tourism** has developed into a strong attractor thanks to gastronomic activities in tourist destinations” is in many countries around the world, such Turkey (Sormaz, 2017); India (Yasmeen, 2019); Romania (Slusariuc, 2018); (Suhartanto , Dean, Sosianika , & Suhaeni, 2018); (Privitera, Nedelcu, & Nicula, 2018); (Fusté-Forné, 2019). Thus increase of food tourism reflects the improvement of the economic living standard of postmodern consumption societies. Nevertheless, the postmodern societies, influenced by the effects of globalization in which culture, fashion and eating styles are patterned have led to a search for authenticity and, therefore the development of territorial valorization strategies. (Rachao, Breda, Fernandes, & Joukes, 2019, p. 37) As well as Dr. Nusrat Yasmeen Mention in her study "Sustainable Food Tourism: Travelers, Tourists, Migrants and Their Food Habits - Indian Perspective" that

Geographical and nature based conditions determine the food habits of the people of a region. (Yasmeen, 2019)



Figure 2: Preparation of Mansaf in the region of Petra (Jordan). (Most often made from lamb, it is here prepared with chicken) (Ji-Elle, 2016)

Suhartanto , Dean, Sosianika , & Suhaeni (2018) mentions in their study that inspects in their study the dimensions of **food souvenirs** and assesses the impact on tourist satisfaction and behavioral intentions. This study applies exploratory factor analysis to identify the dimensions of food souvenirs and uses multiple regression to assess the association between these **food souvenir dimensions and tourist satisfaction** and post purchase intentions.

The data of this study was collected from 252 domestic tourists in **Bandung, Indonesia**. The factor analysis produced five dimensions of food souvenirs, including brand and packaging, uniqueness, food quality, authenticity, and taste/value. Among these dimensions; uniqueness, authenticity, taste/value are important determinants of satisfaction with food souvenir itself, but also with behavioral intentions. Authors mentions that "a souvenir can also be linked to a momentous memory of the destination cultural values. Although souvenirs have become part of travelling, and have an important role in tourism industry, scholars as well as practitioners still do not have consensus

about the specific product mix of souvenirs." (Suhartanto , Dean, Sosianika , & Suhaeni, 2018, p. 134)

Findings reveals that satisfaction with food souvenir is a critical driver of tourist satisfaction with visiting the destination. These results offer an opportunity for retail businesses managers and destination organization managers to develop strategy to satisfy tourists by providing unique and locally symbolic food souvenirs. In addition, results points that tourists are satisfied when the comparison of the expectation to the experience raises the emotional state of fulfilment. In contrast, a tourist is dissatisfied if he or she feels that the comparison results in feelings of unhappiness. (Suhartanto , Dean, Sosianika , & Suhaeni, 2018, p. 136)

Likewise, "Local food markets serve the needs of a wide range of local stakeholders, including local inhabitants, retailers, farmers, producers, restaurants and, eventually, the entire community. However, the traditional strategies in the development of gastronomy tourism must evolve into strategic tools to articulate the quality, variety and uniqueness of local products and gastronomy of a territory. Specially how **local food cultures** evolve from the link between people and the food that is grown as an effect of particular regional conditions and people's culinary practice." that what authors mentions in their study "**GASTRONOMIC AND FOOD TOURISM AS AN ECONOMIC LOCAL RESOURCE: CASE STUDIES FROM ROMANIA AND ITALY**" where they aims to contribute to the literature on food tourism by proposing the concept of place and events linked to food, and to analyze the opportunity of gastronomic tourism for local development around Romania (Sibiu Region) and Italy (Sicily Region). Authors mentions also that "local food markets serve the needs of incoming travelers. For them, local food provides a gateway into a destination's intangible heritage".

