

Souvenirs and Souvenir Marketing: A new Approach Towards Creating Remembrance and Mementoes for Bangladesh as a Tourism Destination

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***Abstract:** Besides tourists' rational causes, emotional attachments with a destination are vital for creating memories. Uniquely representing a country via memorabilia such as souvenirs could be an exciting way to extend the tourist experience and create a competitive advantage. However, souvenirs' significance in destination image and creating memory has been ignored previously by tourism scholars of Bangladesh. This study examined souvenirs as a form of memorabilia enhancing tourists' attachment with destination and re-visit intentions. Therefore, this paper analyzes Bangladesh's souvenir market's current scenario with qualitative research design by applying the case study and in-depth interview method. The findings portray advancement in the marketing of souvenirs plays an essential role in creating tourists' memories. Hence, tourism stakeholders could use souvenir marketing as a new tool to rebrand Bangladesh as a destination.*

***Keywords:** Souvenirs, memory, Bangladesh souvenirs, mementoes*

1. Introduction

We bring moments and memories along with us after travelling to our long-cherished destination. Tourists always get fascinated by a destination's authentic and creative content; souvenirs are one. The perception of promoting a nation's culture creates diversity and works as an essential tourist encouragement activity. The Bangladesh tourism industry is still developing, leaving many potential tourist destinations unexplored. Not only the goals but also the authenticities of the country remain unfamiliar. Though Bangladeshi culture, food traditions are much known all over the world. A host country can always present and offer its tourists everything the land features. People usually go to places they find attractive; they can also feel interested in specific sites. Souvenirs can play symbolic reminders that make tourists nostalgic and create little emotional attachment. Likewise, Kong and Chang (2016) view souvenirs as items of memories of people, places, events, and gifts.

Souvenirs mostly remind the place when it is seen. Tourists look for identifiable objects to carry when travelling to a destination. Through these objects, tourists re-live their memories

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whenever they can. A recent study by Suzanne, Bruno, and Carla (2020) demonstrated that souvenir quality, gift appropriateness, and having the name or design of the place visited are the attributes most valued by the tourists. It has been proposed by Dumbrovská and Fialová (2020) found two dimensions that are closely connected to the souvenirs, and their cohesion is an important element for successful destination. One is the connection with a place in terms of searching for authenticity and the other is representing a location, region or nation to give a destination a meaningful external representation.

Tourists always want to celebrate a travel experience that brings memories back (Kong and Chang, 2016). Around the world, tourists construct narratives of their tourism experience; and souvenirs might be the one medium through which tourism destinations' physical settings, activities and traditions can be portrayed. Bangladesh is a land of diverse cultures enriched with its old heritage, monuments, and history. It can be considered worthy of promoting the country by utilizing souvenirs. Besides natural resources, this country can also empower its history and culture to generate innovativeness in most tourist centers.

It is, however, unfortunate that Bangladesh has been lacking in fulfilling the souvenir demands to some extent. Moreover, timely, accurate, and valuable data are not available on whether the Bangladesh tourism industry focuses on souvenir sales. In this regard, research of the souvenirs and their current market is crucially significant for Bangladesh destinations. Hence, this paper attempts to identify, describe, and recommend future actions to the Bangladesh souvenir market based on one of the new members of the souvenir segment (Haat-Baksho) and the tourists. As the market has fewer options to research, the paper highlights an up-and-coming souvenir business organization named, Haat-Baksho. Haat-Baksho is a Bangladeshi souvenir manufacturing and designing firm that started its groundwork in 2015 in Dhaka, Bangladesh. Since 2017, it has been selling souvenir items through its official Facebook page. Since then, it has received a great response mainly for the multi-coloured products. Apart from the regular products, HaatBaksho has presented national festivals, historical events, cultural aspects, and occasions through their miniatures. In light of the above, the authors of the paper attempt to find the future scopes to research with souvenir and their market for the Bangladesh tourism industry's future and its effects on tourists.

1.1 The rationale and scope of the study

Asian destinations are known worldwide for their old history, rich culture and traditions. Since travellers search for memoirs when they visit any destination, Bangladesh's famous tourist destinations could offer various souvenirs to connect with their memory. Interestingly, each type of souvenir portrays different symbols, meanings, and creativity to represent the place. However, the contribution of souvenirs has received little attention within the field of Bangladesh tourism. Additionally, this market is completely ignored and lacks research. The current study explores whether souvenirs create memories that tourists return and re-visit

tourism destinations of Bangladesh. Therefore, the present study aims to bridge the gap and create scopes for future researchers and tourism industry professionals.

