

Study on shopping fraud in package tours: cases in mainland China, Hong Kong, Macao, and South-Eastern Asia

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Abstracts

Shopping is a very popular activity for tourists. Package tourism always arranges shopping trips to serve the needs of tourists. Nevertheless, it is quite normal for tourists to be subjected to unfair or unfaithful benefits by means of tricks, deceptions, guile, and treachery. In order to understand the phenomenon of shopping fraud towards package tourists, this study interviews 15 people, who are variously tourists, tourism-related workers, and the official administrator, in order to generalize the patterns and the relevant factors of shopping fraud. Finally, on the basis of “routine activity theory”, a probable explanation of the causes of shopping fraud toward package tourism is presented for further study.

Keywords: shopping fraud, package tour, cheat, tourism crime.

1 Introduction

Package tour means a group of people led by a tour guide. Thus transportation, accommodation, restaurants and scenic spots, as well as shopping activities, are all arranged by a tour agency. Compared with backpackers, tourists in package tours are safer and under better protection on their trips. According to Cohen [3], tourists on package tours are seldom robbed, assaulted or attacked on the street. Meanwhile, the locals will be more considerate and not try to offend or harass tourists on a package tour.

According to Kim and Littrell [8], the cost of shopping is one third of travelling spending. Apparently, shopping is a very popular activity in travel. Travel agencies always arrange shopping activities for the need of tourists. Under such arrangement, tourists are treated with hospitality while shopping. Moreover, transportation is well-prepared toward package tours so that tourists



can purchase as much as they like without worrying about carrying the items. Nevertheless, tourists are barely conscious of deceptions and traps therein. Drivers, tour guides, and local sellers usually charge extra fees or sell fakes to tourists with their practiced tricks. Shopping activities might be the main way to make profits for tourism-related services. Hence tour guides not only exploit and cheat tourists, but also take opportunities to obtain ill-gotten gains [7].

Negative tour experiences damage tourists' interests. To avoid being cheated again, tourist may be afraid to go travelling or do shopping. An unsatisfied tourist may talk of their complaints to an average of 10 to 20 people [11]. In the long term, if tourists lose their confidence or willingness in a local area, the consumer market relevant to their tourism will shrink and the whole image of the tourism-related thereof will be badly hurt.

Travel shopping fraud refers to the locals or the tourism-related services that provide unfair or unfaithful benefits by means of tricks, deceptions, guile, and treachery. In order to understand the phenomenon of shopping fraud toward package tourists this study interviews 15 people from tourist, the tourism-related, and the official administrator to generalize the patterns and the relevant factors of shopping fraud. Finally, on the basis of "routine activity theory", a probable explanation of the causes of shopping fraud toward package tour is presented for further study.

2 Routine activity theory and the phenomenon of travel shopping fraud

Routine activities theory suggests that violence and property crimes occur only when there must be a criminal with motive, a proper target and the absence of capable supervisors [5]. "Criminal with motive" refers to crime that occurs when there is a perpetrator who is willing and capable to commit the crimes. However, the perpetrator will decide whether to commit a crime or not after evaluating the cost and benefit. "Proper target" refers to crimes that occur when there is a target that the perpetrator intends to obtain and therefore take action. The proper targets for criminals are valuable, movable, visible and accessible. "Capable supervisor" includes the law enforcement, any person or equipment that could prevent the occurrence of crime [12]. In a word, crime occurs when potential perpetrators encounter vulnerable target and no one can stop them.

Tourists usually carry quite an amount of cash, credit cards, and traveler's checks with them. Such a wealthy tourist is attractive to the locals [2]. The races, skin, languages, accents, and behaviors of the tourists obviously differ from the locals. Tourist of a package tour mostly follows the scheduled route to visit tourist attractions. The travel agencies as well shrink the time of sightseeing, and increase the time of shopping. It is not surprising that the travel agencies arrange tourists to go shopping several times a day.