The materials of this study were 336 interviews with tourists. The surveys were conducted in the establishments selected on two premises: food events visited by tourists and the selection of culinary products representing the actual gastronomy of the cities. Findings shows that traditional gastronomy is very appreciated by tourists and the contact with the local, organic food can occur in the common food court at the accommodation, but also as a traditional rustic meal offered at a simple visit to a village, or as a tasting of traditional products at a fold or

in a household (sausages, sheep milk cheese or buffalo cheese, “balmoş”, etc.). Where Respondents from both regions surveyed stated that they were willing to increase their use of typical/local food in the near future. **The results highlight the need for destination marketing organizations to pay more attention to the link between destination image and food events.** The Study concluded that the future of gastronomic tourism in the two geographic areas analyzed may have a more solid basis if it relies upon the local and regional specific features, upon the preservation and the development of the cultural and ethnic identity, upon the cooperation through diversity and tolerance.(Privitera, Nedelcu, & Nicula, 2018)

In addition, Yasmeen mention that **India had long tradition of heritage** and culture to respect and welcome guests. Where cuisine and culinary is a major part to entertain tourists guests. Although, she point on some food and dessert like "Halwa" that had become a favorite and popular sweet dish among the Indians cutting across caste and creed. (Halwa is an Arabic word means any kind of sweet cake or paste made with flour and sweetmeat).(Yasmeen, 2019)

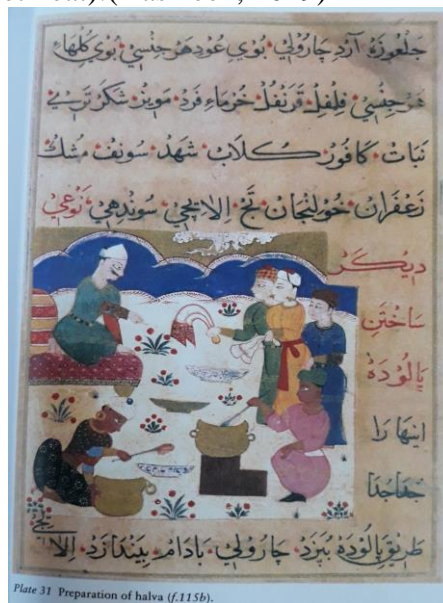


Figure 3: Preparation of Halwa (Halwa)(Yasmeen, 2019, p. 98)

Food tourism has been a largely studied topic during the twenty-first century. However, there are still knowledge gaps in terms of

approaching food tourism research from a visitor and tourist perspective. (Fusté-Forné, 2019)

Tourism industry and economic development

The tourism industry is very important from an economic, social and cultural point of view, as evidenced by international conventions and declarations that have been concluded since the beginning of the 20th century. Tourism, the “smoke-free” industry, is a branch of the economy that is insufficiently capitalized in Romania, with a natural and exceptional human potential. (Slusariuc, 2018, p. 349) For that, No doubt that tourism can be thought of as an attractive development that improves economic structure. (Yasothersrikul & Bowen, 2015)

The increase of **food tourism reflects the improvement of the economic living standard of postmodern consumption societies**. Nevertheless, the postmodern societies, influenced by the effects of globalization in which culture, fashion and eating styles are patterned have led to a search for authenticity and, therefore the development of territorial valorization strategies.(Rachao, Breda, Fernandes, & Joukes, 2019, p. 37)

Glăvan V.’s study, (V., 2002 as cited in Slusariuc, 2018, p. 349) mention that “More recently, the link between life and work from the countryside is made with the hospitality of the people of the place, making this symbiosis agrotourism, "a form of tourism practiced in the peasant farms (farms / hostels), comprising both the actual tourist activity basic and additional services) as well as the economic (agricultural) activity performed by the hosts of the tourists (productive activities of processing of agricultural products in the household and their marketing to tourists or other commercial networks), as well as the way of spending time free”.”