2. Literature Review

2.1 International souvenir market, souvenirs and relativity to tourism

Globalization has emphasized the universality of worldwide cultural or corporate processes. However, globalization accentuates the particularization of product, service or theme (Matusitz, 2010). The global heterogeneity and the local's ability have resulted in unique souvenir marketing outcomes in different geographical areas (Ritzer, 2003). The world's souvenir industry has played a vital role in every nation's economic development. Souvenirs have been the source of income and social recognition for the destination's residents. According to a neighboring country report (Manjeet Singh, 2017), India's gift market is projected to grow from an estimated \$119 million in 2019 to \$159 million by 2025.

A case study approach was used by Dumbrovská and Fialová (2020) in their recent research discusses about post-socialist destination- Prague. It represents a unique case in establishing a relationship (if any) between the offered souvenirs and the local culture, history, and identity. A travel market should attempt to find how its customers are linking their travel motivations with distinct buying behaviour. Kumar, Trupp and Pratt (2022) have highlighted and compared souvenir purchase behaviour of cruise ship visitors and overnight tourists in a Pacific Island context, Fiji. The research shows some demographic and socioeconomic differences between the visitors and the tourists. However, the memories linked with the souvenirs of any South Asian destination still lacks.

Souvenirs are universally associated with tourism as a commercially produced tangible item specifically purchased to remind tourists' of intangible experiences of place (Swanson & Horridge, 2006). Purchasing different souvenirs and bringing them back home also makes an experience tangible for oneself and others (Zauberman et al., 2008; Wilkins, 2011). The five broad types of souvenirs enlisted by Gordon (1986) are visual images, pieces-of-the-rock, symbolic shorthand, markers, and locally produced items. Moreover, Kim and Littrell (2001) identified two subtypes within local and ethnic products representing the specific tourism regions. Many crafts are sometimes exclusively produced for external markets (Markwick, 2001).

2.2 Contributions to the tourism industry

As tourism experience not only is made up of environments, activities, and people, but also of "things" connected to the individual tourist, souvenirs are objects of social construction instilled with particular and shared meaning with significance (Dresler, 2021). Souvenirs play essential roles in creating good experiences (Griggio, 2015). Moreover, in some tourist destination selling and buying souvenirs are routine activities (Swanson & Timothy, 2012).

Interestingly, Wicks et al. (2004) has identified that authenticity might be the most critical factor affecting tourists' buying intentions among all souvenirs. Furthermore, it has been a relevant part of the leisure experience for many visitors (Murphy et al., 2011) working as memory signifiers (Timothy, 2005). Also, indigenous societies sell souvenirs to visitors, allowing them to continue earning profits. All over the world, gifting hand-made elements to guests can be seen as a profit-making route. Moreover, Healy (1994) has suggested that locally made souvenirs can significantly increase the incomes of women, children, and the elderly of rural tourist destinations. Thus, for a developing country like Bangladesh, selling handicrafts as souvenirs can increase revenue and employment and enhance the country's annual income.

Every nation links tourists with destinations, traditions, and cultures, from food souvenirs to tiny chains, books, and replicas of historic establishments. According to Wilkins (2011), the souvenir product mix includes clothing, hats branded with a destination name and logo, a destination's speciality food, a destination's arts and crafts, photographs and paintings and other items (such as key rings, fridge magnets and mugs) representing the destination. The assortment of souvenir products sold to tourists does not show any single pattern (Swanson & Horridge, 2004). However, they include arts and crafts, jewellery, leather goods, antiques, collectables, postcards and local products.

Usually, consumption patterns and tourism behaviour differ much according to the demographic variables (Swain, 1995). Also, Fischer and Arnold (1990) have identified that gender, personalities, and attitudes affect the gift and souvenir purchasing patterns. Women are more inclined to purchase souvenirs frequently than men (Littrell, Anderson, and Brown, 1993; Anderson and Littrell, 1996).

Souvenirs could be used as links between tourists, destinations, and memories. The destinations could enhance their visibility and uniqueness to create memory through souvenirs. The souvenir market can also be an excellent option for start-up ventures and entrepreneurs to flourish in the tourism industry.

2.3 Linking souvenir and destination culture

Tourist's actively interpret their travel experiences and store these experiences in their memories (Dresler, 2021). This view had been quite similar for many years and it was supported by Graburn (1989) that the souvenirs work as a proof of travel and reflected a sacred journey from the early 1980s. As human behaviour is influenced by culture, souvenirs play a form of cultural sharing through the product (Mbaiwa, 2004) in tourism. By presenting unique tokens to the tourists, a destination can contribute to the survival of its own culture. The collection of souvenirs can be varied from a country's representative features, culture, traditions, buying behavior of tourists to available raw materials and local artisans. For instance, Bhutan promotes local products for sustainability; Bali tries to capture wood carvings in mass scale whereas Dubai focuses on luxury branding (Ceylon Today, 2020).

Moreover, cultural representations are subjective, objective, dislocated, and emergent (Stewart, 2005) that explored how different souvenirs can play essential role for a country. Also, cultural developments and attractions play an important role in tourism at all levels, from the global highlights of world culture to interests that underpin local identities (Richards, 2001). Countries with diversified cultures have several opportunities to illustrate their identities, pride and communities, folk arts and rituals as the representations of the intangible values and beliefs in the form of souvenirs. Therefore, by developing souvenir market strong and steady, a country can attract tourists toward its culture.

