

# EXPLORING THE AUTHENTICITY IN CREATIVE SOUVENIRS

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The proposed research aims to explore creative souvenirs' authenticity, including stakeholders' powers in the authentication processes and suggesting a typology of creative souvenirs based on object-related authenticity, subjective authenticity and creativity. A mixed methodology will be employed for this research. This research will be conducted at several historical museums in Mainland China, utilising a triangulation of data collection methods involving in-depth interviews and questionnaire surveys. The findings of this research are expected to contribute theoretically and practically to cultural tourism because creative souvenirs are considered to carry the cultural elements of cultural attractions; however, limited literature relates creative souvenirs to cultural attractions. This research attempts to assist cultural attractions in enhancing their brand image and awareness through creative souvenirs.

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