CHAPTER 3

COMPARISON OF SHOPPING BEHAVIORS OF DOMESTIC AND FOREIGN TOURISTS DURING THE COVID-19: THE CASE OF GRAND BAZAAR

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ABSTRACT

The COVID-19 pandemic, which has turned into a global crisis, negatively affects many industries and their employees in economic. Also, the tourism industry, which benefits countries in terms of financial gains, suffers from a loss of revenues due to the restrictions (lockdowns, travel barriers between countries and cities, quarantine, social distance, etc.) imposed by governments during the pandemic process. These processes are also reflected in the shopping behavior of tourists. In this context, the study aims to research the possible differences in the shopping behavior of domestic and foreign tourists caused by the COVID-19 pandemic process. For this purpose, the research population consists of merchants in the Grand Bazaar, one of the historical shopping centers of Istanbul. The data used in the research were collected by semi-structured interview method with the merchants of the Grand Bazaar. The findings show that the shopping behaviors of domestic and foreign tourists during the COVID-19 process differ in the themes of the length of stay in the Grand Bazaar, the behavior of purchasing the product, and the motivation to bargain.

Keywords: COVID-19, Tourism, Shopping Behaviors, Grand Bazaar

1. Introduction

Even the shortest news about season flu, epidemics, and pandemics might lead the travel and tourism industry to experience sharp drops (Abbas, 2021: 3). The deadly COVID-19 pandemic that emerged on 31 December 2019 in Wuhan, China, caused and continues to drive global health and economic crisis as well as significant financial losses (Anderson, Heesterbeek, Klinkenberg & Hollingsworth, 2020). Because people first give up on their travel plans since they believe it is impossible to be protected against the virus and fear getting sick during the pandemic (Avery, 2017: 468; Meadows, Meadows, Tang & Liu, 2019).

The accelerated urbanization and expanded trade between the countries with increased globalization and industrialization led individuals to have shorter work hours and longer leisure time and go on more vacations with developments in transportation (Aslan, 1993: 24), and as a result, this expansion accelerated the emergence and spread of epidemics (Greger, 2007; Coker, Hunter, Rudge, Liverani & Hanvoravongchai, 2011; Wu et al., 2017; Gössling, Scott & Hall, 2021: 4). For the epidemics throughout human history, the Spanish Flu, that infected approximately 50 million people between 1918-19 due to military mobility of millions of soldiers spread around the world in a short time, and the 1957 Asian Flu (H2N2) and 1968 Hong Kong Flue that caused the death of one million people each are among the three significant pandemics in the 20th century. In the 21st century, five large epidemics are COVID-19 that started in 2019 and continue today, SARS (2002), swine influenza (2009), MERS (2013), and Ebola (2013) (Taubenberger & Morens, 2006: 69; Hollingsworth, Ferguson & Anderson, 2007; Coker et al., 2011; Wu et al., 2016; Abbas, Mubeen, Iorember, Raza & Mamirkulova, 2021). World Health Organization's ongoing COVID-19 pandemic report reported that 233,503,524 people had COVID-19 as of 1 September, and 4,777,503 died because of COVID-19. In Turkey, 7,154,070 people had an infection with the virus between 03 January 2020 and 01 October 2021, and a total of 64,054 people died because of the virus (WHO, 2021).

Since the scientific studies related to COVID-19 stated that travel between the countries contributed to the virus spreading (Wilson & Chen, 2020: 2), the local governments put travel bans on their agenda to keep the virus under control (Acar, 2020: 14). The precautions such as travel bans applied by the countries to decrease mobility, lockdowns, quarantines, social distancing, and mandatory mask-wearing bring the global tourism industry to a standstill (TÜRSAB, 2020; Gössling et al., 2020; Acar, 2020: 7; Strielkowski, 2020: 1).

The tourism industry, one of the deeply impacted industries by the COVID-19 pandemic, went back to the improvement process as the vaccines were found and applied worldwide, which led to relaxing the lockdowns and re-opening the boundaries between countries. However, the number of international tourists is 40% lower between January-June in the first seven months of 2021 compared to the same period in 2020 and 80% lower compared to the same period in 2019, which is the pre-pandemic year (UNWTO, 2021a: 1). United Nations World Tourism Organization's (UNWTO) report show that while the number of international tourists was 1 billion 466 million in 2019, this number decreased by 73% in 2020 to 402 million. The income generated from tourism was 1 trillion 466 billion USD in 2019 and decreased 64% to 533 billion USD in 2020 (UNWTO, 2021b). The data from a survey by the UNWTO Panel of Experts in September 2021 showed that most of the experts stated that the freed pent-up demand would offer a partial recovery after the second half of 2022. There will be a potential recovery in 2023, while almost half of the experts stated that the numbers in 2019 can only be reached in 2024 and the following years in the best-case scenario (UNWTO, 2021a: 1).