2.4 Does souvenirs help in marketing destinations?

As mentioned before, souvenirs capture the unique qualities of the destination. It transports the qualities of home as reminders of what made the place special (Swanson and Timothy, 2012). Additionally, souvenirs have powerful symbolic effects on promoting authentic stories of any nation. For promoting tourism destinations, souvenirs might play the role from two perspectives; uniqueness of each destination and stimulation of travel plans. Thus, To attract tourists and persuade them to extend their stay, a better understanding of tourist shopping behaviours and pleasing shopping environments is essential (Kemperman et al., 2009). Also, a good souvenir market commercially represents the local culture that fits ancestry, language and cosmology (Medina, 2003). The countries those are trying to progress in the tourism sector can target souvenir's significance to promote destinations (Beerli and Martin, 2004). Therefore, developing the marketing strategies with local traditions to attract new tourists and inspire responsible travel can be added in that future strategic planning for Bangladesh.

2.5 How are destinations in Asia managing the souvenir market?

Asian destinations are known worldwide for their old history, rich culture and traditions. Moreover, Asian countries prominently elevate a common ingredient to something unique that quickly gets tourists' attention. In Asian countries, people bring souvenirs to family members, friends and colleagues and most importantly, guests. Moreover, buying handicrafts can develop self-identity in society and can be used for gift-giving to support social relationships with others (Reisinger and Turner, 2002; Kim and Littrell, 2001; Park, 2000). The Oceanic and Asian island cultures had pre-contact trading or gift exchange systems based on cultural representations' economic use (Mosko, 2002). Also, tourism marketers have always focused on domestic and international tourists' increased interest in the souvenir market (Lincoln and Guba, 1985).

Countries like Nepal, India and Srilanka ranked high on most travellers' bucket lists. The primary reason is for magnificent natural views and cultures' treasures. Although the traditional shops and markets captured travellers' attraction looking for antique, unique small products they want to carry home as memories of their trip (Mbaiwa, 2004). Also, Asian tourists usually buy souvenirs as duty-free products, which they preserve for years—for instance, books, perfumes,

home goods, crafts and medicine/herbs. From Asian customs, people strongly consider friends and families when purchasing goods and services. However, Asian markets are still behind in developing proper souvenir markets compared to European ones.

2.6 Types of Souvenirs

Souvenirs work as an additional attraction for any tourism market. The gathering of souvenirs makes an experience tangible, either for consumption by others or as a means of prolonging the experience for one's consumption (Gordon, 1986; MacCannell, 1989). Different varieties and functions of souvenirs help tourists explore the varied options and purchase what they particularly like. Adopting a similar suggestion, Suhartanto et al. (2018) have demonstrated an essential function of food souvenirs representing local identities. Moreover, many destinations produce a local speciality food that caters to tourists who need souvenirs.

In recent days, even photographs with the local people, establishments, and historical monuments help create memories. Souvenirs are among the most pervasive travel experiential elements and may trigger positive memories of people's holidays (Torabian & Arai, 2016).

2.7 Is Bangladesh Holding a Competitive Souvenir Market?

Since travellers search for memoirs while travelling, Bangladesh has started to offer various souvenirs via shops at famous tourist destinations. Each type of souvenir has its symbolism, meaning, and creativity. However, the price range varies according to market demand, location, season, product quality, and creative packaging. The top tourism destinations of Bangladesh, Cox's Bazaar, Sylhet, Chattagram, and Rangamati, have many souvenir shops in different places, mainly around the tourist accommodation and entertainment establishments. These shops offer diversified options to tourists over a year with a full-fledged environment of souvenir shopping.

The massive demand for customized souvenir items is being noticed in recent years. Along with famous destinations, districts like Dhaka, Mymensingh, Bikrampur, Tangail, and Rajshahi are prominent places where souvenirs are available in the form of local products. However, the influence of online shopping and the availability of products do not encourage consumers to visit a physical store to choose and purchase. Hence, the online shops also sell a range of souvenir products collected from the market all over Bangladesh.

For thousands of years, the country and its people have vividly celebrated a glorious cultural heritage. Apart from Dhaka, other small towns of Bangladesh could also promote their local treasures by putting their history, arts, folk paints, and archaeological sites into souvenirs as perfectly manicured versions like other Asian countries. However, even after a few entrepreneurs vision towards souvenir business, Bangladesh is facing difficulty maintaining a standard quality in souvenir marketing. In comparison to the neighboring countries, the existing souvenir market of Bangladesh has not accomplished a competitive position in the

souvenir business sector. Moreover, in terms of captivating tourists' attention, the Bangladeshi souvenir market has been noticed with considerable lacking.

