



Tourism And Entrepreneurship: A Pathway for Poverty Alleviation and Sustainable Development

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Abstract

The present study primarily focuses on analysing the purchase intention of tourists on products sold by street entrepreneurs at tourism destinations. In this paper, the street vendors are portrayed as street entrepreneurs because of the immense entrepreneurial talent possessed by vendors in carrying out business operations. The study empirically tested a research model establishing the relationship between tourists' perceived value and purchase intention. The perceived value is measured in three-dimensional constructs consisting of perceived product quality, perceived economic value, and perceived emotional value. The primary data collected from 200 tourists using a specifically designed questionnaire is analysed using SPSS and War PLS software. The study found that the economic value perception is the most vital dimension; therefore, the vendors should be prudent in deciding their pricing strategy. From a broader perspective, by giving a better value experience to the tourists, the street entrepreneurs can enhance their revenue by increasing sales volume and thereby minimise the severity of poverty. When the life of millions of street entrepreneurs nourishes, it helps in poverty alleviation and sustainable development across the globe.

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Introduction

Travel & Tourism is an important economic activity in most of the countries around the world. Along with the direct economic impact, the industry has significant indirect impact too. Tourism may be domestic or international. Domestic tourism involves the travelling of residents of a given country only within the territory of that country. International tourism involves travelling to another country. The international tourism has both incoming and outgoing implications on a country's balance of payments. Nowadays, it is one of the vital income sources for many regions across the world. During travel, tourists purchase several goods and services for their comfort. This generates large amount of income to the local economy. The Manila Declaration (1980) on world tourism recognized its importance as an activity essential to the life of nations because of its direct effect on the

social, cultural, educational and economic sectors of nation and on their international relations. The transportation services (such as airlines, cruise ships, trains, taxi cabs), hospitality services (such as accommodations, hotels, resorts, restaurants), entertainments venues (such as amusement parks, casinos, shopping malls, music venues, adventure sports, theatre etc.) are the major beneficiaries of tourism industry.

The research by World Travel and Tourism Council (WTTC) for the period 2016 to 2026 forecasts that, the 10 fastest growing destinations for leisure-travel spending will be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam. These shifts suggest that developing and emerging countries are catching up,

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providing better conditions to develop their travel & tourism competitiveness and, therefore, becoming better prepared to attract and welcome the millions of tourists who will travel in the coming decade. With a forecasted 1.8 billion international tourists by 2030, the industry has the potential to play a key role in creating high-quality employment opportunities, act as a vehicle to protect and restore our planet's biodiversity and help build bridges between people and cultures. Research shows that for every 30 new tourists travelling to a destination, one new job is created.

Role of Tourism in Promoting Street Vending Business

An economy is practically run by both formal and informal economy. One of the most important distinctions between the formal and informal sector is that, the governments officially recognize the former but not the latter. One consequence of this is that governmental assistance such as the allocation of favourable location, loans, subsidies, tariff protection, and management training may be available to the formal but not to the informal sector (ILO, 1985). It is very essential to consider street vendors as entrepreneurs who are highly in need of society's support. In the words of Dr. B R. Ambedkar, "A common man need bread, a house, adequate clothing, education, good health and above all the right to work with dignity on the world's boulevards".

In developing countries, the tourism industry can be roughly divided into formal and informal activities which together form a dualistic "whole economy". The formal-sector tourism economy is based on legally recognised ventures, such as hotels, airlines and restaurants which are licensed, enumerated and taxed by the government. On the other hand, the informal tourism sector is comprised of tourism related activities which are generally beyond the effective control of the tourism authorities (Timothy, 1997).