The tourism industry, which has a significant portion of the Turkish economy, is one of the most impacted sectors by the ongoing COVID-19 pandemic. Turkish Statistical Institution's (TÜİK) report showed that the number of visitors in Turkey (including citizens living in foreign countries) in 2019 was 51 million 860 thousand 42 individuals and decreased by 69.5% in 2020 to 15 million 826 thousand 266 individuals, and the income generated from tourism in 2019 was 34 billion 520 million 332 thousand USD and decreased by 65.1% in 2020 to 12 billion 59 million 320 thousand USD (TÜİK, 2021a). As the restrictions started to relax and borders were re-opened with the expansion of vaccination, the tourism sector partially regained its mobility. The Ministry of Culture and Tourism stated that the number of visitors in the first nine months of 2021 (January-September) in Turkey (including citizens living in foreign countries) was 21 million 507 thousand 658. This number increased by 81.78% compared to the same period of 2020 but decreased by 48.25% compared to the same period of 2019 (The Ministry of Culture and Tourism, 2021).

The government started to take precautions. These precautions included closing the borders, limiting international and intercity travels, applying lockdowns, stopping production in specific sectors, switching to remote or shift-based work to decrease work hours, and limiting the public transformation. These precautions aimed to decrease the spread of the COVID-19 virus emerged in Wuhan, China, in 2019 from the first months of 2020, when the spread of the virus accelerated. However, these precautions led to economic constriction, decreased economic growth speed, export and import activities being almost at a standstill, and increased unemployment rates (Aytekin & Güngör Karyağdı, 2021: 112). These developments in professional life due to the pandemic introduced new working conditions in developed and developing countries and decreased employment, and the agenda increased unemployment. According to a report published by International Labour Organization in January 2021, there was 8.8% work hour loss in 2020 compared to the fourth quarter of 2019 (corresponding to approximately 255 million full-time jobs). This loss was approximately four times more than the 2008 global economic crisis, and the report on the global unemployment rate showed an increase of 6.6%, with 33 million unemployed individuals added in 2020 (ILO, 2021: 2).

These global decreases and limitations significantly affected business owners and employees in the tourism industry. COVID-19 caused tourism to be at a standstill due to limitations and caused approximately 4.5 trillion USD GDP loss and 62 million employment loss in the tourism industry in 2020 (World Travel & Tourism Council, 2021a: 2). While tourism had a 10.4% share of global GDP in 2019, this share decreased to 5.5% in 2020. While the number of individuals employed in the tourism sector was 334 million in 2019, this number decreased to 272 million in 2020 (World Travel & Tourism Council, 2021b). Table 1 shows the country-based details for these decreases. The results are plotted based on the data on World Travel and Tourism Council (WTTC) report.

Table 1. Tourism Income and Number of Employees

	Income (Billion USD)		**Change Percentage (%)**	**Share in GDP (%)**		**Number of Employees (000)**		**Change Percentage (%)**
	2020	**2019**	**(2020/2019)**	**2020**	**2019**	**2019**	**2020**	**(2020/2019)**
USA	1,103.7	1,869.7	-41.0	5.3	8.6	16,585.3	11,073.1	-33.2
China	667.2	1,665.6	-59.9	4.5	11.6	82,218.9	66,169.8	-19.5
Japan	234.9	373.0	-37.0	4.7	7.1	5,706.5	5,416.3	-5.1
Germany	208.8	393.1	-46.9	5.5	9.8	5,872.6	5,431.4	-7.5
Italy	132.2	269.8	-51.0	7.0	13.1	3,499.3	3,162.0	-9.6
France	123.2	240.5	-48.8	4.7	8.5	2,691.6	2,499.1	-7.2
India	121.9	191.3	-36.3	4.7	6.9	40,111.9	31,785.2	-20.8
United Kingdom	115.0	305.0	-62.3	4.2	10.1	4,268.2	3,961.0	-7.2
Mexico	91.2	175.6	-48.1	8.5	15.0	7,037.9	5,832.9	-17.1
Australia	81.4	149.1	-45.4	6.0	10.7	1,652.8	1,431.9	-13.4
Brazil	78.0	115.7	-32.6	5.5	7.7	7,643.8	6,189.7	-19.0
Spain	75.4	202.1	-62.7	5.8	14.1	2,855.7	2,547.9	-10.8
Canada	52.4	111.6	-53.0	3.2	6.4	1,782.1	1,408.8	-20.9
Saudi Arabia	48.5	79.2	-38.8	7.1	9.8	1,584.4	1,424.6	-10.1
Russia	40.1	75.5	-47.0	2.7	4.9	4,039.7	3,834.0	-5.1