Asymmetrical information between the buyer and the seller exists in various kinds of business transactions but apparently shows in that of tours [10]. Most of the international tourists visit the tourist attractions for the first time and are strangers to the place. They are not quite aware of the currency, prices, and



information of products therein. Most of the time, they have to make quick decisions to purchase in order to carry out the whole trips smoothly. Therefore the tourism-related seller could take advantage of the information inferiority of tourists to intentionally trade tourist goods with low quality [9]. In addition, the chance that tourist revisit is unusual, which means the chance to deal with them again is none. Under such a once game matrix, qualities of products, willingness to repurchase, and the risks of losing business transactions are not necessarily considered by the tourism-related vendor [6]. Besides, because of the competition of the tourism market, travel agencies compete to lower their charges. Advertisements such as “super low price” and “go abroad for free” are even posted up. Therefore the tour guides make efforts to get rebates by means of inducting, or forcing tourists to buy products with unreasonable prices, otherwise the tour guides might be in debt or fined by travel agencies. Such circumstances are usually in travel agencies with low operating capital or mismanagement [4].

Though cases of shopping fraud occur a lot in package tourism, tourists seldom ask for help from official administration, especially the police. The main reason is that rational tourists think reporting such incidences costs too much in time or effort and has no benefit. In the view of prosecuting shopping fraud, purchasing high-priced products with low quality is merely explained as an unfair deal rather than fraud. Unless one promotes his products with threat or compulsion, or his goods having been sold are examined as fakes afterward, he then could be charged for other crimes such as intimidation, obstructing freedom, or fraud [15]. On the other hand, the crime scene of travel shopping fraud is not vivid. As soon as tourists leave where they do shopping without recording the action of fraud, the evidence provided for prosecutions is scarce [13]. Furthermore, most of the illegals are the locals. They are familiar with the local law enforcement organization. Sometimes the police have some connection such as friendship or relatives with the illegals. Therefore the police might pacify tourists to have the case closed [2]. Except for reporting, tourists tend to apply their complaints to the fair trade commission. If the unfairness only occurred to the price of the product, it is hard to take fair trade law for use. The purpose of fair trade law is to have the market compete liberally. Unless said product has been the necessity that the fair trade law could interfere. Otherwise it turns out to be a deal that both sides are “willing to do” [14].

3 Study methodology

This study adopts a method of interview research to discuss phenomenon of travel shopping toward package tours. The questions of interviewing tourists, the tourism-related and the official administrator are drafted to be the basis of half-constructive contents of interviews of this study. The questions of interviewing tourists mainly include the process, factors, awareness, attitudes, and reactions of being victims. The questions of interviewing the tourism-related mainly include strategies of promotion, risks of profit making, and impressions on tourists. The



questions of interviewing the official administrator mainly include evidence, investigation, prosecution, and conviction procedures of fraud.

This study collects 15 subjects as the research interview sample. They were introduced by my friends and relatives, among which are 10 subjects from tourists (case 1-10); 3 subjects from the tourism-related services, including 1 tour guide (case 11), 1 manager of travel agency, and 1 seller (case 13); 2 subjects from administrative department, including 1 law enforcement officer (case 14), and 1 member of Travel Quality Assurance Association (case 15). Each case was interviewed by face to face for 2 hours. The period of the research was from September to December in 2009. For the credibility of the research and to avoid conditions that tourists lose their recollection of events as time goes by, tourists with experiences of travel shopping fraud in the past year are chosen. 10 of them have experiences of being the victim on trips to mainland China, Hong Kong, Macao, Thailand, and Singapore.

4 Findings and discussion

4.1 Patterns of travel shopping fraud towards package tourists

4.1.1 Traps of low price and free of charge

Take an advert such as “go abroad for free” for example, it is attractive to tourists for paying flight tickets only while other consumption including board, lodging, and recreation have no charge. In fact, in order to disburse high commission to tour guides, drivers, and travel agency, the tourism-related business would spare no efforts to squeeze their money back from the tourists.

“The tour guide took us to go shopping in some store. We found out the products the tour guide claimed to be cheaper and better were much more expensive. We thought we were lucky to get the trip with lower price at first. In fact, the tour guide would take every chance to force us into spending more” (2).

