

Push and Pull Factors of Tourists Visit the Tourism Destination of Bali, Indonesia

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Abstract

Push factor is that make person want to travel and they are mainly internal psychology motive. The pull factor is external factor that affect person travels to fulfill needs or desire. Person will choose one destination which fulfills their needs and desires. Objectives of this research are to identify major push and pull factors which influencing tourist visit to tourism destination of Bali, Indonesia. This research is using qualitative and quantitative analysis which using factor analysis and descriptive of qualitative. Result of this research shows that there are three major push factors namely status and personal development (F2), culture (F1) and inter-personal relationship (F4), and there are four major pull factors namely people (F10), atmosphere and climate (F6), security and hygiene (F11), and opportunities for outdoor activities (F12) the tourists visit to the tourism destination of Bali, Indonesia.

Keywords: Push Factors, Pull Factors, Tourists Behavior, Tourism Destination, Bali.

1. Introduction

During the last six decades, tourism has experienced expansion and diversification, thus becoming one of the largest economic sector and the fastest growing in the world. Many new tourist destinations have emerged in Asia and Africa, complementing traditional favorite tourism destinations of Europe and North America. Despite occasional shocks of political, economic and social, tourism has demonstrated quite fantastic growth. Based on the information UNWTO (2015; 2016), international tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, rising to 527 million in 1995, 674 million in 2000, rising 1,133 million in 2014, and 1186 million in 2015. Likewise, international tourism revenue received by the tourism destination around the world has soared from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995, US\$ 1,245 billion in 2014, and US\$ 1260 billion in 2015.

Tourism prospects in the long term according to UNWTO (2015; 2016), namely, international tourist arrivals worldwide are expected to increase 3.3% per year between 2010 and 2030, reaching 1.8 billion in 2030. Between 2010 and 2030, arrivals to the newly emerging tourism destinations by 4.4% per year, is expected to double from the economic growth rate of 2.2% per year. The market share of developing countries increased from 30% in 1980 to 45% in 2014, and is expected to reach 57% in 2030, equivalent to more than 1 billion international tourist arrivals.

Increased tourist arrivals in worldwide will increase tourist expenditure, and will ultimately improve the flow of the world economy. Based on data from the UNWTO (2015; 2016), international tourist arrivals worldwide (overnight visitors) increased from 1,087 million in 2013 become 1,133 million in 2014. Demand continued to strengthen in most source markets and tourism destinations, although geopolitical, economic, and health ongoing is a challenge in some parts of the world. With the addition of 46 million tourists traveled the world over (+4.3%), 2014 marks five consecutive years of strong growth over the long-term average (+3.3% per year) since the 2009 financial crisis.

In Indonesia, domestic tourist trips since 1991 have shown an increasing tendency. Recorded in 1991, there were 72.1 million domestic tourist movement with total expenditure of around IDR 7.1 trillion.

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While in 1994 were 83.6 million trips movement with a trip frequency of 1.2 times per year, so resulting in a total movement reached 125.6 million. Calculation of the movement of domestic tourists is based on the number of domestic guests staying in star hotels and non star hotel (Nuryanti, 2003:103). It can be concluded that the positive trend of domestic tourist trips in Indonesia.

One of the tourism destinations in Indonesia is the island of Bali. Even the world community was the first to acknowledge Bali as a tourism destination, ie since the opening of the Bali of Hotel in 1928. From that time the number of tourists increased from the amount of several hundred to thousands of people per year. Among the visitors, some famous people made Bali as a place to have a party. These people who make photographs about Bali even movies to Bali's reputation as an beautiful island, unique and exotic known to the world community (Picard, 1996:150). Other evidence on Bali is very famous in the eyes of the world is the existence of various international awards that have been received by Bali. One was given by Travel and Leisure Magazine based in New York, United States (US), who crowned the tourism island of Bali as the second best in the world for 2015 (Kompas.com Travel, 2016).