To conclude this section, the literature suggests that the significant relationship of tourists' experience with souvenirs is inevitable irrespective of periods and places. Though capturing and measuring tourist behaviour is difficult, they are exploring the patterns of souvenir products. However, the study notably proposes a conceptual framework to achieve the objectives that it is aiming for:

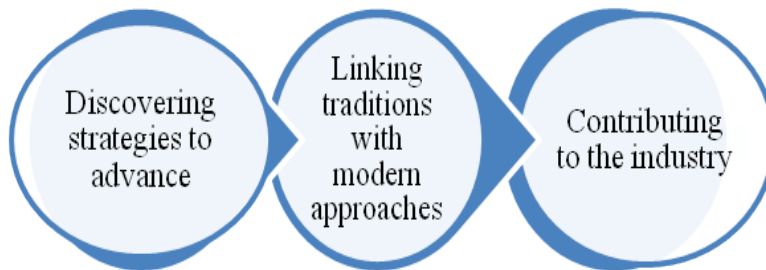


Figure 1: A comprehensive framework relating the theme of the study

3. Objectives of the Study

The following objectives are set to find out how souvenirs keep destinations alive in the tourist mind and form memory even after visiting the destinations of Bangladesh.

1. To establish souvenirs as a new approach towards creating memory, remembrance and mementoes for Bangladesh as a tourism destination.
2. To examine whether tourists' demand exists for souvenir shops at the destinations visited and whether the re-visit intentions are related to souvenir purchases.
3. To orchestrate the link of souvenirs and tourism marketing of South East Asia's developing destination by assessing the souvenir shops in Bangladesh.

4. Methodology

Previously, various authors addressed the importance of souvenirs in forming a national identity, improving economic and cultural expansions, and community development. However, no study in Bangladesh has yet been conducted to identify and elaborate on the souvenir market's importance for promoting tourism and creating memories for tourists'. The objectives of this paper demanded both primary and secondary data collection. Besides quantitative data, qualitative data collection can apprehend and appraise subjective aspects like experience, memories, feelings, and satisfaction. Moreover, it is valuable to comprehend any baseline for the new research done for any context (Cresswell, 2007). Therefore, this paper has used qualitative case studies and semi-structured interviews to assess the emotions, feelings, memories and

experiences attached to the destinations product as souvenirs (Anderson and Shimizu, 2007). As the study progressed, the researchers conducted an in-depth interview and case study approach with one of the prominent souvenir sellers, 'Haat-Baksho'. This organization has been established very recently in the designing and selling miniatures of various destinations, attractions, and places of Bangladesh. Haat-Baksho is enlisted as one of the organization's small and medium cottage industries attached to tourism services.

The case study approach is used to profoundly understand any chosen case (bounded-system) phenomena compared to other several issues (Cresswell, 2007). By selecting the single unit as a case, the researchers have decided to go for purposive sampling by following Cresswell's case study approach for this paper. This approach is famous and most used by social scientists across many other disciplines for its wide acceptance regarding identifying new insights uniquely. Thus, it is expected to generalize exceptional results for the researchers using case-study as a new approach for Bangladesh's travel and tourism industry. However, results may vary significantly due to cultural, generational, and other contextual differences (Stake, 1995).

The case study approach for this research has been adapted depending on Stake's (1995) and Stake (1994). Firstly, as the researchers selected a clear boundary of cases (souvenir shops and the target market), they further designed the study to understand the problem better. Secondly, actions have identified the subject as individuals, such as a single case study (Haat-Baksho). Afterwards, with the bounded-system approach, the contextual case of the Bangladesh souvenir market Haat-Baksho was selected. Previously, only Aarong and some street markets sold souvenirs to the market. Thus, this research has gone through multiple sources of information to reveal the original scenario of the new organization Haat-Baksho. The following figure represents this novel study's data collection and analysis steps.