The right of street vendors to carry out their trade in public spaces has been the subject matter of numerous debates and petitions in India. In order to regulate and protect the street vendors in India, the parliament has enacted the street vendors (protection of livelihood and regulation of street vending) Act, 201. It extends to the whole of India except the state of Jammu and Kashmir. As per the act, the street vendor means "a person engaged in vending of articles, goods, wares, food items or

merchandise of everyday use or offering services to the general public, in a street, lane, side walk, footpath, pavement, public park or any other public place or private area, from a temporary built up structure or by moving from place to place and includes hawker, peddler, squatter and all other synonymous terms which may be local or region specific, and the words "street vending" with their grammatical variations and cognate expressions, shall be constructed accordingly". Town vending committee will be responsible for conducting of survey of all the vendors under its jurisdiction and such survey must be conducted every five years. All street vendors who are above fourteen years of age will be granted a certificate of vending. Also, no vendor will be allowed to carry out vending activities in no-vending zones. In case of declaration of a specified area as no-vending zone, the vendors will be relocated to another area. However, such street vendors must give a 30 days' notice prior of relocation. The local authority may physically remove the vendor and make seizure of goods of such vendors who have not relocated to the vending zones. The Act specifically portrays detailed provisions with regard to regulation of street vending, eviction and relocation, rights and redressal mechanism, drafting schemes, prevention of harassment, penal provisions and Town Vending Committee.

The groups of people who are common to all tourist locations are Street Vendors. They showcase their products in a temporary built-up structure on the roadsides or pavements for attracting the tourists. There are some series of products which are generally sold by street sellers in every tourist destination. It includes Jewellery, snacks, salted items, toys, T-shirts, hat, cooling glass, ice-cream etc. Along with this, so many locations specific products are also sold by street vendors. In beach location vendors usually concentrate on sea food, sea shells and similar items. On contrary, in a hill station majority of vendors deal with forest products like bamboo rice, honey, Ayurveda medicines, wooden crafts, homemade chocolates, fruits and vegetables from forest and from nearby plantations etc. In a misty place, the demand will arise for tea, hot meals and other hot items. In a place with high temperature, the demand will be for cool drinks and ice-creams. This means that the location characteristics and the climate influence the nature of products sold by street vendors. Along with them, there are many photographers who are

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similar to street vendors. Other traders include amusing activities like horse ride, boat ride, balloon targeted gun shooting, and similar entertainment games. There are people who are doing street vending business for several years. So, the market demand and peak seasons time is well known for them. This experience plays a key role in profit maximization.

Constructs and Measurements

Tourists' Purchase Intention (TPI)

Purchase intention refers to the willingness of a customer to buy a product or service. It is a very dynamic concept which is very situational and extremely differs from one person to another. It is a dependent construct relied upon several internal and external factors. The success of a seller depends upon how he predicts the purchase intention of customers and how effectively construct strategies to utilize these opportunities. Compared to normal retailing, the street vendors in tourist destinations are entirely different. Tourists are not long-term customers. Majority of the tourists is visiting a place for once and the chance for revisiting the same place in the near future is very low. Therefore, the vendors get only single chance to impress the tourist and motivate them to purchase. If the seller fails in that moment, he loses the customer forever. Unlike normal retailers, the influence through mass media and advertisement is also not practical. So, it is a tricky business where the face-to-face customer impressive techniques of seller plays key role. The literature evidences that the interpersonal skills, salesmanship skills and technical skills of seller influences purchase decision of customers (Rentz et al. 2002). At the same time, the value of products perceived by the tourists is also an important concern. The perceived value affects the purchase (Zeithaml, 1988). The literature suggests the relevance of perception towards quality, economic value and emotional value. Therefore, the Purchase intention of tourist is influenced by Perceived value and Selling skill of vendor. To study the purchase intention a four-statement scale has been used (Morowitz, 2012). where indicators are measured on a five-point Likert scale. In this study, an attempt has been made to establish the relation between these variables.

Perceived Value (PV)

Retail customers are value driven (Levy, 1999).

