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ABSTRACT

This study identifies structural relationships between tourists' travel motivations and attitudes toward cultural souvenirs and travel intentions. An online survey fielded through Amazon Turk yielded a purposeful sample of 893 respondents who were representative of the population of interest. Results reveal respondents prefer to travel during summer rather than during spring, winter, and fall seasons. Additionally, they desire to purchase souvenirs on family trips. Also, data analysis indicates travel motivations positively influence tourists' attitudes towards cultural souvenir and travel intentions. Physical, relaxation, and pleasure motives influence travel motivations.

ABOUT THE AUTHORS

Wei Wang is an Assistant Professor in the Department of Economic Development, Tourism, and Sport Management at the University of Southern Mississippi. She received her Doctoral Degree from Indiana University at Bloomington. Dr. Wang's research interests focus on hospitality innovation and destination marketing. Her research has been published in top-tier tourism and hospitality journals, such as *Journal of Travel Research*, *Journal of Destination Marketing and Management*, *Tourism Analysis*, *Tourism Review*, *Current Issues in Tourism*, *Asia Pacific Journal of Tourism Research*, *Event Management*, and *Advances in Hospitality and Leisure*.

Gallayanee Yaoyuneyong is an Associate Professor of Merchandising at The University of Southern Mississippi. She received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research can be divided into two separate and distinct categories: Merchandising 2.0, and Classroom 2.0. Her research has been published in various journals in the fields of merchandising, marketing, advertising, and education. Dr. Yaoyuneyong is a particularly innovative instructor and has won numerous teaching awards.

Pauline Sullivan is an Associate Professor in the College of Agriculture, Human and Natural Sciences at Tennessee State University. She received her Doctoral Degree from New York University. She has received federal and foundation grants as well as published in numerous journals. Her recent publications can be found in the Journal of Business Theory and Practice, the International Journal of Business and Management Study, and the Journal of Food Products Markets.

Brigitte Burgess is an Associate Professor of Merchandising in the Department of Marketing and Merchandising at The University of Southern Mississippi. Her expertises are in Buying and Assortment Planning as well as Visual Merchandising and Promotion. Her research focuses on consumer behavior in various retail environments and the scholarship of teaching and learning, which aims to improve teaching to positively affect student learning. She actively encourages undergraduate students to conduct and disseminate original research. Since 2005 she has published 24 papers with 32 undergraduate co-authors.