C. Dress as a part of the culture

By reviewing many studies we choose to focus on issues such Traditional Clothing and National identity in connection with souvenirs and dance tourism to improve the impact on Tourism.(Chang, Wall, & Hung, 2012); (Wassler & Kam, 2015); (Permatasari & Cantoni, 2019); (Kara, 2016). Where “THE USE OF **dress** as an expression of social and cultural identity has increased in many countries.” (Disele, Tyler , &Power, 2011, p. 16) In fact, traditional dress is sometimes referred to as folk dress which, for rural people implies slow changing and non-fashionable ethnic dress (Eicher & Sumberg, 1995 as cited in Disele,

Tyler , & Power, 2011, p. 28). Also, It would appear that there is no uniform view on **traditional dress**, and the conception of traditional dress differed from informant to informant. (Disele, Tyler , & Power, 2011, p. 28)

Even the dance plays an important role in the modern tourism industry. Today, the craze for dancing creates great opportunities for cultural tourism. Where **Dance tourism** is understood as travel for the purpose of learning dance as a cultural phenomenon in places where those dance styles were born, or where they play an important national role as well as enjoying great popularity among the local community. (Banio & Malchrowicz-Moško, 2019)



Figure 4: Palestinian girls dancing traditional Dabke dance (Canbel, 2016)

A word "souvenirs" has Latin origins and literally means "to come to mind". (Chang, Wall, & Hung, 2012, p. 697) Correspondingly, **Heritage souvenirs** are an indispensable part of indigenous tourism and the authenticity of indigenous heritage is a vital aspect of such tourism. A study of "tourist perception of aboriginal heritage souvenirs" adopts a mixed methods approach to explore the perceived authenticity of glass bead souvenirs of the Paiwan Tribe in Pintung County, **Taiwan**. The

study explores differences in the evaluations of authenticity among stakeholders and the factors that influence perceptions of authenticity. Author's mentions that Aboriginal souvenirs, whether based on traditional designs or tourists expectations, are cultural symbols and their production and consumption are important aspects aboriginal tourism.

This study mentions that aboriginal cultural heritage products builds upon the concepts of culture heritage, aboriginal tourism, souvenirs and authenticity and the links that exist between them. Moreover, it offers the **tourists'** perceptions of indigenous heritage what offers valuable information for the creation of indigenous souvenirs and for reviving the promotion of indigenous culture. They adds that even within the Paiwan culture the design and meaning of beads have changed over time and differ among individuals, and the sale of beads as souvenirs to tourists is adding to their complexities. (Chang, Wall, & Hung, 2012, p. 697)

As well, a study of “**Brand-as-person versus brand-as-user: An anthropomorphic issue in tourism-related self-congruity studies**“ take Tourism self-congruity studies use two facets to personify destinations, namely, brand-as-person and brand-as-user. These features have been considered synonymous in previous research, and thus the differences between these facets, which may demonstrate biased congruity, must be investigated.

This study used projective techniques to personify brand-as-person and brand-as-user for two tourist destinations. Self-congruency, when used in the tourism context, refers to the tendency for individuals to attribute human characteristics to non-human entities. Where Helgeson & Supphellen's study, (Helgeson & Supphellen, 2004 as cited in Wassler & Kam, 2015, p. 842), points that the Brand-as-user is a traditional method that is based on the product user image. Findings of this study mentions that both facets are distinct and must not be used interchangeably in tourism-related self-congruity studies. Moreover, findings highlight the **female image is highly attached to her tradition and culture and is dressed in a traditional Japanese kimono, whereas the male character wears a suit.** (Wassler & Kam, 2015, p. 853)



Figure 5: Maiko Mamesome from GionKoubu hanamachi dressed in kimono, Japan. (Greg, 2007)

Moving to **Batik** hand-drawn tradition, a study of Indonesian Tourism and Batik" mentions that Batik is featured as a major attraction, encompassing materials and production techniques, motifs, fashion and wearing rules, as well as its philosophic and spiritual roots. Where Batik has been enlisted in 2009 among the UNESCO Intangible Cultural Heritage list, providing a further opportunity for Indonesian tourism to leverage on this. After almost one decade of UNESCO inscription in 2009, Indonesian government decided to promote Batik as a valuable textile for souvenirs and fashion products as part of cultural tourism attraction (Ministry of Culture and Tourism Republic of Indonesia, 2011 as cited in Permatasari & Cantoni, 2019, p. 185)