Antara and Sri Sumarniasih (2017) from their research in tourism conclusion namely, (1) Contribution of Bali tourism to the National Tourism is such important, because 36% of total foreign tourists visiting Indonesia in 2015 come directly to Bali. This shows that the Bali tourism destinations are potential major source of foreign exchange of Indonesia government. Hence, the Indonesian government is currently very hope that tourism becomes source of foreign exchange complementary foreign exchange from exports of agricultural commodities and oil and gas; (2) If the tourism is represented by the trade, hotels and restaurants sector, the tourism contribution to the economy of Bali (Gross Domestic Regional Product, GRDP) amounted to 27.82% in 2010 increased to be 31.35% in 2014. However, if tourism represented by the tertiary sector (services sector), contribution of tourism to the economy of Bali (Bali GRDP) amounted to 65.28% in 2010 increased to be 68.28% in 2014. This mean, tourism role in formation of Bali's GDP or tourism role as prime mover of Bali economy; (3) many economic activities in Bali (even out of Bali) related directly, indirectly and induced to tourism services, so that economic activity is widely absorbing labor force. If tourism is represented by trade, hotels and restaurants sector, the number of labor who work in tourism as many as 571,274 people (26.24%) in 2010, and increased to be 628,585 people (27.64%) in 2014. If tourism is represented by the tertiary sector (services sector), then the number labor who work in the tourism as many as 1,046,530 people (48.96%) in 2010, and increased to be 1,178,201 people (51.81%) in 2014. This means that the tourism in Bali role in absorbs the labor force or creates the job opportunity.

From economic perspective, positive impacts of tourism, in Bali can be seen from several indicators, namely (1) as a source of foreign exchange for the country, (2) a potential market for goods and services produced by the local community, (3) to increase the community income whose activities are directly or indirectly related to services of tourism, (4) to increase the job opportunity, either in direct-linkage sectors such as hotel, restaurant, and travel agent, or at indirect linkage sectors such as handicraft industry, supply of agricultural produce, cultural attraction, retail business, and the other service activities, (5) as a source of region's indirect taxes, and (6) to stimulate the artists' creativity, such as those in small-scale industry or in traditional performing arts (Antara and Pitana, 2009). The positive impact of such a large posed by tourism in Bali, because the tourism in Bali has direct, indirect, and induced linkages with activity or other economic sectors (Antara, 1999). Various economic activities in Bali are directly and indirectly linkage to tourism that can be grouped into tourism MSMEs (Antara and Sri Sumarniasih, 2017).

Based on the opinion of some observers and tourism practitioners, the potential for foreign and domestic tourists who chose Bali as a tourism destination is very large. There is a push and pull factors of tourists to visit Bali which is unknown at this time, if they can be identified factors that push and pull, then it means that the tourist potential into actual choose Bali as a goal. Although the push and pull factors has been used in several studies regarding the motivation of international tourism (see: Gossens, 2000; Hanqin & Lam, 1999; You et al., 2000), but no studies in Indonesia are investigated by using this theory even the object of research is the domestic and foreign tourists. So the purpose of this research was to identify push and pull factors the tourists to visit the tourism destination of Bali, Indonesia.

2. Research Method

2.1 Research Location

The research location is in the Province of Bali, Indonesia, which is determined purposively with some consideration, namely: (1) Bali is a popular tourist destination for the international community, (2) Bali is a tourist destination that is in demand by tourists after Jakarta and Yogyakarta, and (3) Until now in Bali has been no research on the tourist motivation, especially based on the theory of factors push and pull of tourists visiting Bali. Five tourism destinations in Bali that many visited by foreign and domestic tourists the site spread questionnaire that is Kuta, Ubud, Kintamani, Tanah Lot and Lovina.

2.2 Respondent of the Research

The research population is foreign and domestic tourists visiting Bali can not be made the sample frame (list of population), so that research sampling or respondents conducted by accidental sampling method (see: Jenning, 2001; Neuman, 2011). The number of samples feasible to factor analysis and is considered representative is 100 respondents (see: Santoro, 2014; Dillon and Goldstein, 1984).

2.3 Type and Sources of Data

The type of data collected is qualitative data and quantitative data. Qualitative data include data on tourist profile, ideas, four push factors and eight pull factors tourists visiting the Bali tourism destination and response of respondents described the contents of the questionnaire is in line with the quantified. While quantitative data is data that looks numerics or numbers, such as data on the number of tourists visiting Bali.