South Korea	39.9	73.2	-45.5	2.4	4.4	1,366.8	1,282.6	-6.2
Turkey	35.5	77.6	-54.2	5.0	11.0	2,616.9	2,189.5	-16.3
Indonesia	34.5	64.7	-46.6	3.2	5.9	13,180.4	11,803.2	-10.4
Argentina	24.3	38.9	-37.5	6.5	9.4	1,446.2	1,105.5	-23.6
South Africa	11.1	22.1	-49.8	3.7	6.9	1,460.9	987.4	-32.4
Source: World Travel & Tourism Council, 2021b, s. 7; https://wttc.org/Research/Economic-Impact								

According to WTTC data, Table 1 presents the tourism income, the change percentage across years, their share in GDP, and the number of employees for 2019 and 2020 with change percentage across years. According to this table, although the USA generated the highest income from tourism activities in 2020 (approximately 1 trillion 104 billion USD), this income is 41% lower than in 2019. China ranks second after the USA with approximately 667 billion USD in 2020 tourism income. Comparing numbers in China's tourism income in 2019 showed a 59.9% decrease. It is possible to say that this decrease might be due to the emergence of the virus in China. Compared to 2019, Spain had the most significant decrease in tourism income in 2020. Spain generated approximately 202 billion USD in 2019 and had a 62.7% decrease in 2020 to approximately 75 billion USD in 2020. When the data from Turkey is considered, Turkey generated approximately 78 billion USD tourism income in 2019 and had a 54.2% decrease in 2020 to 34.5 billion USD tourism income. The number of employees data in Table 1 show that the most significant change between 2019 and 2020 was in the USA (-33.2%), followed by South Africa (-32.4%), Argentine (-23.6%), Canada (-20.9%), India (-20.8%) and China (-19.5%). Spain and the United Kingdom, which had the most significant change in the income generated from tourism, had a relatively lower change according to the number of employees. This change might be due to government aid and support policies toward the tourism industry.

As mentioned before, the limitations to control COVID-19 that turned into a global economic crisis despite being a global health crisis caused the global economies to shrink and unemployment rates to increase. The unpredicted nature of the process and decreased income levels made individuals more sensitive about their expenditures (Marangoz & Uluyol, 2010: 95). The projection presented by the Organization for Economic Cooperation and Development (OECD) has similar scenarios to support this view. Accordingly, the income loss due to terminated labor contracts might decrease the demand for the tourism industry, which is considered a relatively luxurious consumption tool, and cyclical developments lead to an impact (OECD, 2020). It is possible to say that such a decrease in the demand for the tourism industry might reflect purchasing and shopping behaviors of the tourists.

The destinations that generate income in the tourism industry can only increase their income and ensure sustainability by diversifying touristic attraction elements and activities to enrich the touristic experience. The shopping options that the destinations have as one of the touristic attraction elements is an activity included in the touristic travel programs (Fairhust, Costello & Holmes, 2007). Shopping has become the most necessary expenditure for domestic and foreign tourists in their travel budget. Accordingly, shopping has come after accommodation, especially in recent years (Turner & Reisinger, 2001: 15). Therefore, tourists often shop and buy something during travel before returning home (Yüksel, 2004: 751). Table 2 shows the spending of domestic and foreign tourists in 2019, 2020, and 2021. 2020 data shows that the numbers decreased with the COVID-19 pandemic, but these numbers showed an increasing trend in 2021.

