**DO ASIAN AND NON-ASIAN DIFFERENT? A COMPARATIVE STUDY OF SENIOR TOURISTS’ MOTIVATION WHEN TRAVELLING TO BALI**

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**ABSTRACT**

This research aimed to identify the push and pull factors of the motivation of senior tourists from Asia and non-Asia in choosing Bali as their destination, as well as examining any differences in the push and pull factors of both groups of nationality. Exploratory factor analysis that was continued with differences analysis were completed to analyse the data. Results revealed six factors that pushed seniors to travel to Bali: 1) exploring and increasing knowledge about the local culture, 2) quality time and visiting nostalgic places with close accompanies, 3) relaxation and having fun, 4) spending time with family members, 5) rejuvenation and health, 6) sharing about destination experience. In addition, there were four pull factors namely: 1) hospitality services and tourist attractions, 2) local culture, 3) natural scenery and climate, 4) quite rest area. While significant differences shown between Asian and non-Asian in factors that intrinsically pushed them to travel to Bali, no significant differences appeared between senior tourists from two groups of nationaliy in considering Bali’s destination attributes that pulled them to visit the island.

**Keywords**: travel motivation, push-factor, pull-factor, senior tourist, Bali

**1. INTRODUCTION**

Every tourist has different motivation for travelling to a region. Motivation directly involves in someone’s decision to travel because of internal motives (push factor) and the attraction of destination attributes (pull factor) (Yoon & Uysal, 2003). Pull motive is one of the tangible factors, for examples are tourist attractions and offered destinations. Meanwhile, push motive is an intangible factor, for example, is someone’s inner desire that compels him to get out of his daily routine, relaxation, self-discovery, prestige, family, and friends gathering, and social interaction (Kim, 2008).

The latest data from the Central Bureau of Statistics (BPS) in 2016 recorded that the number of foreign tourists that travelled to Indonesia in that year reached 12.023.971 from all around the world. There is a 15.54% growth of visitors compared with 2015 (BPS 2016). According to Dewi (2015), the number of tourists that visit a tourism region proves that the region has a great tourist attraction. The influence of growth in this sector is inseparable from the role of domestic and foreign tourists in a region. Foreign travellers' profile data shows that Indonesian travel is still being dominated by the young traveller groups, 25-34 and 35-44 years old. At the end of 2014, the 25-34 years old group is 25.56% while the 35-44 years old is 23.24%. A little bit less than the young group, in 2009 the groups of 55-64 years old and more than 64 years old that is considered as minority reached 13.75% and kept increasing in 2010. Although this number was going down by 1.63% in 2010, it keeps increasing in the years after. This shows that the number of senior tourists is growing, although still less than the group of young travellers (Pusdatin Kemenparekraf & BPS, 2015).

Most of the foreign travellers' objectives in visiting Indonesia is to have a holiday. As can be seen in the foreign travellers' profile in 2009-2014, the percentage of vacation each year is always more than 50% (Pusdatin Kemenparekraf & BPS, 2015). Those statistics have indicated that the motivation of foreign travellers to have a vacation in Indonesia is very high in demand. Travel motivation is a motivation that caused a trip when someone finds a destination to fulfil his needs and desires (Creative Based Tourism, 2011).

Currently, Bali is still one of the tourist destinations choices for domestic and foreign tourists. The island that is rich in tourism attracted tourists to visit exciting places, such as a beautiful beach, terraced rice fields, volcanos, and some other art attractions. Aside from that, the cultural diversity in Bali has also attracted foreign tourists (BPS2015). There are 10.406.759 people from overseas who visited Indonesia in 2015. Meanwhile, the number of foreign tourists who visited Bali in 2015 is 4.0001.835. This data explained that 38.5% of foreign tourists that came to Indonesia chose Bali as their travel destination (BPSBali, 2015). One of the reasons the number of tourists that visit Bali increased is the growth of world population and the tourists’ desire to travel to a place, which is a sign that Bali’s tourism will also grow (BPS, 2015). There are 3,19 million foreign tourists that came directly from their country to Bali on the period of January-August 2016. That number is 22,76% higher than the previous year (Antara, 2016). This rising number of tourists in Bali is not unrelated to the involvement of the Ministry of Tourism and Creative Economy. The government increased promotions through information and technology (IT) with the help of the Ministry of Tourism, one of which is Bali’s event calendar in 2016 that has been created will be delivered to the central government to be promoted overseas (Indah, 2016).