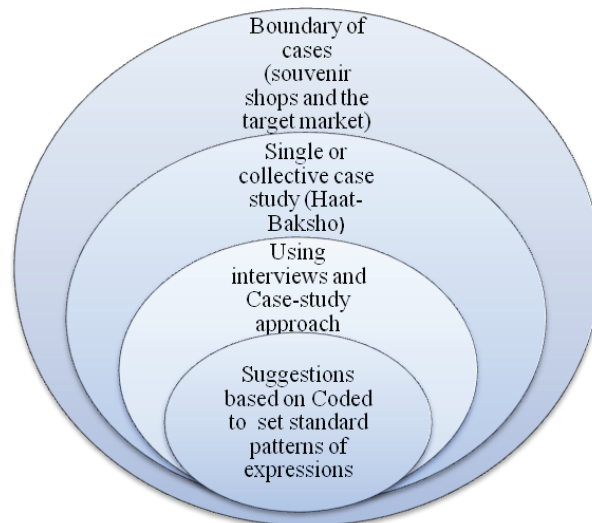


Figure 2: Data collection and analysis steps followed by researchers

Miles and Huberman (1994) and Atkinson (2002) suggested examining the case-study data by plausibly connecting the data to a sequence of suggestions together and then inferring the following information drawn by the study. This paper has followed various stages suggested by Atkinson (2002) for analyzing the case-study data gathered from Haat-Baksho. Firstly, the data storehouse system has been formatted using the essential relational database theory. Then, secondly, it has generated codes to classify and categorize the individual data cluster. These have further resulted in analyzed, restructured, and simplified codes. Thirdly, evaluate the gathered data by assorting the information received. Finally, the researchers have produced concluding suggestions linking the uncomplicated codes in stage three.

In the first stage, the researchers have thoroughly studied and scrutinized Haat-Baksho's activities as a case. While, the entire time of data collection, the researchers took remarks, explained the interviewees and emphasized the pertinent information by highlighting the main problems. Moreover, while the data analysis; the centre of attention was dealing and relationship procedures with the tourists. The fundamental pessimistic points were identified and labeled as tribulations. Finally, by exposing some of the resolutions, the researchers outlined the best possible results in the findings section.

In the second stage, the data were collected through interviews and finding other related documents, as Yin (2003) suggested. Additionally, an in-depth interview was initiated via zoom due to Covid-19 situations. The selected samples are the buyers and the employees of Haat-Baksho. Along with the interviews, souvenir selling documents and media contents (Facebook) of Haat-Baksho have been analyzed as information to gain new insights. For instance, the media content served as essential information regarding marketing a 'miniature replica' upholding Bangladesh's rich heritage and historical significance (Haat-Baksho, 2020). Additionally, this organization is chosen considering the rising potentialities and uniqueness of the souvenir marketing of Bangladesh.



Figure 3: Haat-Baksho miniature as souvenirs (From the Facebook page of Haat-Baksho)

The interviews were performed to investigate the varied views of 21 participants as the responses had reached saturation, and no new information retention was possible interviewing more interviewees (Walker, 2012; Guest et al., 2006). Each of the interviews took around 30-45 minutes and was taken by one of the authors. From the list of 21 respondents, seventeen people were tourists, and four were from Haat-Baksho. The tourists were also the buyers of Haat-Baksho, from four major cities of Bangladesh (Dhaka, Chattogram, Sylhet, and Rajshahi). Among seventeen tourists, nine were male and eight were female ageing from 20-45. The tourists were selected because of their high purchase from Haat-Baksho (data received from Haat-Baksho about buyers purchasing more than three times).

The steps that have been followed in this paper for conducting the semi-structured in-depth interview included:

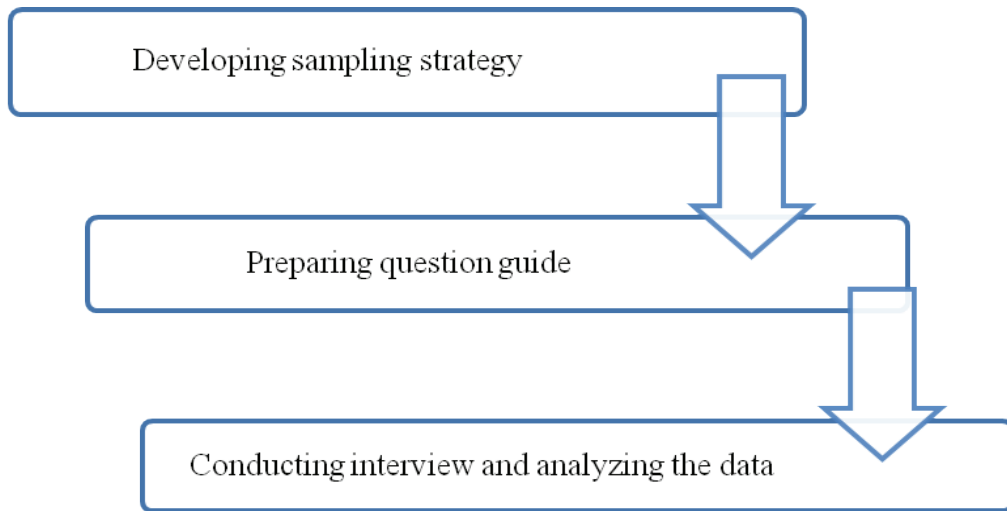


Figure 4: Interview steps followed by researchers

The figure above shows how data were collected for this research. The samples were chosen with a convenience sampling technique because of the easiness, accessibility, and cost-effectiveness. Also, it is less rigorous to reach out to the samples (Marshall, 1996). Moreover, as this paper has focused souvenir market of Bangladesh, researchers also used the judgmental sampling technique (Cresswell and Planko, 2007). Then, the question guide was prepared, followed Braun and Clarke's (2006) guidelines to conduct an interview.