Table 2. Shopping Spending of Domestic and Foreign Tourists

Years	**Domestic Tourist Spending Amount* (Thousand TL)**	**Foreign Tourist Spending Amount** (Thousand USD)**
2019	4,329,643	5,386,276
2020	2,396,320	2,046,241
2021	1,451,043 (Spending amount in first two quarters)	2,947,049 (Spending amount in first three quarters)

Source: TÜİK, 2021b; https://data.tuik.gov.tr/Kategori/GetKategori?p=Egitim,-Kultur,-Spor-ve-Turizm-105
* Total spending amount for clothing and souvenirs
** Total spending amount for clothing, shoes, souvenirs, carpets, rugs etc.

Shopping which is an additional source of income for the destination, is regarded as a motivation and activity source for tourists (Bekar, Yozukmaz, Sürücü & İnan, 2020: 547). The local products and souvenirs purchased by individuals in tourism activities without the primary purpose of shopping (Filipovic, Jovanovic & Kostic, 2013: 15) will make their holiday experience permanent to motivate them, invoke the feeling to revisit the same destination, give these products as gifts to their friends and family as potential tourists to create a perception about the destination (Çoban, Avcıkurt & Özbek, 2015: 248). Additionally, tourists initiate a social interaction by communicating with local people in the destination as they shop to buy souvenirs and local products (Wu, Wall & Pearce, 2014: 96). The factors such as the behavior of the local salesperson toward the tourists, the foreign language knowledge, the product diversity, quality, uniqueness, and accessibility of the destination affect tourists' satisfaction (Kozak, 2014: 35; Çoban et al., 2015: 248) and this satisfaction leads the tourists to affect whether they will recommend the destination with revisiting purpose to the people around them (Çömen, 2015: 153).

The shopping phenomenon that corresponds to the significant portion of spendings of a tourist (Lloyd, Yip & Luk, 2011; İstanbullu Dinçer & Kanay, 2017) is investigated in the literature in terms of tourists' shopping experience, behavior and satisfaction (Heung & Cheng, 2000; Turner & Reisinger, 2001; Wong & Law, 2003; Oh, Cheng, Lehto & O'Leary, 2004; Tayfun & Arslan, 2013; Çoban et al.., 2015; Çömen, 2015; Correia & Kozak, 2016; Suhartanto, 2016; Albayrak, Güzel, Caber, Kocabulut, Dursun Cengizci & Güven, 2019; Bekar et al., 2020; Patwary, 2020; Ünal & Bayar, 2020; Ünal & Çelen, 2020), souvenir purchasing behaviors and preferences (Anderson & Littrell, 1995; Kim & Littrell, 1999; Kim & Littrell, 2001; Tanrısevdi & Akyurt Kurnaz, 2018; Akay & Yılmaz, 2019; Çetin, Özdipçiner, Ceylan & Arğun, 2019; Akyurt Kurnaz & Tanrısevdi, 2020), harassment and commissioner (Kozak, 2007; Henthorne, George & Smith, 2013; Üngüren, Arslan & Kaçmaz, 2015; Millar, Collins & Jones, 2017; Alrawadieh, Alrawadieh & Kozak, 2019; Aylan & Kaya, 2020) themes. This study compares the shopping behavior of domestic and foreign tourists during the COVID-19 pandemic in Grand Bazaar.

2. Method

Grand Bazaar, which gathers domestic and foreign tourists in a single center to meet their shopping needs, is considered a vital attraction center in touristic resources of its history, unique architecture, and cultural values (Sumner Boyd & Freely, 2010; Zengin & Şengel; 2014; Büktel, 2020). The reason to built Grand Bazaar was generate income for Hagia Sophia on a 31-acre area, and today, the Bazaar continues to welcome visitors with 66 streets and 3600 shops (Pekin, 2018: 128; Kapalıçarşı, 2021).

Table 3. Number of Visitors to Grand Bazaar

Years	**2019**	**2020**	**2021**
January	3,468,285	3,754,088	1,422,735
February	3,283,723	3,498,955	1,481,178
March	3,630,714	1,701,074	2,332,578
April	3,784,875	Closed to visitors on 23/03/2020.	1,425,876*
May	3,759,290		865,798*
June	3,117,517	1,034,164	2,250,116
July	3,920,733	1,647,487	2,185,960
August	3,434,668	1,741,421	2535.413
September	3,671,829	2,045,201	2,446,922
October	3,661,163	2,360,022	
November	3,605,864	1,945,653	
December	3,658,952	1,633,979	
TOTAL	**42,997,613**	**21,362,044**	**16,946,576**

Source: Grand Bazaar Management, 2021
* The Bazaar was closed between 30 April - 17 May 2021.