Perceived value can be regarded as a "consumers' overall assessment of the utility of a product (or service) based on perception of what is received and what is given" (Zeithaml, 1988). She referred to this assessment as a comparison of a product's 'get' and 'give' components. The literature clearly states the linkage of quality and price on perceived value. Some consumers perceive value when the price is low. Some others consider value when there is a balance between quality and price. Also, there are some customers who consider high price as an indicator of quality. Thus, for different consumers, the components of perceived value might be differently weighted. Perceived value and satisfaction are different constructs while perceived value occurs at various stages of the purchase process, including in the pre-purchase stage (Woodruff, 1997), satisfaction is universally agreed to be a post-purchase and post-use factor (hunt, 1977; Oliver, 1981). Value perceptions can be generated without the product being bought or sold. In tourist destinations, the purchase of the products is completely value driven. Tourists are mainly concerned with the quality, price and the emotional attraction towards the product. These three dimensions are interrelated. There are consumers who are ready to purchase quality products even the price is too high. At the same time, there are people who are completely price conscious and bargaining are their common behaviour at the market place. Similarly, some customers may be ready to pay high for the products which relaxes and entertains them. Hence it is said that value of the product is perceived by different people in different way. The present study adopted three major dimensions such as perceived quality, perceived economic value and perceived emotional value to study the perceived value (PERVAL scale of Sweeney & Soutar, 2001) towards street vended products at tourist destination. The study considers perceived value as a formative construct made up of its three dimensions. These three dimensions are explained below in detail:

Perceived Product Quality (PPQ)

Perceived quality is described as the consumer's judgment about a product's excellence or superiority (Zeithaml, 1988). In a tourist destination, the customers of street vendors are tourists who are coming from different part of the world. Each of these tourists is different from each other in terms of gender, language, lifestyle,



customs, beliefs, education, employment, income etc. Therefore, they will not have identical perception. Some customers are quality conscious than others. The quality of same product can be perceived by different tourists in different way. For some tourists the quality of ingredients may be prime important and for some others the hygiene may be more important. There are people who prefer package quality, expected performance, durability and workmanship of the product. That is, perception keeps changing. The perception of tourists regarding the quality of the displayed products in the tourist streets influences their purchase decision to a great extent. In order to study about the perceived product quality, a six-statement scale is adopted from PERVAL scale. The indicators are measured using five-point Likert scale. To establish the relationship between perceived product quality and tourists' purchase intention, the first hypothesis is formulated as:

Hypothesis 1 - There exists a significant positive relationship between perceived product quality of street vended products and tourists' purchase intention

Perceived Economic Value (PECV)

Economic value of product is one of the important determining factors in purchase decision. Jacoby and Olson (1977) distinguished between objective price (the actual price of a product) and perceived price (the price as encoded by the consumer). From the consumer's perspective, price is what is given up or sacrificed to obtain a product (Zeithaml, 1988). The tourists who are visiting destinations possess different economic background and purchasing power. Based on the purchasing power and willingness to pay, tourists decide that which products are to be purchased. For tourists belongs to low-income groups, their purchase power is comparatively low. Hence money acts as a constraint in their purchase decision. At the same time, by seeing a product, tourist perceives how much does it cost. If the price demanded by seller is

too high, the buyer will automatically quit from the transaction. Many at times, the bargaining plays a mediating role in closing the transaction positively. Discounts, offers, free samples etc. also influence perceived economic value. It is doubtless that there exists some significant relationship between economic value perceived by tourists and their purchase intention. To establish the relationship between perceived economic value and tourists' purchase intention, the second hypothesis is formulated as:

Hypothesis 2 - There exists a significant positive relationship between perceived economic value of street vended products and tourists' purchase intention

Perceived Emotional Value (PEMV)