4.1.2 Procrastination of shopping time on purpose

Travel agencies will arrange or introduce tourists to shop in specialty stores. They even make various excuses to keep tourists staying longer in shopping locations, such as visiting plants, going to toilet, or maintaining vehicles, in order to induce tourists purchasing more for obtaining profits in the process.

“The tour guide told us the tourist coach needed repairing. Then he took the whole tour to a leather shop for five hours. Therefore some scheduled routes were skipped at last” (4).

4.1.3 Extra charge

Travel agencies find out tourists’ purchasing power is not good enough. Therefore they ask tourists to pay beforehand in order to knock down the risks of losing money.

“Because my girlfriend was afraid of snakes, I told the Thai tour guide that I want to stay with her in the car. The tour guide then asked each of us to pay USD 1,000 for the reason that we didn’t get out the car to shop” (10).



4.1.4 Fake products

Travel agencies inevitably arrange tourists to shop in designate stores for increasing their profits. However, while travel agencies arrange shopping routes for tourists, they skip honorable and reliable stores. Therefore the tourists tend to purchase goods with a price not corresponding to its quality.

“As soon as the box was open, the pearl could be immediately identified as a fake made by machines. It was absolutely not the one I brought from the store yesterday” (7).

4.1.5 Promotion by force

The tour guide or the seller finding out the deals could not be made will threaten the tourists if tourists refuse to buy.

“The store bottled the medicinal liquor without the consents from the tourist. Then the store forced the tourist to buy for the reason that the medicine and liquor having been mixed” (1).

“As soon as the tour guide was aware of our unwillingness to purchase, he closed the door for 90 minutes and forbade any of us to leave” (6).

4.1.6 Glossing over disputes

If tourists find out goods bought from stores are damaged or unqualified afterward and request to be compensated, the travel agency, who might collude with the store, will arrange someone, for instance the tour guide, to settle disputes. The travel agency also makes various excuses to gloss the disputes over or just leave the disputes behind.

“At the time I was on our tourist coach which had been on the move, I found out those goods were not the ones we paid for. However, the tour guide said we have to rush to the next tourist spot. Hence we could do nothing” (8).

“I brought an emerald ring for USD\$2,000. Then I took it for appraisal when I came back to my country and found out it was a fake. I demanded the travel agency a refund. But the travel agency argued that I have the ability to tell the authenticity from fake, and the travel agency shall not be responsible for the loss of buying fakes” (9).

4.1.7 Unreasonable price

Dishonest sellers grasp the idea such as “the cheaper means the lower quality” and “better quality is more expensive” to sell inferior goods with high price.

“I bought a chair which might be made of teak wood. When I returned home, I found out there was borers inside. According to other woodcarving shopkeeper, this chair was made of inferior wood and worth below USD30. I have to admit that I wouldn't have brought the chair if it was only priced USD30, which made me feel it was fake. However, as the chair was priced USD6000, I would think it was real though it turned out to be fake as well” (5).

4.2 Characteristics of tourists

4.2.1 Attractions to tourists

The ability of tourists to consume increases a lot. All of fashion works, expensive tonics, or specialty goods are extremely attractive to tourists.



“Everything was new when going abroad. Therefore I would like to buy something never seen in my country. I thought the specialty goods in the local area were better and more real. It was also related to my moods for I felt more relaxed” (4).

“I always select some gifts for my friends and relatives when traveling abroad. I will buy something if it is different than goods in Taiwan. Regarding the price and function, I wouldn’t consider as much as I go shopping in Taiwan” (3).

4.2.2 Temporary stay

Visiting tourist attractions with a quick glance is usual if the travel route is tight. Tourists seldom consider rationally when shopping because traveling abroad is not always regularly done.

“We were not sure to visit here again. Therefore at that moment, if you saw something you like, you won’t think twice about buying it” (4).

“I only travel each place once in my life. If I don’t buy this time, I will never come back again. Therefore I will buy it without hesitation” (6).