This study aims at observing the emerging issues around Batik in online tourism domain by analyzing the difference between the coverage in the two languages (the Indonesian and the English): one aimed at a domestic audience, while the other at an international one. Was

conducted from January to May 2018 and has covered 200 websites: 100 in the Indonesian language and 100 in the English one; so to cater for domestic and international travelers, has been performed online in order to unveil the role played by Batik within the tourism-related online narratives. This study indicates that **Indonesia** is a general location of **Batik products** and there are also 44 particular locations: cities and regions across Indonesian archipelago as the origin of Batik textiles. Which signifies that there is a growing number of new Batik regions, locates in Java and other islands, which are covered and promoted online by different stakeholders. This study shows that most of the values stressed by UNESCO are only seldom covered and that there is room for improvement when it comes to providing a deeper understanding of Batik to domestic and international travelers. (Permatasari & Cantoni, 2019)



Figure 6: Batik Hand-painting Textile of Madura, Indonesia(Permatasari & Cantoni, 2019, p. 185)

Similarly, a study of Tourists in **Tanzania** points that the challenge for today's tourism stakeholders is for them to deliver what is needed by tourists. Currently, the tourism sector in Tanzania is in stiff competition with countries such as Kenya and South Africa in attracting more tourists. In order for a country to stay ahead of the competition, it is vital for tourism stakeholders to understand tourists' travel activities.

The study of "Demographic Factors and Preference for Travel Activities among Tourists in Tanzania" aimed to offer an understanding of tourists' travel activity preferences and assesses its link with demographic factors. A total of **431 tourists aged 18 and above** was

obtained through convenience sampling and used. The study examined whether demographic factors such as marital status, family size and occupation have any significant effect on preference for travel activities among tourists. Findings indicates that amongst all the examined demographic factors, only tourist occupation was reported to have significant effect on travel activities. It was further indicate that this factor had a significant effect on travel activities such as preference for visiting beaches, islands and purchasing of **traditional clothes**. (Kara, 2016)

D. Tourism and Identity \ or \ Ethnic tourism??

A number of studies had point to the cultural impacts of tourism that had been closely linked to issues of identity. (Li Yang, 2013, p. 713)**Which related to the cultural heritage and local activities.** (YAN, 2017)**Certain parts of the own identity can be reinforced or neglected.** (Zschocke, 2013)**Ethnic tourism has been employed as a development strategy in many minority communities where options for development are often limited.** (Li Yang, 2013)

Ethnic tourism is considered a unique type of tourism since it enables the tourist to experience and learn about other cultures through their traditions, customs lifestyle and practice. Authenticity is an important concept in ethnic tourism studies. NashwaTalaat's study tried to examines tourists' participation in ethnic attractions and products, and the levels of satisfaction with their experiences based upon empirical research conducted in number of **Nubian villages** which still exist north of the Dam.

Field research was done through visiting, interviewing some of the local people and observing their lifestyle in some Nubian villages. A survey of **600 visitors to Nubian villages** was also conducted, only 560 questionnaires were valid to analysis out of which 89.2% was international and 10.8% was domestic. By interviewing some of the local people, they said that they “mostly welcome the tourists to visit their villages and enter their houses”. All family members participate in welcoming the guests in their houses in several ways. They prepare food and drinks for the tourists and sell traditional handcrafts for them. Some of the house owners have small crocodiles in their house kept in basins. These crocodiles get the attention and interest of the visitors. Tourist represents Dollars for them, as their income depends mainly on tourism. International tourists spend more per visit in the Nubian village than domestic tourists who are mainly students.