Table 3 shows the monthly number of visitors to Grand Bazaar in 2019, 2020, and 2021. The analysis of Table 3 shows that approximately 43 million people visited Grand Bazaar in 2019, and this number decreased approximately by 50% in 2020. Based on the numbers collected from Grand Bazaar management, 16 million 946 thousand 576 people visited Grand Bazaar in the first nine months (January-September) in 2021; there was approximately 10% increase compared to the same period in 2020 but an approximately 47% decrease compared to the same period in 2019.

This study aims to identify the possible differences between domestic and foreign tourists in shopping behaviors during the COVID-19 pandemic from the tradespeople's perspective. Accordingly, the universe of this study is the Grand Bazaar salespeople who offer local and modern products. Since it is impossible to talk to all tradespeople in Grand Bazaar with 3600 store capacity (Grand Bazaar, 2021) due to time and cost constraints, a purposeful sampling method is common in qualitative research. The data collection tool was a semi-structured interview to investigate the local and foreign tourist shopping behaviors from the tradespeople's perspectives. This method is selected because it is possible to benefit from the flexibility of the interview method to reveal the ideas and emotions of the participant (Coşkun, Altunışık & Yıldırım, 2017: 99). The study group was created based on the voluntary Grand Bazaar tradespeople. An audio recorder recorded the interviews after collecting the participants' consent. The researchers asked the questions in face-to-face interviews, and the transcription is applied to the interviews for content analysis. The data obtained from a total of 7 people is a pilot study. This data would guide the study to expand the research into an article.

3. Findings

The findings section reveals the demographics of the participants and the data obtained in the study with identified themes.

3.1. Participant Demographics

Table 4 shows the demographic statistics (gender, age, education status, occupation, and experience in Grand Bazaar) for 7 participant tradespeople.

Table 4 shows that all participants were male. The majority were in their 50s (42.9%) and 60s (42.9%), with an average age of 57. The education status of the participants was 57% elementary school and 43% high school. Lastly, the participants were from different occupation groups (antique dealer, carpet seller, branded clothes, souvenirs, ceramic products, bag seller, and jeweler). The majority had 20 years or more (85.7%) of work experience in Grand Bazaar.

3.2. Grand Bazaar Visit Types by Domestic and Foreign Tourists'

The interviews with the participants revealed that both tourist groups (domestic and foreign) visited the Grand Bazaar during the COVID-19 pandemic individually. This data enabled the tourists to have a fun time without time limitations and get better prices during shopping. Some participants stated that foreign tourists had guided tours to visit Grand Bazaar, which caused disadvantages such as limited time and having commissioners.

Table 4: Participant Demographics

VARIABLE		N	%
Gender	Female	0	0
	Male	7	100
Age	40-49	1	14.3
	50-59	3	42.9
	60-69	3	42.9
Education Status	Elementary school	4	57
	High school	3	43
Occupation	Antique dealer	1	14.3
	Carpet seller	1	14.3
	Branded clothes	1	14.3
	Souvenirs	1	14.3
	Ceramic products	1	14.3
	Bag seller	1	14.3
	Jeweler	1	14.3
Experience in Grand Bazaar	Less than 20 years	1	14.3
	More than 20 years	6	85.7

3.3. Grand Bazaar Bargaining Behaviors by Domestic and Foreign Tourists

Most participants stated that domestic tourists who visited the Grand Bazaar during the COVID-19 pandemic tend to have higher bargaining tendencies due to increased income loss and exchange rates. There were two different views on the bargaining behaviors of foreign tourists. The first view was that the sector representatives (travel agents, tour operators, etc.) of the foreign tourists previously visited the Grand Bazaar, and these tourists and tour guides warned the tourists to bargain. The other view was that tourists with the motivation to purchase local products to remember the destination themselves or promote it to their relatives avoid bargaining.

3.4. Time Spent in Grand Bazaar by Domestic and Foreign Tourists'

All interviewed participants stated that foreign tourists spent more time than domestic tourists in Grand Bazaar during the COVID-19 pandemic. The reason was their motivation to visit Grand Bazaar, the history and cultural past of Grand Bazaar, its atmosphere, and the versatility of the products.

3.5. The Most-Purchased and Avoided Products by Domestic and Foreign Tourists

Most of the interviewed participants stated that both tourist groups (domestic and foreign) tend to purchase souvenirs and imitation products and avoid jewelry products during COVID-19.