The respondents (age: 19-35) were asked whether they purchased any souvenirs from Haat-Baksho. If the respondents answered yes, the survey continued with other relevant questions about frequent purchase, the significance of customization, availability of products, product quality, and price. The different options and customized products are mostly chosen to be the main reasons for purchasing souvenirs online.

The members working at Haat-Baksho were asked about the market, buyers, and future of the souvenir market. Moreover, the interviewees' questions were, for instance, can you tell me as much as you can about Haat-Baksho's goal? What kind of miniatures do you make? Who are your primary customers? Please share your thoughts about the importance of local and national souvenirs when people go on holiday. Please give five words that best describe the Bangladesh souvenir market from your experiences. Why do tourists' buy souvenirs? What do souvenirs mean to you? Can you give me five words for souvenirs that resemble memories from travelling to any destination?

While analyzing the data, the thematic analysis design has been used to narrow down the themes. These were first set into themes and then coded with general identifiers to use in this paper.

Afterwards, the codes were used to explain the findings and tourists' perspectives. Further, the data were converted into meaningful aspects. The most exciting parts of this research were identifying words such as memory, excitement, happiness, nostalgia, emotional connection, moments, love, and remembering the place. The insightful explanation of the souvenirs by tourists' regarded as mementoes or memorabilia could be further used as understanding its role and significance in Bangladesh tourism. Additionally, the case presented rich, timely, essential data based on the travel market segment.

5. Findings of the Study

The study's purpose correlated travel motivations with souvenir shopping that was formulated through in-depth interviews. The interviews gathered insights about the existing souvenir market, designing new products, strengthening customer satisfaction from the customer and seller's perspective. The interviews further helped the researchers to understand the current influencing factors behind souvenirs as a future tourism enhancer. Besides, the future expectations of Bangladesh's online souvenir business will also be highlighted.

Souvenirs attract and create memories for tourists. Also, any nation can express its uniqueness through diversified souvenirs. The souvenirs as a marketing tool can be a differentiation attempt made by destinations of Bangladesh. The following figure portrays the benefits of having a memento, identified from this paper that any destination could achieve through souvenir marketing for a tourism destination.

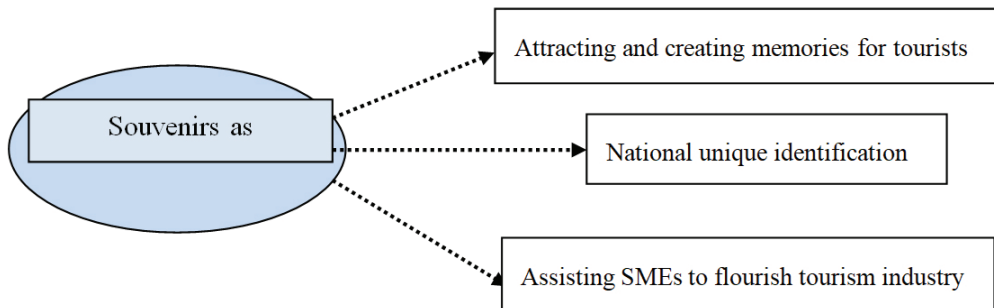


Figure 5: Souvenirs as mementoes

Since the outcome of the study has been associated with Haat-Baksho, the most beneficial aspect is the consumers of it buy a range of products from thematic mini wall frames, key rings, bookmarkers, paperweights, Bengali calendars to other traditional decorative products, such as; local vehicles, commonly known as the rickshaw. It sells products both in bulk and small quantities. Clients can get the advantage of buying products at a lesser price when they order in bulk. Also, consumers can request customized products according to their preferences of size, colour and material. During the study, authors have tried to explore the numerous local

souvenir products distinctly available at many places in Bangladesh.

In Bangladesh, each district represents its own unique story in the design of souvenirs. The new Bangladeshi designers have recently added the authentic combination of places, emphasizing souvenirs' outlook and quality. As the country is known for its hospitable culture, many tourism destinations have recently been identified with distinctive souvenirs that are highlighted in the following table.

Table 1: The popular types of souvenirs of Bangladesh
(Source: Author(s) own research)

<i>The popular souvenirs of Bangladesh</i>	<i>Available souvenirs at places in Bangladesh</i>
Jute products	Dhaka, Narsingdi, Faridpur, Tangail
Tea leaf	Sylhet and Chattagram
Stamps	Online shops, popular book stores
Country map, key chains	New Market, Nilkhet, Dhaka and all over the country
Folk paints	Puran Dhaka, Sonargaon,
Local handicrafts, clay pots	Different brand shops, Narayanganj, Rajshahi
Hand-made rickshaw, sculptures' (replica)	Brand shops like Arong, souvenir shops; online and in-store
Books	Nilkhet, Bangla Bazaar, Aziz Super Market Batighar
Nakshi Kantha	Mymensingh, Jamalpur, Bogra, Rajshahi, Jessore, Faridpur
Tribal & traditional dresses; such as Manipuri and Jumsaree, Khami	Rangamati, Cox's Bazaar, Sylhet
Local clothes and Jewelry; such as Dhakai Jamdani, Snail chain necklace and earrings	Narayanganj, Sonargaon, Mirpur, Cox's Bazaar