Figure 7: Nubian house at GharbSohil Island Aswan (Mgalal20, 2013)

Findings of this study point that authenticity is a major concern among international tourists. Although it was the first experience for large number of tourists but they have different reasons for getting through this experience. One negative impact was detected during the visit which is the diminished role of the new, well-educated generation in these traditional activities the matter that may threaten the sustainability of this type of tourism. Talaat mentions that modernization can be the cause of diminishing the art, handicrafts, housing, clothes, festivals, ceremonies and lifestyles. But with planned sustainable tourism we can implement measures for the conservation of indigenous Nubian culture through their appropriate utilization as tourist resources. (Talaat, 2015)

However, Ethnic tourism is one of the most important industries in ethnic regions all over the world, and this is definitely not an exception in China. Officially in China there are 56 ethnicities, and Han is the dominant one. A study of " the host–guest interactions in **ethnic tourism, Lijiang, China**" mention that they is one key way to understand the influences of tourism on destination communities is through host–guest interactions. (Ji Zhang, Hong-gang Xu, & Wei Xing, 2017)

As one of the most popular tourism destinations of China, the World Heritage Site Old Town of Lijiang has attracted millions of tourists from around the world. (Zhu, 2012) The study of Zhang and his colleagues is a part of a larger ethnographic project, a doctoral study on

host–guest interactions in Chinese ethnic tourism. The study takes place in Lijiang, a famous tourist destination located in the northwest Yunnan province, China, where ethnic Naxi people live. Current study focuses on one local resident’s home located in Baisha Town, Lijiang, China, and investigates in depth the interaction processes there. By focusing on the intense interactions at the micro level, this study finds that locals and tourists often shifted the roles they played in the interactions between them. Also, the locals seem to be more active in the role shifting. The power of locals arises from their control of local knowledge and their usage of their private houses for business.

Authors makes a contribution to the research to explores the host–guest interactions in local residential homes in ethnic areas; and its attempts to provide a counterpoint to current studies, which often imply that the local residents in ethnic minority areas passively accept the social and cultural impacts of tourists, where this study argues that the social and cultural impacts of tourism on ethnic areas are ultimately realized through micro-level host–guest interactions. Accordingly, the social and cultural impacts of tourism on minority areas are voluntarily chosen by the local residents with their dominant position, rather than being forced on them by tourists’ “strong” position. (Ji Zhang, Hong-gang Xu, & Wei Xing, 2017)

Moreover, looking into Ethnic groups, we found a study on the Autonomous **Province of Vojvodina** that covers 24.4% of the territory of the Republic of **Serbia**, i.e. 21,588 km²; and it is a distinctly multi-ethnic region. According to the 2011 census, Vojvodina is home to 26 nations and national or ethnic groups, which makes it a highly multi-ethnic environment such Slovaks; Hungarians; Croats; Ruthenians. The festivals of ethnic minorities are celebratory events and centers of social events. Vojvodina has a large number of tourism events of cultural character that are based on the ethnic element, folklore and tradition of ethnic groups.

Each ethnic group nurtures a specific culture and traditions that are recognized as having significant potential for development, particularly development of cultural tourism in Vojvodina. This study conducted in order to determine the basic motives for visiting the most popular events of Hungarians, Slovaks, Croats and Ruthenians that take place on the territory of Vojvodina.

Authors seeks to know from tourists "Name of events of ethnic minorities in Vojvodina that tourist know of"; and they mentions in their findings that they have conducted a pilot study (N=53) on the basis of

which the reliability of the used questionnaire is confirmed. The cultural heritage of the peoples of Vojvodina holds a singular and irreplaceable cultural value. For this reason, the care in preserving and promoting cultural heritage is not only an obligation of competent institutions and business entities in the tourism industry, but is also a moral role of the entire society which, by recognizing the importance of cultural heritage, creates the conditions for the preservation thereof. The results of the study have shown that the people of Vojvodina are insufficiently aware of the events of ethnic groups – only a third of respondents specified some of the many events. Considering global tourism trends, tourism professionals are increasingly aware of how significant the development of cultural tourism is, particularly in the view of rich cultural offer of ethnic minorities living on the territory of Vojvodina. (Blesic, Bozic, & Pivac, 2017)

Likewise, a study of Ethnic Tourism and Minority Identity, explores the impacts of ethnic tourism development on minority people and their identities in an ethnic community in **Lugu Lake, Yunnan, China**. The study site, Luoshui village, is located on the Shore of Lugu Lake in Ninglang County, northern Lijiang Prefecture in Yunnan Province. Where, Lugu Lake is a plateau lake on the border between Yunnan and Sichuan Provinces, covering an area of 58.8 km² at an altitude of 2685 m above sea level.