4.2.3 Lack of information

The reason for tourists choosing a package tour is to depend on the travel agency for managing everything. However, it is hard for tourists to compare products because even the parking spot is arranged by the travel agency.

“I thought the reason we were cheated was because there was nowhere to compare. It was to my surprise that there was no shopping store every time we get off the coach” (1).

“We trusted the arrangement by travel agency too much. We purchased in an irrational mood because the tour guide kept on promoting products and we had no idea of the product and its price in the meanwhile” (2).

4.2.4 Insufficient travel experience

Not all of the tourists in package tours encounter fraud. However, inexperienced tourists do shopping under scarce consideration and tend to ignore something that must be noticed.

“Inexperienced tourists only compare prices that day. If they encounter sellers with cheating intentions, they are easily taken in. Therefore 99% of the problem should be the tourists” (11).

4.2.5 Bandwagon effect

If a tourist in package tour purchases a product, he inspires the rest to buy the same kind of goods. Those who haven’t purchased usually can’t help to be convinced so that as the number of buying tourists gets more, their purchasing willingness gets stronger.

“If one mentioned that he bought cheaply, others thronged to purchase quickly” (7).

4.2.6 Relying too much on the well-known travel agency

Some tourists intentionally choose famous travel agency because they believe said travel agency would arrange specialty stores from which they could get



something cheap and useful. Even so, products they buy turns out to be not worthy of buying.

“Regarding the travel agencies, I definitely chose those with popularity which are considered to handle the complaints from tourists for ensuring their good name, but this time I made a big mistake” (4).

4.3 The ambiguousness of fraud victims

4.3.1 Uncertainty

Tourists usually found themselves being cheated at the time of shopping for a long time until they compared the prices or inspected the products. But if the seller did not promote by force, most tourists denied the facts of being cheated. They felt they just “accidentally” bought products with “higher price” or they did not consider their cases could be a kind of fraud.

“The tour guide took us to buy a woodcarving work for RMB600 from an art store. But when I visit the same store by myself, the price tagged only one third of the price I paid. In this case, I am not sure if it is fraud. However, the huge difference in price is obvious” (3).

“The tour guide kept us spending too much time on shopping stores and shrunk the time of visiting tourist attractions. It is hard to prove his cheating action because he still followed the scheduled route” (7).

4.3.2 Hard to distinguish

The illegal characteristics of travel shopping fraud are less apparent than traditional crimes such as murder, robbery, and rape. Especially in the process of business transactions, if the tourists do shopping at will, they have less awareness of being cheated.

“The tour guide let us look around by ourselves when arriving in the store. We were at liberty” (1).

“We asked the travel agency why what we got was not what we bought. They replied, “You are adults and nobody forced you to buy. You had to confirm by yourselves rather than blame others” (9).

4.3.3 Too late to know

Sellers knew products were gifts for tourists to deliver so they replaced with the inferiors along with multiple packing. When tourists found out, it was too late. Even the evidence was available, tourists as victims were not willing to waste their time on arguing.

“It was impossible for us to return to that store because we had to drive more than 3 hours” (8).

“We unwrapped the products when we returned to Taiwan. We gave up making complaints to the travel agency or the tour escort afterwards because we thought it must be hard to argue for the distance is too far and the time is too late” (7).

4.3.4 Difficult to report

Theoretically speaking, victims will report if the profit exceeds the cost. [1] The amounts of loss in case 1 and 9 are more than USD2,000, but the victims both



denied to report for their unfamiliarity with the system of local judiciary, diversity of races, different languages, worries of exploitation by local police or second harm. Especially for tourists who are policemen, soldiers, and teachers, they rather kept silent than suffered from the judicial process because of their special statuses.

“Because we were not aware of the reporting process there, we had no idea of whom to speak to. On the other hand, it was impossible for us to stay there for this. We found no one for help because of language barriers, either. Meanwhile, we were afraid to cause more trouble when argued with the sellers. Therefore we just gave up” (1).