3.6. Trust to Grand Bazaar Tradespeople by Domestic and Foreign Tourists

The interviews with the participants revealed that the trust in Grand Bazaar tradespeople by domestic and foreign tourists did not show a significant difference during COVID-19. The participants stated that domestic tourists trusted them because they spoke the same language. Grand Bazaar tradespeople stated that the foreign tourists trusted them since they worked in Grand Bazaar for long years and adopted a solution-oriented approach.

3.7. General Comparison of Shopping Behaviors of Domestic and Foreign Tourists in Grand Bazaar

All of the interviewed participants stated that there was restriction in the shopping behavior of both groups during COVID-19. With that, the participants remarked that foreign tourists were more conscious than domestic tourists in shopping. While foreign tourists asked questions about the story of the products, the domestic tourists mainly preferred modern products.

4. Discussion and Results

Most interviewed participants stated that individuals' visits to Grand Bazaar during COVID-19 aimed to get entertainment and benefit from price advantages. These results align with the findings of Turner & Reisinger (2001) and Ryan (1995). Turner & Reisinger (2001) stated that shopping is a leisure activity to have fun. Ryan (1995) expressed that tourists reached various products cheaper than in the country they live in with shopping tourism. Other participants stated that there are adverse events such as limited time on guided tours and commissioners for foreign tourists. These findings are in line with the study by Üngüren, Arslan & Kaçmaz (2015). In that study, the authors found that the unfavorable conditions perceived by the tourists were time constraints and the insistence of the sellers to sell a product.

It was found that domestic tourists who visited Grand Bazaar during COVID-19 had a higher bargaining tendency. This result supports the study by He & Harris (2020). He & Harris (2020) found that the global COVID-19 pandemic led to a negative economic impact on individuals, and these impacts triggered bargaining tendencies during shopping. Another result obtained in this study was that the foreign tourists got warning to bargain before they arrived in the country. In this respect, Theistanbulinsider (2021) website gives tips to tourists who will shop in Grand Bazaar about bargaining (not to show too much attention to the products, not to tell anything about the price they can pay until the last minute). The last finding regarding "bargaining" in this study was that foreign tourists avoided bargaining when they had the motivation to remind them of the country they visited. These findings are similar to the findings in Dimanche (2003). Dimanche (2003) stated that tourists buy products unique to the destination to have memorable experiences, and this intention led to bargaining on the product to a second plan.

One of the findings obtained from the interviewed participants was that foreign tourists visited Grand Bazaar due to its historical and cultural texture. This finding supports the results by Erşahin & Demirkol (2019). The authors found that the purpose for foreign tourists to visit Grand Bazaar was the historical and architectural characteristics of the Bazaar.

The domestic and foreign tourists purchased souvenirs and imitation products more and avoided jewelry products during COVID-19. Akyurt Kurnaz (2019) obtained the following results in the empirical study. First, the author found that tourists from different countries mainly showed interest in souvenirs and imitation products while these tourists avoided jewelry products. It is important to note that the low demand for jewelry products was not due to the pandemic in 2019. All tourist groups (domestic and foreign) showed interest in cheaper products during the pandemic.

The participants stated that the rooted history of Grand Bazaar and the solution-oriented approach of the tradespeople led the tourists to develop trust during COVID-19. These findings are in line with Bahar & Bilen (2020). The authors found that tourists spend more time shopping when they feel trust in the destinations and shopping malls. One of the crucial suggestions to increase the length of stay in a destination is to ensure "trust" among the tourists.

Lastly, the interview participants' findings showed that the emphazised theme was "learning the story of the product". It is found that especially foreign tourists were conscious about shopping and curious about the product's story. These findings are in line with the findings in Kardeş Çolakoğlu & Sarıışık (2021). The authors stated that the tourists showed interest in products with stories and wanted to visit destinations to experience these stories.

The recommendations for future studies regarding Grand Bazaar are as follows according to the findings obtained from this study:

This study collected the data with interview techniques. Collecting data with different techniques such as observation and survey is possible.

Comparative studies can be applied. (Grand Bazaar and Spice Bazaar comparison etc.)

More product diversity for "souvenirs and imitation" products which attracted the tourists' attention considering the COVID-19 period is possible.

Grand Bazaar tradespeople can receive various training (cultural and communication) to take their approach to tourists to a better position.

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