Findings reveal that active involvement in tourism and commercialization of Mosuo cultural traditions have resulted in the consolidation of a collective Mosuo identity for economic, social and cultural purposes. **Local villagers actively express their identity and re-create their dress, dances and religion to satisfy tourists' desires for authenticity** and do many changes to attract tourists; where With the increase of tourist visitation and their demands for cleanness, safety and ethnic flavor, villagers rushed to build large family inns with individual bathrooms and showers. In fact, tourism has reinforced elements of Mosuo culture, giving it new prestige in the Han-dominated society, but it has also brought numerous changes to Mosuo communities. It is argued that the preservation of minority culture and identity should be enhanced if long-term sustainable development of tourism is to occur and the evolving nature of ethnic identity is to be recognized.

An Economic Impacts had growth where the demands to visit Lugu Lake grew stronger. Tourism started with a dozen households running restaurants on the lakeshore and providing homestays for occasional travelers. The Ninglang County Government built an

entrance gate and began charging an admission fee to the lake area in 1988. Lugu Lake drew over 82,600 tourists in 1995 and 480,000 in 2008; and it became one of the most popular tourist attractions in Yunnan and is well known to the middle and upper classes in China. The findings of this study reveal also that minority culture and identities have been represented, altered and reinvented through the tourist gaze and mechanisms of cultural production. Neither culture nor identity is static. Tourism is a force that both freezes cultures and promotes change. The case of Luoshui reveals that ethnic identities are shaped by government mandates, tourists' interests and minority economic necessities. (Li Yang, 2013)

In addition, another study indicates how national dress could be used to sustain culture. Where the government of **Botswana** through its National Policy on Culture (2001) and the National Ecotourism Strategy (2002) is committed to preserving national culture and historical heritage. Where the policy stipulates that valuable heritage must be preserved and developed in order to foster a sense of **national identity**, pride and unity.

In order to better understand the Setswana culture and its meaning in material objects; Botswanians recognized the importance of **dress to culture** and its potential to reveal connections between people and their cultural identity. The study was able to identify different types and usages of traditional dresses and their symbolic significance to activities, the groups' culture, leadership empowerment and the general Setswana culture. The study used traditional dress items documented, and displayed in museums and curio shops, as well as photographs and videos of dress worn during weddings and chief enthronement celebrations.

To this end, dress as one of the valuable material culture objects is essential for signifying and expressing subtle cultural value and social relationships. **The intimate link between people and their traditional dress lies at the core of ethnic identity, and has assumed a higher level of significance among consumers and tourists who collect symbolic items.** A specific emphasis on a national traditional dress seems to be lacking in Botswana. This paper argues that there is need to restore traditional dress in Botswana, which would serve as a symbol of national identity and cultural heritage; especially after respondents in this study spoke about the importance of preserving culture, ethnic and national identity, and the need to enhance national unity through a national traditional dress. (Disele, Tyler , & Power, 2011, p. 34)

Ethnic tourism is a tool of authenticity. Here the tourist departs from the traditional tourism type that sells programs away from experience, feelings and interaction. It enables the tourist to practice interpersonal and environmental relations immerse and taste the local culture and traditions of the local community. (Talaat, 2015, p. 214) Emphasizing a more **culturally** focused **tourism** agenda could help to socially sustain and ground local communities (and **identities**) threatened by rapid urbanization and Westernization. (Stephenson, 2014)