Further, the behaviour of foreign tourists can be analyzed from their nationality, because there are cultural differences that will affect tourism activities (Utama, 2012). Johnson and Devonish (2008) stated that different countries of origin would influence the variables of destination perception, satisfaction rate, demographic, and chosen activities. Not only that, tourists' motivation in choosing their destination is undoubtedly different from one country to the others. Kozak (2002) also added detailed research focus on tourists demographic, such as their nationality, can explain their travel motivation and behaviour. As explained in the first part of this introduction, age group and foreign tourists’ nationality, senior tourist is a minority. However, its number increased annually and so that growth phenomenon will be a new segment for the tourism industry (Utama, 2014). The elderly segments are tourists with the age of, at least, 55. This has been regulated in the Presidential Decree Number 31/1998. A segment with huge potential, supported by the condition of which most of them have retired from their jobs, thus giving them more free time than those of productive age (Utama, 2012). According to Utama (2012), the elderly have a strong purchasing power, which supported by their pension money that can be allocated for travelling. Currently, in America, a pension plan is a government regulation, seeing the fast-growing rate of retirees. Pension plan gives social benefit for the employees in the form of wage subsidies (Staab & Kleiner, 2005). This elderly population has become a new phenomenon in some countries, of which the proportion of this population has been growing in recent time (Harper & Leeson, 2008). In 2008, Japan, Italy, and Germany were the countries that have a high elderly population with age above 65 (Kinsella & He, 2009).

This research is also supported by the phenomenon that the senior tourists that visited Bali are still not being given enough and close attention by service providers. This is supported by the result of the researcher’s unstructured observation of several travel agents in Bali. According to a tour leader in Bali, service providers are still focusing on the young family segment, and there is still no travel packages that are specifically designed for the elderly, seeing that this segment has a different background, needs, and travel style than other segments. This phenomenon will be fascinating to be examined. Based on the background above, this research aims to:

1. Identify the push factors of senior tourists from Asian countries in choosing Bali as their travel destination.
2. Identify the push factors of senior tourists from non-Asian countries in choosing Bali as their travel destination.
3. Identify the pull factors of senior tourists from Asian countries in choosing Bali as their travel destination.
4. Identify the pull factors of senior tourists from non-Asian countries in choosing Bali as their travel destination.
5. Analyze whether there are significant differences between the push factors of Asian and non-Asian senior tourists.
6. Analyze whether there are significant differences between the pull factors of Asian and non-Asian senior tourists.

**2. LITERATURE REVIEW**

**2.1. Travel Motivation**

Travel motivation is a motivation that causes travel when someone finds a destination to fulfil his needs and desires (Creative Based Tourism, 2011, pp. 53-54). Motivation can be based on needs, as a trigger to seek knowledge or information about a product or service (Schiffman, 2008, pp. 27). Yoon & Uysal (2003) stated that every tourist has motivations to travel. This is because each place offers various kinds of products and services to the tourists so that they have a chance to choose their travel destination (Kozak, 2002). To identify someone’s reasons in visiting a place, there is a need to study the push and pull factors on why someone travels.

Tourists' motivation is a result of an internal push to go out to new environments, on which they will meet someone new and experience something new (Meng, Tepanon, & Uysal, 2008). In other words, push factors are directly related to someone's inner desire to travel. This push is influenced by intangible factors, such as the desire to relax, go to an adventure, go away from their previous environment, prestige/lifestyle behaviour or pride reasons, or to look for social interactions, whether with family or friends. Some other reasons are to find new enjoyment or for educational purposes (Patterson, 2006, pp. 28-29). Several studies have been conducted to measure tourists’ push factors in visiting a destination such as those by Yoon & Uysal (2005), Kim (2008), Kassean & Gassita (2013), as well as Utama (2012) that had specifically dug the motivation of senior tourists when they visited Bali. Table 1 contains a summary of several push factors that have become the findings of previous studies and had been reviewed by the researcher.