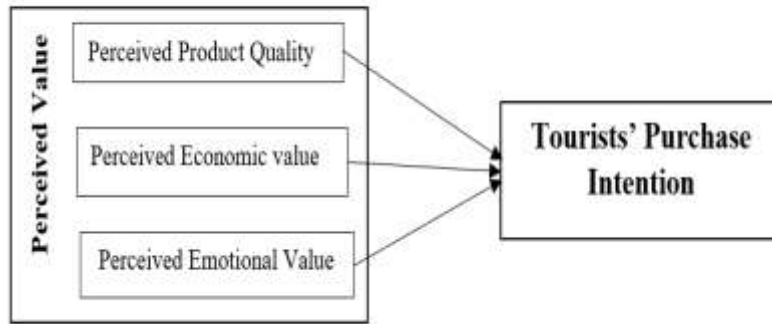
Emotional value towards a product refers to the utility derived from the feelings or affective states of a product (Sweeney & Soutar, 2001). Many at times in tourist destinations, the emotional attraction towards products results in purchase. Usually, tourists are emotionally attached with unique products. So it creates a tendency to own them for keeping it as a memory of their travel forever. There are cases where tourists make purchase by considering the emotional attachment towards child and old age sellers. The enjoyment, relaxation and pleasure are the other driving forces which emotionally capture tourist mind. To study the influence of emotional value on purchase intention, a five-item scale has been adopted from PERVAL scale. To establish the relationship between perceived emotional value and tourists' purchase intention, the third hypothesis is formulated as:

Hypothesis 3 - There exists a significant positive relationship between perceived emotional value of street vended products and tourists' purchase intention

Based on the three hypotheses were formulated, the conceptual model of the study is developed as shown in fig.1



Fig. 1 Conceptual Model of the Study



Research Methodology

The present research work is descriptive and explanatory based on the primary data collected from 200 tourists who are interested in purchasing street vendor products. The sample respondents are selected from Munnar tourism destination which is part of the western ghats mountain region in south India. The data was collected using questionnaire and the data analysis is carried out using SPSS and War PLS. Along with the quantitative findings, several qualitative inputs are also derived during the data collection. Such qualitative inputs enriched the researched findings

and future scope for research.

Data and Results

The initial section deals with the demographic profile of the respondents, followed by scale reliability and validity, then multiple regression results. The demographic factors of the customers can have a great influence on their purchase decision. Therefore, the gender, age, nationality, educational qualification and monthly income of the respondents have been analysed and described below.

Table 1: Demographic Profile

Demographic Profile	Frequency	Percentage
Gender		
Male	108	54.00
Female	92	46.00
Total	200	100.0
Age		
Below 20	55	27.50
20 - 40	74	37.00
40 - 60	43	21.50
Above 60	28	14.00
Total	200	100.00
Nationality		
Indian	173	86.50
International tourist	27	13.50
Total	200	100.0
Educational Qualification		
No formal education	2	1.00
Up to SSLC	16	8.00
Higher secondary	50	25.00
Degree & above	77	38.50
Professionals	55	27.50
Total	200	100.00
Monthly Income		
Less than Rs. 25000	106	53.00
Rs. 25000 - Rs. 50000	36	18.00



Rs.50000 - Rs. 75000	18	9.00
Rs. 75000 & above	40	20.00
Total	200	100.00
Travel Profile of the Tourists (Leisure trips/year)		
1 - 3 trips	74	37.00
3 - 6 trips	81	40.50
6 - 9 trips	31	15.50
More than 9 trips	14	7.00
Total	200	100.00

Source: Compiled by authors based on the primary data

From the above descriptive statistics, it is clear that the responses are collected from a true representative sample who are capable to give comments on purchase intention properly.

Reliability measures of constructs

The Cronbach alpha values of each construct are taken from spss and values of all variables are above 0.8 (table 2), the reliability of Perceived value scale and purchase intention scale is established. The tourist purchase intention is with four indicators and is having Cronbach alpha value of 0.835, perceived product quality is with six indicators and is having Cronbach alpha value of 0.876, perceived economic value is with four indicators and is having Cronbach alpha value of 0.860, and finally the perceived emotional value is with five indicators and is having Cronbach alpha value of 0.924. Since the reliability measures are within the minimum threshold limit, the measurement tool that is used for the study is reliable and valid.