Conclusion

“As a rapidly growing industry, tourism has become, in recent years, an important sector considered attractive to financiers due to the changes tourism has caused in countries’ economic and sociocultural structures and this industry’s positive contributions to national economies and policies.” (Sormaz, 2017) Where in tourism today, the interest of tourists in exploring different cultures has become dominant. (Blesic, Bozic, & Pivac, 2017, p. 52) In effect, “from a market perspective, there are many opportunities to link cultural aspects with tourism”. (Lohmann & Netto, 2019, p. 62)

Studies points for Responsible Tourism "RT" is a new wave of Travel that protects the natural and cultural heritage of a place and benefits the local communities;(Kumar & Nandani, 2017) and sustainable tourism model reflects the way people directly participate in tourism management, applying natural and environmental, traditional and historical resources to promote tourism under the concept of sustainable tourism concept. (Dulyadaweessid & Sirisunhirun, 2018, p. 15)

The literature also suggests that subjective norms and perceived behavior control, as well as demographic factors (e.g. sex, age, and income) contribute to the strength of the relationship between attitudes and behavior. Therefore, future research can use these variables to enrich the study of **souvenirs** and can improve predictions of buying behavior. (Meitiana, Setiawan, Rohman, & Irawanto, 2019, p. 254) The study of tourism economics is a global phenomenon; (Dwyer & Jafari , 2011) which benefits tourists, hosts, but also the community in which they run. (Slusariuc, 2018, p. 349)

New Food, New music, New Souvenirs, New clothing could be a power to change health, body and mind with new destinations and new experience.

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المستخلص

أصبحت السياحة، في السنوات الأخيرة، قطاعاً مهيمناً نما وأصبح أكثر جاذبية بسبب التغييرات في مفهوم السياحة لاستكشاف الأماكن الأثرية في جميع بلدان العالم. كما أن هذه الصناعة ساهمت في تعزيز الاقتصاد الوطني، الأمر الذي جعل بعض البلدان تنفق المزيد من الاهتمام في الإعلان عن تراثها للعالم. تهدف هذه الورقة إلى مراجعة العديد من الأبحاث التي تظهر أهمية السياحة في رفع المستوى الاقتصادي للدول. من بين الأشياء التي تجذب السياح هي المناطق الأثرية والطبيعية والتاريخية، وكذلك الملابس التقليدية والطعام الشعبي والرقصات والهدايا التذكارية على الطراز القديم.

يركز هذا البحث على استكشاف الملابس المختلفة من مناطق مختلفة من العالم والتي لها تأثير كبير في جذب انتباه السياح إلى جمال التصاميم وروعة الألوان والماضي القديم لمختلف البلدان. الغرض من هذه الورقة هو تحديد كيف ستزيد الملابس التقليدية والهدايا التذكارية والطعام من السياحة، وتجذب السياح إلى الهوية الوطنية للبلدان. تتركز النتائج التي توصلت إليها هذه الدراسة، حول مراجعة الأدبيات لعدة أبحاث التي تناولت الآثار الناجمة والمؤثرة على النمو الاقتصادي الناتج عن السياحة والعوامل الأكثر جاذبية للزائرين، مثل الثقافة والطعام والملابس التقليدية أو السياحة العرقية أو ما يعبر عن الهوية الوطنية. وكذلك، إهتمت العديد من الدراسات بالسياحة كعامل تجاري موجه لاحتياجات الزائرين أو السياح.

خلصت الدراسة أيضاً إلى أنه يجب على أي بلد الحفاظ على تراثه بسبب تأثيره المستدام في أذهان السياح في تعزيز الذكريات الجيدة وتجربة لا تنسى في التعرف على مخزون البلاد من الكنوز التراثية. كما تُظهر هذه الورقة على تطوير فهم أكبر لعوامل الجذب السياحي بما في ذلك الملابس التقليدية، والطعام، والموسيقى، والرقص، والهدايا التذكارية، وسياحة فن الطهو وغيرها من إهتمامات السياح والزائرين.

الكلمات المفتاحية: السياحة – الهدايا التذكارية – الثياب التقليدية – الطهي – المأكولات التقليدية – السياحة العرقية.