“This trip is for academic interaction, we would not go back for arguing such things. Moreover, with our military background, we might get into trouble if we reported” (9).

4.4 Feelings of being cheated

4.4.1 Few negative sentiments

Feelings of “helplessness”, “bad luck” and “acceptance with reluctance” are normal after being cheated. “Making complaints” is another way to feel better as well. Therefore negative sentiments are easy to be smoothed away. In case 1, tourist protested angrily to the tour guide that “what you did was so bad” at the moment, but the next day he made a compromise as “we will get along for the rest of days. Why don’t we just make up?” In case 3, the tourist also persuaded himself that “I thought seller might not have done it on purpose...After a couple days, I forgave him”.

4.4.2 Tourists tend to blame themselves

As soon as tourists found they were cheated, many of them blamed themselves for their greed and insufficient research. Hence they were afraid that they might be laughed at through the media if they reported afterwards.

“We were angry about being forced to go on shopping routes. Even worse, we were locked therein. It was my greed to be blamed for taking such a package tour with low price” (6).

“The deal was made at will. There was no one to be blamed except for myself because I didn’t do sufficient research to understand how to claim my right in advance. Reporting to the police would only make me feel ashamed” (8).

4.4.3 Safety is more important than property fraud

Except in case 1 stated that, “because of this fraud experience, I will not choose a package tour in the future”, most tourists considered physical safety is more important than the loss of money. On the other hand, the advantage of choosing a package tour is because of low charges. Though the risk of shopping fraud of a package tour is high, tourists still enjoy the good arrangements and convenience.

“Shopping fraud toward package tour could be avoided if choosing backpack tour. However, the safety of backpack is less assured” (7).

“I won’t change choosing a package tour even though I had experienced fraud. Package tours are cheaper, and I am too lazy to schedule the tour route” (9).



4.5 Package tour with lower cost

4.5.1 Obtain rebates to fulfill cost

Travel agencies in Taiwan are good at attracting consumers with low-priced promotion. Tour fees they charge are much lower than their costs. Therefore, tourists choosing a package tour with low charges are often arranged to go shopping or forced to take optional tours in order to obtain the rebates or commissions given by the speciality stores.

“Because of the severe competition between tourism, tour fee is low or profitless. Tourism can’t help but to make profits from tourist’s shopping in speciality stores. Hence, the qualities of speciality stores are inferior accordingly” (12).

“Products are fakes even in luxury shops because the profits have to be made from package tours with low charges” (13).

4.5.2 Excessive competition

Most consumers keep comparing price in an attempt to get the best one. However, they don’t know that what they do tends to cause the excessive competition in tourism. It is usual that better quality come from paying more. Tourists on package tours with lower cost might encounter some defects in qualities.

“Tour fees are too low to be imagined. If I didn’t reduce my charges, there is no customer. I have no way but to shrink human resource and obtain rebates for relieving the pressure of cutting prices” (12).

“Tourists choose a low-priced package tour but look for five-star treatment!? No way! Low price and good quality conflict with each other” (13).

4.5.3 The travel agencies and the stores are interdependent

Travel agencies are willing to lead tourists to do shopping in speciality stores. The stores get a great profit because of the customers travel agencies bring in. The interdependence between travel agencies and the stores are the way it has to be.

“Any store providing rebates or commissions will be in the tour routes. Regarding the quality of the products there, it doesn’t matter” (12).

4.5.4 The tour guide is under pressure

With the excessive pressure of competition, travel agencies can’t help but cut down the pay of tour guides. Therefore having no based-pay for the tour guide occurs. Tour guides hence disregard the tour quality and take illegal ways to trap tourists into shopping in order to obtain rebates and release their financial pressure.

“Because of the little pay, if tour guides know some stores which are willing to render rebates, he actually will lead the package tour to those stores and help seller to cheat tourists” (13).

“Tour guide have to pay for guiding a package tour in mainland China. Therefore tour guides will force, threaten, and bully their customers” (11).