**Table 1.** Literature Review on the Push Factors of Senior Travelers’ Travel Motivation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ryan (1991, in Pitana & Gayatri, 2005)** | **Yoon & Uysal (2006)** | **Kim (2008)** | **Kassean & Gassita (2013)** | **Utama (2014)** |
| 1. Escape 2. Relaxation 3. Play 4. Strengthening family bonds 5. Prestige 6. Social interaction 7. Romance 8. Educational opportunity 9. Self-fulfilment 10. Wish-fulfilment | 1. Exciting 2. Knowledge/ education 3. Relaxation 4. Achievement 5. Family togetherness 6. Escape 7. Safety/fun 8. Away from home & seeing | 1. Getting away 2. Adventure and excitement 3. Discovery and learning 4. Connecting with family and friends 5. Engaging nature 6. Self-entertainment 7. Rejuvenation 8. Spending time with someone special | 1. Rest relaxation 2. Nostalgia 3. Escape 4. Novelty 5. Social interaction 6. Self-actualization 7. Recognition/ prestige | 1. Rest and relaxation 2. Visiting new places 3. Seeking knowledge and experience 4. Away from daily routine 5. Meeting people and socializing 6. Physical training 7. Visiting or taking a vacation with family and friends |

Sources: Ryan (1991), Yoom and Uysal (2006), Kim (2008), Kassean and Gassita (2013), Utama (2014) (processed by the researcher)

Pull factors represents knowledge or belief that pulls someone to their destination (Yoon & Uysal, 2003). Its gears are tangible factors, such as the available facilities or attractions of a place. External factors always pull tourists to visit a destination (Andreu, Bigne, & Cooper, 2000). In other words, pull factors are directly related to the attributes in a tourist destination (Meng, Tepanon, & Uysal, 2008). Pull factors give a better understanding of why tourists chose a specific destination in a particular place (Patterson, 2006, pp.29). This pull factor is caused by an attraction or facility of a destination place, such as beach, recreation facilities, cultural attraction, shopping, and recreational park (McGehee, Murphy, & Uysal, 1996). Table 2 contains the summary of several pull factors that became the findings of previous studies that had been reviewed by the researcher.

**Table 2.** Literature Review on the Pull Factors of Senior Travelers’ Travel Motivation

|  |  |  |  |
| --- | --- | --- | --- |
| **Yoon & Uysal (2005)** | **Kim (2008)** | **Kassean & Gassita (2013)** | **Utama (2014)** |
| 1. Modern atmospheres and activities 2. Wide space and activities 3. Small size and reliable weather 4. Natural scenery 5. Affordable restaurants 6. Different culture 7. Cleanness and shopping 8. Nightlife and local cuisine 9. Interesting town and village 10. Water activities | 1. Lodging and transportation 2. Convenience and value 3. Recreation and entertainment 4. Cultural opportunities 5. Natural scenery 6. Sun and beaches 7. Family friendly | * 1. Beautiful beaches   2. Climate and sunny weather   3. Landscape and scenery   4. Mauritian hospitality   5. Accommodation service   6. Exotic atmosphere   7. Authentic Mauritian culture   8. Flora and fauna   9. Local cuisine   10. Safety and security   11. Ethics   12. Attractions   13. Restaurants   14. Value for money   15. Water sports   16. Politically stable   17. Epidemic free   18. Modes of transportation   19. Entertainment   20. Ease of access   21. Local beverages   22. Arts and crafts   23. Shopping opportunities   24. Historical and cultural sites   25. Technological advancements   26. Land-based sport   27. Fitness and wellness   28. Nightlife | 1. The history of Bali 2. Balinese culture 3. The nature of Bali 4. The prices in Bali 5. Event and festivals 6. Vacation or spare time 7. Transportation 8. Distance from the countries of origin 9. Foods and Drinks 10. Services and Facilities 11. Health services 12. Immigration services and procedure 13. Safety 14. Travel agent’s services 15. Tour guide |

Sources: Yoon &Uysal (2006), Kim (2008), Kassean & Gassita(2013), dan Utama (2014)   
(processed by the researcher)

**2.2. Senior Tourists**

There is a lack of consistency in the definition and categorization of senior tourists. This lack of consistency is caused by the differences in policies that defined “old age”. Previous research stated that a 50 years old is considered as an elderly, while others defined it when a person is at least 55, 60, or 65 years old (Patterson, 2006, p17). United Nations (2002) defined senior tourists as tourists aged 60 or more, which is predicted to be increased by 22% in 2020. Norman, Daniels, McGuire, & Norman (2001) divided it into two categories: 1) *veteran-mature market members*, aged 65 years old and above; and 2) *Non-mature market members*, aged 50-64 years old.