Convergent validity and discriminant validity

Validation tests such as convergent validity and discriminant validity were used to measure the goodness and reliability of the construct. The table of ‘combined loadings and cross loadings’ provided by Warp PLS 6.0 software can be used for ensuring convergent validity of the measurement instrument. The two criteria recommended for ensuring convergent validity are: p values associated with loadings should be equal to or lower than .05, and that the loading be equal to or greater than 0.5 (Hair et al., 1987; 2009; Kock, 2014). The data analysis results show that (Table 3) the indicator loadings associated with each latent variable is above 0.5 and all the corresponding p values are below 0.5. Since all the indicators satisfy the recommended criteria, there is no need to remove any indicators. Therefore, the convergent validity is established.

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Table 3: Results of Combined Loadings and Cross Loadings of Variables

Items	PV	TPI	p Value
PPQ	0.893	-0.132	<0.001
PECV	0.848	-0.060	<0.001
PEMV	0.881	0.224	<0.001
TPI1	-0.378	0.794	<0.001
TPI2	-0.101	0.832	<0.001
TPI3	0.244	0.819	<0.001
TPI4	0.223	0.827	<0.001

consideration and of the other latent variables in the measurement model (Fornell and Larcker,1981). The diagonal values in the latent variable correlation table represent the ‘square roots of the AVE’ for each latent variable (Table 4). The AVE threshold recommended value is 0.5 (Fornell and Larcker,1981, Knock and Lynn, 2012). VIF is a

Discriminant validity is used to verify whether the responses from the respondents to the questions are either correlated or not with other latent variables. A measurement model has acceptable discriminant validity if the ‘Square root of the Average Variance Extracted’ is higher than any of the correlations between the latent variable under



measure of degree of Collinearity (or multicollinearity) among variables, including both indicators and latent variables. It is recommended that both AVIF and AFVIF will be ideal if the values are equal to or lower than 3.3. In the analysis, the

square root of AVE (table 4) for each variable is higher than any other values above or below or left or right to it. Thus, the discriminant validity of the measurement model is established. Since the reliability, convergent validity and discriminant validity of the measures are within the threshold limits, the data and tools used to measure them are suitable for further analysis.

Table 4: Correlations among Latent Variables with Square Roots of AVEs

Variables	PV	PI
PV	0.874	0.535
PI	0.535	0.818

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

Relationship between Perceived Value and Tourists’ Purchase Intention

The perceived value refers to the overall assessment by the customer about the utility of the product based on what is received and what is given. The present study considers perceived value as a ‘formative construct’ made up of its three dimensions such as Perceived Product Quality (PPQ), Perceived Economic Value (PECV) and Perceived Emotional Value (PEMV). The purchase decision of every customer is value driven. The value perceived by customers reflects in their decision about whether to buy or not. The descriptive statistics are presented in Table 5 below:

Table 5: Results of descriptive statistics

Variables	Mean	Std. Deviation
TPI	3.12	0.878
PPQ	2.84	0.814
PECV	2.94	0.906
PEMV	3.01	0.893

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To find out whether Perceived value significantly predicts purchase intention of tourists towards – street vended products, a multiple regression analysis was done in SPSS and the results are depicted below (table 6).

Table 6 Multiple Regression Analysis

Variable	Beta Value	Sig.	R ²	Adjusted R ²	Collinearity Statistics	
					Tolerance	VIF
Perceived Product Quality (PPQ)	0.254	0.007	0.226	0.214	0.434	2.118
Perceived Economic Value (PECV)	0.257	0.009			0.420	2.382
Perceived Emotional Value (PEMV)	0.250	0.006			0.494	2.023

Dependent Variable: Tourists’ Purchase Intention (TPI)

The Beta coefficient shows the strength of the relationship between each predictor variables (PPQ, PECV, and PEMV) and criterion variable (Tourists’ Purchase Intention). From the above multiple regression analysis, it is inferred that the Beta value of Perceived Product Quality, Perceived

Economic Value and Perceived Emotional Value is significant since $p < .05$ and ultimately the regression effect is statistically significant. The beta coefficient of perceived product quality (PPQ) is 0.254 ($p < .05$). Therefore, the first hypothesis of the study is supported. I.e., there



exists a significant positive relationship between perceived product quality of street vended products and tourists’ purchase intention.