The source of data is the source of primary and secondary sources. Of from primary source obtained the primary data, i.e. data obtained by questionnaires and in-depth interviews on tourists who are in five of tourism object of Bali. While the secondary sources obtained the secondary data, i.e. data that sources from the person or other institution in the form of publications derived from various documents held by the agency and literature in connection with the research problem.

2.4 Method of Data Collection, Instruments of Research and Measurement Scale

Data collection methods used were spreading of questionnaire, interview, observation and literature study. Data collection in this research using structure and unstructure questionnaires and interview guide. To transform qualitative data into quantitative data used a five-level Likert scale is a tool to measure the tourists attitudes towards the level of importance and not importance the push and pull factors tourists to visit the Bali tourism destinations, Indonesia. The level measurement are, very important=5; important=4; neutral=3; not important =2; very not important=1. If the scores are in the range, it is very important=4.2-5.0; important =3,4-<4.2; neutral=2,6-<3.4; not important =1.8-<2.6; very not important=1-<1.8.

2.5 Identify of Factors and Indicators

Type of factors and indicators of push and pull and its measurement are presented in Table 1.

Table 1: Factors and Indicators of Push and Pull Tourists Visit the Tourism Destinations of Bali, Indonesia

Construct	Factors	Indicators	Code	Meas- Re-ment
	Pull Factors			
	Culture (F1)	1) Look around/Sightseeing	X1	Ordinal
		2) Experience the new culture	X2	Ordinal
	Status and Personal Development (F2)	3) Exclusive	X3	Ordinal
		4) Fashionability	X4	Ordinal
		5) Enhancing Knowledge	X5	Ordinal
		6) Learn a new skill	X6	Ordinal
	Physical (F3)	7) Relaxation	X7	Ordinal
		8) Exercise and health	X8	Ordinal
		9) Sexuality	X9	Ordinal
	Inter-Personal (F4)	10) Escapism	X10	Ordinal
		11) Nostalgia	X11	Ordinal
		12) Romantic	X12	Ordinal
		13) Adventure	X13	Ordinal

Visit Tourism Destination of Bali, Indonesia		14) Spiritual fulfillment	X14	Ordinal	
		15) VFR (Visit Friend and Relative)	X15	Ordinal	
		16) Getting new friends	X16	Ordinal	
	Push Factors				
	Nature Around (F5)	17)	Natural ecological sites	X17	Ordinal
		18)	Area lakes, rivers, beaches and mountains	X18	Ordinal
		19)	Rural	X19	Ordinal
		20)	Park and forest tour	X20	Ordinal
	Atmospheric and Climate (F6)	21)	The atmosphere of exotic	X21	Ordinal
		22)	Weather	X22	Ordinal
	Tourism Infrastructure (F7)	23)	The modern city	X23	Ordinal
		24)	Area shopping	X24	Ordinal
		25)	Bar/Pub/Nightlife	X25	Ordinal
	Budget Meals and accommodation (F8)	26)	The accommodation cheap	X26	Ordinal
27)		Star hotel	X27	Ordinal	
28)		The restaurant is cheap	X28	Ordinal	
29)		High quality restaurant	X29	Ordinal	
Attractions of Culture and History (F9)	30)	Building and historic sites	X30	Ordinal	
	31)	Things to art and culture	X31	Ordinal	
	32)	Museums and art galleries	X32	Ordinal	
	33)	Handicrafts and local	X33	Ordinal	
Society (F10)	34)	Local communities attractive and friendly	X34	Ordinal	
	35)	Meet with people from various ethnic	X35	Ordinal	
	36)	The community of unique/different	X36	Ordinal	
Security and Hygiene (F11)	37)	Public transportation	X37	Ordinal	
	38)	Personal security	X38	Ordinal	
	39)	The standard of hygiene and cleanliness	X39	Ordinal	
Recreation opportunities in the natural open (F12)	40)	Surfing	X40	Ordinal	
	41)	Adventure	X41	Ordinal	
	42)	Swimming and sunbathing	X42	Ordinal	
	43)	Diving and snorkeling	X43	Ordinal	