However, the below table highlights a list of souvenirs that symbolizes belongingness to travellers and reflects more of a culture, tradition:

Table 2: Commonly found souvenirs around the world
(Source: Author(s) own research)

<i>Souvenirs: commonly found around the world</i>	
Key chains	Household items
Refrigerator magnets	Jewellery and antiques
Coins	Postcards

Tokens	Cloths, Bags
Mugs	Local crafts
National flags	Food and drink items

From the various options obtainable, the majority of the respondents have shown conformity to trust Haat-Baksho due to its quality. The respondents also agreed with the souvenir market's contribution that stimulates them to interact with the local community and add their memories. Also, they highlighted souvenirs telling the country's story, and they can share touristic information to whoever purchases. A few respondents were industry personnel who seem to contact the store for frequent purchases—the order in bulk and present mementoes to their foreign delegates. A positive finding associated with the product's price showed that consumers were happy with what was charged. Overall, the interviewees made a full satisfactory acknowledgement of their previous experiences with Haat-Baksho. It enhanced customers' experiences and the reliability toward Haat-Baksho.

The respondents' inclined contributions can be more strategic about the design process and unique promotional exhibition. The survey further more helped the Haat-Baksho team build a capacity to appreciate the suggestions directly from the purchasers about the particulars of a souvenir business. Bangladesh's online souvenir market should explore different concepts in the creation and promotion phases. As each distinguished souvenir product represents and offers the opportunity of keeping the memories of a trip, it is essential to make the tourists' expectations regarding a destination's image higher.

6. Souvenirs as Marketing Tool: Comparative Analysis

Tourists want to keep their trip memories alive with some concrete and visible elements like pictures, unique dresses, ornaments, wooden frames, key rings, decorative pottery, musical instruments and many more. Gordon (1986) suggested that a souvenir has helped tourists find, describe, freeze a transitory or momentary experience and bring back memories. Souvenirs work as an integral part of a person's travel experience. When tourists spend quality time shopping and lingering in stores, they want to experience the local culture. Many tourists desire to observe a destination's culture, norms, practices through souvenirs and local products.

South Asian countries are famous for their generosity and hospitality towards their tourists. Arranging services and amenities with the integration of local culture makes the Asian destinations unique from the world's other destinations. Thailand, India, Nepal, Indonesia, Sri Lanka, Vietnam are particularly renowned for their exclusive collection of souvenirs. India, Nepal, and Thailand significantly lead the business by grabbing tourists' utmost attention. Stakeholders from these countries generally target the most crowded tourism areas, such as; seaside, museums, fairs and events, shopping malls, and hotels, to present and sell the products. Customizing souvenirs has recently become a common practice for many destinations. Store

owners and entrepreneurs are selling souvenirs both online and in markets, reshaping their strategies with the belief of customization. Modern tourists are more inclined to visit those reviewed better and to excite on social media. However, this is surprising because souvenirs and the taking and sharing of pictures are avenues for tourists to express themselves (Lo et al., 2011; Wilkins, 2011). With the blessings of social media, local products can make their way to international influences.

Souvenir sales are taken much seriously; it generates an annual sale of more than \$25 billion (Love and Sheldon, 1998). Currently, tourism shopping has become one robust and large sector in many developed countries like the United States, Malaysia, Mexico, Canada and Spain. These countries also integrate their traditions with current and new marketing policies. Moreover, the concept of sustainable tourism has assimilated with the souvenir business. Nations have put much importance on the values of each souvenir rather than the mass production for trading-off.

As souvenir expresses the desire to search for authenticity, Bangladesh could be a perfect example in welcoming all for exploring its originality through the concept of souvenir business. Cox's Bazaar, St.Martins, Sylhet, Sundarbans, Hill tracts area are the most visited destinations in Bangladesh. Also, Rajshahi, Bikrampur, Sonargaon, Bogurahave enriched archaeological and historical heritage. These destinations can collectively offer mesmerizing natural views, traditions, diversified culture of ethnic groups, glorious history and people's warm hospitality. Unfortunately, Bangladesh is not exercising the fundamental attributes to develop the tourism sector. There are very few souvenir stalls tourists may find during their trips. Several hotels and resorts have their own or sponsored souvenir shops in their establishment areas.

Additionally, the core groups of travellers usually get introduced to Cox's Bazaar and Sylhet's original culture and services. These two destinations have a few collections of authentic goods. The stalls are either financed by the public authority or some non-govt. Organizations. Private owned souvenir stalls face a negative trend in business due to less promotion.