The beta coefficient of perceived economic value (PECV) is 0.257 (p < .05). Therefore, the second hypothesis of the study is supported. I.e., there exists a significant positive relationship between perceived economic value of street vended products and tourists’ purchase intention.

The beta coefficient of perceived emotional value (PEMV) is 0.250 (p < .05). Therefore, the third hypothesis of the study is supported. I.e., there exists a significant positive relationship between perceived emotional value of street vended products and tourists’ purchase intention.

The R2 value (0.226) is the proportion of the variance in the Tourists’ Purchase Intention made by Perceived Value variables (PPQ, PECV, and PEMV). In essence, it measures how a good prediction of Tourists’ Purchase Intention can make by knowing the Perceived Value variables. The adjusted R2 value of 0.214 point out that the predictor variables together are accounted for 21.4 per cent variation in Criterion variable.

The two columns titled Collinearity statistics in the table indicates the tolerance values and variance inflation factor (VIF). These values are used for assessing multicollinearity. It is the interrelation of independent variables, which should be avoided. The VIF value less than 3.3 is acceptable. Here the VIF values are less than 3.3, so it can be inferred that there is no multicollinearity problem.

Discussion and conclusion

The findings of the study reveal the relevance of maintaining values of products. The tourists are value conscious and they try to derive maximum value from each purchase that they make. Hence, the vendors must be capable of ensuring value of the products in terms of economic, quality, and emotional aspects in order to influence the

purchase intention of tourists. The street vendors should focus on ensuring the quality of products to attract more tourists. It can be done through using quality ingredients, preparation and display in hygienic surroundings, by avoiding damaged products and through safe packing. The tendency to charge higher price must be avoided. A reasonable price must be fixed according to the quality and quantity of products. The vendors should be flexible to reduce price in a bargaining situation to positively close the sale. This should be done after ensuring their reasonable profit margin. Giving offers and discounts is a best-selling technique. The emotional

value creation is also very essential. It can be done through offering enjoyable and amusing products. The rare and unique products impress tourists a lot. Among the three dimensions of perceived value, the economic value is comparatively stronger which influence the purchase intention of tourists. Therefore, the vendors must be very sensitive in deciding their pricing strategy. Through having careful business tactics in deciding the price of products, quantity, and quality, the street entrepreneurs can easily attract the tourists’ minds and can raise their revenue by increasing sales volume. This eventually helps in poverty alleviation and attaining sustainable development across the globe

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Appendix

Measurement scales:

(Five-point Likert scale: 1= Strongly disagree, 2= disagree, 3= not decided, 4= agree, 5= strongly agree)

Constructs with Indicators	1	2	3	4	5
Purchase Intention					
Quality of the products influence me to purchase					
Cheap rate and attractive offers on the product influence me to purchase					
Attractive display of the product influence me to purchase					
Skills of vendor influence me to purchase					
Perceived Value:					
Perceive Product Quality					
Products have consistent quality					



Products are well made					
Products have an acceptable standard of quality					
Products have good workmanship					
Products would last a long time					
Products would perform consistently					
Perceived Economic Value					
Products are reasonably priced					
Products offer value for money					
Products are good for the price					
Products would be economical					
Perceived Emotional Value					
I would enjoy Street vendor products					
Products would make me want to use it					
I would feel relaxed about using products					
Products would make me feel good					
Products give me pleasure					

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