2.6 Method of Data Analysis

Analysis of the data using factor analysis and descriptive of qualitative. Factor analysis is one of the statistical methods of multivariate used to analyze the dominant pull and push factors influencing the tourists to visit the Bali tourism destination, Indonesia (see: Dillon and Goldstein, 1984; Solimun, 2002; Santoro, 2014). Descriptive of qualitative used to analyze the data in a way describe or depict the collected data as it is without the intention of making conclusions of generally. Describe here is to describe the perception of tourists to travel to Bali.

If Table 1. expressed in the equation of factor analysis is as follows:

$$Y = A_{i1}F_1 + A_{i2}F_2 + A_{i3}F_3 + \dots + A_{im}F_m + V_i U_i$$

$$F_i = W_{i1}X_1 + W_{i2}X_2 + \dots + W_{ik}X_k$$

where:

- Y_i = Construct or concept unmeasurable, namely the election Tourism Destination of Bali, Indonesia
- A_{ij} = Standardized coefficient of indicators /variables to the-ith at common factor-j
- F_j = *Common factoris* the factors used in the study (for j =i-m)
- U_i = Factors of unique for the indicators to the-ith
- V_i = Standardized coefficients of indicators to the-ith on the unique factor indicators to-ith
- M = Sum of *common factoris* as much as 12
- W_i = Weights/coefficient of factor value factor
- x_j (j =i-k) = Sum of indicators, is as much as 43

3. Results and Discussion

3.1 Fit of Model

The test results of model fit of factor analysis toward 12 of factors that entered into the model (4 of pull factors and 8 of push factors) showed that the 12 of factors worthy entry into the factor analysis model or feasible factored. This is evidenced by the value of Bartlett's test of sphericity of 61.926 significance at level of 0,000 and Kaiser-Meyer-Olkin (KMO) value of all factor greater than 0.5 is 0.535.

3.2 Dominant Pull Factors

Analysis of pull factors showed that formed the four components of factors, but of the four component factor of only two components of the factors that determine the decision of tourists to visit the tourism destinations of Bali, Indonesia, with a value of characteristic root (eigenvalue) that could explain the diversity of the total, respectively 42.919% and 31.799%, so that the total diversity can be explained by the pull factor is equal to 74.719% (Table 2).

Table 2: Eigenvalue of Pull Factors Component the Tourists to Visit the Tourism Destinations of Basli, Indonesia

Component	Initial Eigenvalues			Extraction Sums Squared Loadings			Rotation Sums Squared Loading		
	Total	% of Variance	Cummulative %	Total	% of Variance	Cummulative %	Total	% of Variance	Cummulative %
1	1.908	47.695	47.695	1.908	47.695	47.695	1.717	42.919	42.919
2	1.081	27.024	74.719	1.081	27.024	74.719	1.272	31.799	74.719
3	.605	15.132	89.851						
4	.406	10.149	100.000						

Note: Extraction Method: Principle Componen Analysis

Advanced analysis results produce the factors matrix components informed that the full factors of the first component is formed by three factors, namely culture (F1), status and personal development (F2), and interpersonal (F4) with the value of the matrix component respectively 0.737; 0.835; 0.733, which are all greater than 0.5. Components of the second factor is only one factor that is formed by physical factors (F3) with a correlation coefficient of 0.836 which is also greater than 0.5 (Table 3). Results of this analysis informs that four factors, namely Culture (F1), Status and Personal Development F2), Physical (F3), and Inter-Personal (F4) indeed be the dominant pull factor for tourists to visit the tourism destinations of Bali, Indonesia.

Table 3: Matix Component of Pull Factors the Tourists to Visit the Bali Tourism Destination, Indonesia

Factors	Component	
	1	2
Culture (F1)	.737	-.442
Status and Personal Development (F2)	.835	-.268
Physical (F3)	.360	.836
Inter-Personal (F4)	.733	.339

Extract Method: Principal Component Analysis^a. 2 component extracted.