Tourists are hard pressed to prove a tour guide accepts the rebates from the stores. But if tourists observe the behaviors of tour guides, they are easily impressed by the images of “tour guide must have some deal with the stores under the table”.

“I found tour guide became very active when reaching the shopping stores. He never limited the time of shopping and kept on helping the stores promote products” (4).

“Many tour guides are in partnership with the local stores. They act to be kind to introduce a good store or nice medicine for us, but the price comes out to be more expensive than the locals pay” (1).

Tourism administrative departments in some areas make a rule that a package tour must be led by a local tour guide. Though tour guides are more aware of the locals than the tour escorts, some tourists still consider that because of the short time being along with, the local tour guides could cheat tourists without any hesitation so that they are hard to win the trust from tourists.

“There are not many problems with tour escorts because we get along for a longer time. But local tour guides are different. If there are some problems on products we buy, we can’t ask for help from local tour guides because it is impossible for us to meet them again” (3).

“The local tour guide threatened us to help with her sales. We were led to a room every time we went shopping. If we refused to do shopping, they wouldn’t let us out. We were so afraid that we could not return home” (6).

4.6 Tourists’ reactions

4.6.1 Compromise

Tourists consider themselves being cheated because the tour guide makes up the traps with the sellers. Therefore making complaints to tour guide is like holding a candle to the sun.

“Question: Did you consider asking for help from the tour guide? Answer: Not a chance! It is the tour guide who took us to buy higher-priced products. He wouldn’t speak for us of course” (6).

“The income of tour guides is reliant on our shopping. If we don’t purchase, they get nothing. Hence we won’t ask for help from them if we get cheated in shopping” (3).

4.6.2 Asking for help from tour guides

However, regarding tourists who are abroad with no friends and relatives in the tour attractions, tour guides seem to be the closest ones to look for. But tour guides make every excuse to leave tourists’ help behind.

“I told the tour guide the products were not the ones I bought as soon as I unpacked them when I got in the coach. He replied that it was impossible to drive back for me. He would have the travel agencies deal with my case. But I haven’t heard anything since then” (8).

“We went shopping by ourselves the next day and found out that where the tea tour guide took us to buy was extremely high. We asked her to help us for a refund, but she did nothing” (6).



Some tour guides promise to fight for tourists by means of mediation for assuring the credibility of travel agency. But they fail to help tourists get refunds.

“The tour guide said he would speak to the stores for me but he was not sure to get my money back. He pretended to be active in helping me but as time went by I still heard nothing from him” (2).

4.6.3 Arguing with travel agencies

Tourists who can't stand for their losses expect a refund with the assistance from travel agencies. But travel agencies reply they can't help and emphasize that tourists should seek for help from the tour guide at that moment.

“You could ask for a refund with the assistance from the tour guide and tour escort on the scene. But as to identify the products, they are not professional. If you want to seek our help when you are back to Taiwan you have to request within a month according to our contract. However, it is overdue for your case” (9).

4.6.4 Report to the authorities

According to Taiwan law, tourists could ask their tour guide or travel agencies for help if products with defects were bought by leading or arrangement from tour guide or the travel agency. If tour guide or travel agency fails, tourists could turn to the Tourism Bureau, Travel Quality Assurance Association, and Consumers Foundation for lodging complaints. This study points out that both the tourism-related and the tourism administrator consider it is hard to interfere in accordance with the free competition in the market. Tourists have no way but to eliminate the illegal by boycotting when tourism is lacking in being supervised and regulated.

“It is hard for tourism bureau to actively investigate and make punishment. Consumers have to make wise choices in order to spontaneously eliminate the unfavorable among tourism” (11).

“All the tourism knows that there are disputes with those who charge low prices. We won't report to authorities what they did. The public will make their wise choices” (15).

“When the disputes come up, the relevant tourism administrate departments will bring the tourism-related and the tourists together for negotiations. However, such negotiations turn out to be nothing for the lack of punishments and imperatives” (15).