7. Future steps: souvenir and tourism market of Bangladesh

Segmenting the critical role that souvenirs can play in developing branding strategies may create potential scopes for Bangladesh's tourism market. A country's souvenir industry always has its own unique identity, emphasizing the increasing demand for customized products. With a growing culture of gifting souvenirs, the increasing trends produce more distinctive products to compete through all regions.

This study highlights the factors of a souvenir shopping culture that can influence building a positive destination image. Based on the qualitative findings, the study has amalgamated traditional souvenir business concepts with several suggestive modern platforms to implement in rebranding the destination's (Bangladesh) image. Though many of Bangladesh's tourism

places represent the authentic product's authentic source, consistency lacks souvenir business's marketing strategies. The growing competition in the neighbourhood countries is currently pressuring Bangladesh to care for this overlooked tourism infrastructure segment. The owners of souvenir shops are indeed trying to reflect the old traditions with a modern and robust design focus.

By collecting souvenirs, tourists can celebrate a culture across the borders. Tourists' cognitive processes and travel motivations work as push-factor for travelling in future. For instance, socialization, exploring new things, looking for new experiences or fulfilling the need to break out of daily schedules (Chon, 1989). Hwang et al. (2020) suggested that souvenir shops can help develop the tour qualities to ensure tourist satisfaction. By considering the current travel trends, it can be said that travellers value the uniqueness of a destination most, and they look for different elements to make the trip more memorable. Tourists could spend a significant amount of their travel budget shopping for gifts and souvenirs (Heung and Cheng, 2000).

Bangladeshi retailers can target tourists with tailored, premium or/and cheaper souvenir products. In Bangladesh, the souvenir market has not created any trend yet, an integral part of a tourist's travel experience. Moreover, repeat customers are finding no variation in product types. The pre-existing souvenirs are not enticing even the domestic tourists. Thus, the current market should approach an impactful transformation of historical connection to a trendy outlook. The study findings refer that stakeholders should not remove the originality of the products. This study might help understand the higher purpose of the relation between the vendors who design and sell the mementoes and the tourists who buy and keep those alive.

Creating an experiential marketing mix for the souvenir market for Bangladesh is essential to make the tourist experience better. As there is a gap in souvenir market study from the context of Bangladesh, more research in this area could fill the souvenir market and focus on a long-term relationship with the visitors. Therefore, destination marketers have become essential to target tourists from different cultural backgrounds. Promotional strategies will expand the opportunities to build a community responsible for encouraging travellers' participation in the Bangladeshi souvenir market.

After assessing the souvenir market's above situation, Bangladesh's souvenir and tourism marketers could follow the necessary steps to enhance the destination image and build memories. For instance, various press, television, radio, online, outdoor and indoor advertising might be included. Additionally, tourism and travel organizations could introduce Bangladeshi souvenirs through their annual brochures and magazines at flights. On the one hand, the government and other stakeholders shall establish souvenir centres at tourist's accommodation sites, mostly at hotels, resorts and guest houses.

On the other hand, with the improvisation of the websites, tourism organizations and other stakeholders could also introduce Souvenir Kiosks to promote the souvenirs. Like many other

airlines, Bangladesh Biman should have unique brochures of souvenir shops and online shops at destinations. Moreover, by encouraging the travel blogs writers, public and private tourism organizations could promote conveying souvenirs as memories via travel stories.

8. Conclusion

Enjoying a travel experience brings memories back of the time passed at the destination. From ancient to modern days, tourists always want to keep their memories alive with the experiences, pictures, products and gifts. If any destination seeks to catch travellers' eyes, it has to present itself with the most inviting creations. Hence, souvenirs are essential for creating reasons to re-visit the destinations and make memories. However, globalization emphasized the universality of cultural or corporate processes. As a result, globalization made products, services or themes (Matusitz, 2010) handier. Local's interdependence and global acceptance have made a way into different unique outcomes for different geographical areas (Ritzer, 2003). Thus, the tradition of purchasing hand-made elements from the destination visited grew substantially, significantly impacting profit-making.

Thus, this paper aims to find how souvenirs keep destinations alive in the tourist mind as a form of memory after visiting the place. As souvenirs as goods articulate the desire to search for authenticity, Bangladesh can welcome its tourists further to explore its originality through the concept of souvenir business. Furthermore, the most attractive tourist centres of Bangladesh Cox's Bazaar, St.Martins, Sylhet, Sundarbans, Hill tracts area, could further consider souvenir shop establishments. Worldwide, it can be seen that indigenous societies are living by selling souvenirs to visitors, allowing them to continue earning profits. This paper attempted to highlight the exciting parts of souvenirs' presence in building tourists' memories linked to that destination. Hence, Bangladesh can also benefit from selling handicrafts as souvenirs to increase its annual income, creating memories, building a destination as a brand, and reminding tourists of the destination.

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