3.3 Dominant Push Factors

Analysis of push factors components obtained two components of factors that determine the tourists visiting Bali, the value of characteristic root (eigenvalue) that could explain the total diversity respectively 29.508% and 21.291%, so tha the total diversity can be explained by the pull factors amounted to 50.799% (Table 4). However on further analysis only factors contained in the first component alone is identified as the dominant factor because most of its eigenvalue than the second component. While the second component still plays a role in the election of Bali as a tourism destination, but not dominant.

Table 4: Eigenvalue of Push Factors Component the Tourists to Visit the Tourism Destinations of Bali, Indonesia

Component	Initial Eigenvalues			Extraction Sums Squared Loadings			Rotation Sums Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.467	30.833	30.833	2.467	30.833	30.833	2.361	29.508	29.508
2	1.597	19.966	50.799	1.597	19.966	50.799	1.799	21.291	50.799
3	1.110	13.873	64.672						
4	.854	10.676	75.348						
5	.691	8.637	83.985						
6	.478	5.973	89.958						
7	.441	5.512	95.470						
8	.362	4.530	100.00						

Note: Extraction Method: Principle Componen Analysis

Result of advanced factors analysis in the form of factor matrix components such as presented in Table 5, the pull factor component of the first was formed by the four factors with matrix components (correlation coefficient) greater than 0.500, namely, community (F10) with a correlation coefficient of 0.766, atmosphere and climate (F6) with 0.734, safety and hygiene (F11) amounted to 0,692, and recreation opportunities in the open natural (F12) with correlation coefficient of 0.606. The second component is formed by two factors, namely factors of tourism infrastructure (F7) with a correlation coefficient of 0.788 and factor of budget meals and accommodation (F8) with correlation coefficient of 0.747.

Table 5: Matrix Component of Push Factors the Tourists to Visit the Tourism Destination of Bali, Indonesia

Factors	Component	
	1	2
Nature Around (F5)	.433	-.279
Atmospheric and Climate (F6)	.734	-.155
Tourism Infrastructure (F7)	.212	.788
Budget Meals and accommodation (F8)	.185	.747
Attractions Culture and History (F9)	.479	-.231
Society (F10)	.766	-.315
Safety and Hygiene (F11)	.692	.057
Recreation opportunities in the Natural Open (F12)	.606	.400

Extract Method: Principal Component Analysis

^a. 2 component extracted.

Of the discussion previous involved the dominant pull factors and the dominant push factors the tourists to visit the tourism destinations of Bali, Indonesia, it can be summarized in a table as shown in Table 6.

Table 6: Dominant Pull and Push Factors the Tourists to Visit the Tourism Destinations of Bali, Indonesia.

Name of Factors		Indicators	Notation	Loading Factor
Pull Factors	Status and Personal Development (F2)	Learn a new skill	X ₆	0,872
		Enhancing Knowledge	X ₅	0,839
		<i>Fashionability</i>	X ₄	0,765
	Culture (F1)	Look around/Sightseeing	X ₁	0,848
		Experience the new culture	X ₂	0,848
	Inter-Personal (F4)	Adventure	X ₁₃	0,727
		Spiritual Fulfillment	X ₁₄	0,715
Escapism		X ₁₀	0,686	
Getting new friends		X ₁₆	0,640	
Push Factors	Community (F10)	The community of unique/different	X ₃₆	0,840
		Meet with people from various ethnic	X ₃₅	0,811
		Local communities attractive and friendly	X ₃₄	0,799
	Atmospheric and Climate (F6)	The atmosphere of exotic	X ₂₁	0,858
		Weather	X ₂₂	0,858
	Security and Hygiene (F11)	The standard of hygiene and cleanliness	X ₃₉	0,821
		Personal security	X ₃₈	0,820
		Public transportation	X ₃₇	0,647
	Recreation opportunities in the natural open(F12)	Swimming and sunbathing	X ₄₂	0,817
		Adventure activities	X ₄₁	0,757
	Diving and snorkeling	X ₄₃	0,747	

The dominant pull factors can be interpreted that the tourists is pulled by the desire to acquire new skills, add of insight / knowledge about the culture of Bali, and follow the trend of traveling to Bali. Another pull is that tourists can better understand the meaning of life by looking at the lives of local people and also the desire to get a change after busy with work/ routine.