4.7 Difficulties with law enforcement

4.7.1 Not taking the initiative

To start investigating is reliant on the report from victims. If the sellers know tourists report or complain to relevant administrative departments, they will refund immediately. Victims with their loss fully recovered therefore withdraw their charges. That is why cases of travel shopping fraud are so few while so many tourists are cheated by the tourism-related services.



4.7.2 Insufficient evidence

Fraud in business transactions occurs only when there are sellers with fraud intentions, action to defraud, and buyers who purchase with the wrong information rendered by sellers. Cases such as “tourists conned by sellers”, “wrong products when unpack”, and “products with defects which the seller has already known” are normally seen in the disputes of tour shopping. Case 14, as a law enforcement officer, he considered that fraud intentions are hard to prove, civil compensation is the only way to look for.

“A deal made is true. The price is extremely high enough to be taken as extortionate profits, too. If one sells inferior products with high price to the other, it is merely explained as business disputes. Such case should be dealt with as unjust enrichment in civil lawsuit” (14).

4.7.3 Long and complicated judiciary procedure

If tourist can't bear the loss and get no replies from the tourism-related service, they still could file their cases to the court for civil compensation or support from criminal justice systems. However, the possibility for the illegal to refund or be punished by criminal law is very low so that tourists as fraud victims usually decide to give up. On the other hand, because of the internationalization of tour activities, tourists as victims doubt whether their cases could be solved through foreign legal systems.

“We have dealt with many cases of shopping fraud, but they turned out to be unsolved in the end. The tourism-related were well-experienced in shopping fraud. Hence they would be very careful to avoid fulfilling the legal requirements of fraud. Tourists who can't stand for the long and complicated judiciary procedure just settled out of court or left their cases behind” (14).

“Because the political status of Taiwan is ambiguous in the world, cases such as shopping fraud have few chances to ask for judicial assistance” (9).

5 Conclusion

The study concludes patterns of shopping fraud from the experiences of 10 tourists as follows: traps of low price and free charge, procrastination of shopping time on purpose, extra charge, fake product, promotion by force, glossing dispute over, unreasonable price.

Tourism brings up excellent chances and business in local areas. Many tourism-related services are seeking huge benefits by means of exaggerate tricks or unfair deals from foreign tourists. Besides, except for serious cases regarding physical safety, tourists are reluctant to turn to officials for help. Therefore fraud dealers have no risk of being prosecuted. In the view of economics, fraud is the rational choice for businessmen who seek high benefits with low cost.

While traveling, tourist with a lot of money could be satisfied by shopping. Tourists have to do shopping under the pressure of limited time; therefore they can't consider thoroughly and check the qualities of products in time. The tourism-related are good at making use of the unawareness, urgency, greed, trust, and group effect to trap tourists into an ignorant condition. Tourists as victims



usually hold a tolerated attitudes for keeping a good mood. Or they only blamed themselves for their greed. Tourists think it is too strict to apply for law suits and they rather take tender action to ask for compensation from the tourism-related services. In fact, most tourists can't be refunded with the help from tour guides and travel agencies. Even worse, they rationally decide to give up claiming their rights because of the limited regulations, complicated complaint procedures of administrative departments, and the inactive attitudes of the judiciary in the local area.

Tourists who choose package tours with low prices are arranged and restricted by the travel agencies. Thus they risk themselves to be the victims of travel shopping fraud. Speciality stores try hard to squeeze profits from tourists in order to pay the rebates and commissions to travel agencies and tour guides. Tour guides also take advantages of tourists' trust to help tourists do shopping so as to assure their income. Shopping stores focus on obtaining extortionate profits on hand and disregard their credibility because their customers are foreign tourists who have no chance to visit again. The competitors in tourism-related services have no way to restrain the dishonest behavior. Sometimes they all imitate the ways of fraud from each other in order to get more benefits. Thus the supervisions among the industries have nothing left.

In conclusion, according to routine activity theory, shopping fraud toward package tour occurs when there are "capable tourism-related industries with motives and chances", "seldom interference from the public, competitors and judiciary," and "happy tourists who always look for compromise".

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