The dominan push factors can be interpreted that the puller public appeal of Bali assessed by tourists as a unique community (something different) because it has a tradition and a strong tradition based on Balinese culture and Hindu religion. Once the extent of culture understanding, the culture in question is ten cultural component which consists of crafts, traditions, history of the area, the architecture, local food, art and music, a way of life, religion, language, region and local clothing (Shaw and Williams, 1997 in Ardika, 2003: 50; Geria, 1996). Assessment of the exotic Balinese environment as unspoiled and tropical climate is an attraction second. Travelers also assess their sense of security when traveling and supported by the tourist environment clean. For outdoor activities are very interested tourists are sunbathing, swimming, rafting, diving and snorkeling.

Objects and tourist attraction in Bali is pull factor the tourists visit to Bali tourism destination. The types of objects and tourist attraction in Bali are very varied which is often a blend of natural and cultural elements. The number of objects and tourism attraction in Bali in 2015 recorded 239 pieces, spread across nine counties and cities in Bali. Of these amount, Gianyar district has the highest number (50 pieces), while the lowest was Bangli regency. More complete, objects and tourist attraction of the districts / cities in Bali are as follows: Denpasar 30 pieces, Badung 35 pieces, Jembrana 15 pieces, Buleleng 38 pieces, Klungkung 25 pieces, Tabanan 24 pieces and Karangasem 16 pieces (Website of Ministry of Tourism of the Republic of Indonesia. 2016). Objects and tourist attraction generally visit through a package tour managed by a number of travel agents. At least 14 tour packages are well known in the world of tourism in Bali, namely: City Tour of Denpasar, Uluwatu Tour, Serangan Tour, Ubud Tour, Kintamani Tour, Besakih Tour, Karangasem Tour, Tanah Lot Tour, Bedugul Tour, Singaraja Tour, National Park of West Bali Tour, Trunyan Tour, rcheological Tour and Diving Tour (Website of Ministry of Tourism of the Republic of Indonesia, 2016).

In addition to the various types of objects and tourist attraction in the above, since in recent years began to develop environment tourism product or ecotourism, spiritual tourism, spa treatments, travel aerospace, agro-tourism and rural tourism. Ecotourism is quite popular lately associated with the worldwide trend back to nature.

Some ecotourism products that can be enjoyed by tourists in Bali, such as mangrove tour, snorkeling, diving, bird watching, trekking to naturally area, dolphin tour, and ecotourism turtle. Bali is also famous for its culinary tourism attractions with typical Balinese food with unique flavor and inviting addiction for foreign tourists tongue. Antara and Hendrayana (2016) state that uniqueness of the traditional Balinese cuisine can be packaged in such a way as a tourist attraction. This is confirmed by Öktem and Purina (2016) that one of the elements of attraction in tourism sector is food and beverage.

Of the description of push and pull factors of the dominant answer the question of why tourists visiting the Bali tourism destinations. That is because Bali can meet the needs and desires of tourists, or tourists fulfillment the internal factors of tourism motivation by external factors (attribute destinations).

4. Conclusions and Recommendations

4.1 Conclusions

- 1) Dominant pull factors the tourists to visit the tourism destination of Bali, Indonesia is a factor status and personal development (F2), cultural factors (F1) and inter-personal factors (F4)
- 2) Dominant push factors the tourists to visit the tourism destinations of Bali, Indonesia is the Balinese (F10), the atmosphere and climate (F6), safety and hygiene (F11) and recreation opportunities in the natural open (F12).

4.2 Policy Recommendations

- 1) The government should maintain the uniqueness and authenticity of the culture and environment of Bali which is a major attraction of tourists visiting to Bali, in order Bali remains a priority of destination for world tourists.
- 2) The actors of the tourism industry needs to identify the wants and needs of young travelers who currently is a potential segment. Therefore, in promoting Bali as a tourism destination should reflect the wishes and needs of the young tourist trips.

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