In tourism, 55 years old and above are considered as senior tourists (Patterson, 2006, pp13). As written in the Presidential Decree Number 31/1998, Indonesian government defined senior tourists as a foreign tourist whose age are 55 and above. This research refers to the government’s standard of senior tourists, 55 years old. Martin & Preston (1994, in Patterson 2006) stated that there are currently many senior tourists that were retired at a young age, healthier, better-off, more educated, more independent, and have a more relaxing time to interact and gather with their family. Javalgi (1992), in Patterson 2006) stated that this senior citizen market has a financial power that will and is ready to be allocated for tourism activities and this market is one of the wealthiest age group in the society. The elderly tend to opt for a long holiday, far away from their home for a more extended period, and pay for more attention for their personal safety during their trip to a place (Patterson, 2006).

**2.3. Relationship Between Tourists Motivation and Countries of Origin**

Several previous research has studied the relationship between countries of origin and tourist behaviour. Specifically, research on motivation had been done by Kozak (2002) that research the differences in motivation between British and German tourists that visited Turkey and Mallorca. The result reveals that the dominant push factors that motivate German tourists to visit Turkey are relaxation and physical reasons. Compared with British tourists, those from Germany are being motivated by pleasure seeking/fantasy factor. Research done by Johnson & Dovonish (2008) studied the motivation of tourists that visited Barbados based on their nationality, gender, and age. Their research found that the motivations of British, American, Canadian, and Caribbean tourists are different. The Canadian is more inclined to be pushed by physical motivation factor, such as getting closer to nature, exercising, and be active physically for their fitness compared to those from the United States. The same thing also happens with cultural motivation, and the Canadian tourists have an adequately strong cultural motivation result compared to the Caribbean tourists. Compared with tourists other than those from the Caribbean, the average of British, American, and Canadian tourists visited Barbados “to enjoy good weather”. British and Canadian tourists have a high motivation to “pleasure-seeking factor” than those from other countries. On the other hand, Canadian tourists have a higher desire to “mix with another fellow” than the American, British, and Caribbean tourists. Canadian and British tourists have a higher motivation to seek adventure in Barbados than those from other nationalities.

**3. RESEARCH METHODS**

This research is categorized as descriptive research. Descriptive research is research that aims to describe an existing phenomenon (Wardiyanta, 2006). In this research, the researcher identified and described the push and pull factors of Asian and non-Asian tourists in choosing Bali as their travel destination. This research is also categorised as comparative research, which is a form of variable (data) analysis to compare the similarities and differences between two groups of data (Hassan, 2006). This research compared the travel motivation of Asian and non-Asian tourists. The survey uses a questionnaire as a research instrument with closed questions chosen as the primary data collection method. The samples are chosen with purposive sampling method where the chosen samples have to fulfil the three criteria as follows: 1) senior tourists, 55 years old and above that are currently travelling to Bali; 2) foreign tourists (not local tourists); and 3) travelling to Bali for holiday purposes only.

Likert scale was used to measure the agreement and importance degree towards the travel destinations’ attributes, with five range scale with response meanings as follows:

|  |  |
| --- | --- |
| Push factors  1 = Strongly Disagree (SD)  2 = Disagree (D)  3 = Neutral (N)  4 = Agree (A)  5 = Strongly Agree (SA) | Pull factors  1 = Very unimportant (VU)  2 = Unimportant (U)  3 = Neutral (N)  4 = Important (I)  5 = Very important (VI) |

**4. RESULTS AND DISCUSSION**

There are a total of 100 senior tourists that participated in the survey, split equally between Asian and non-Asian. The demographic profile can be seen in Table 3.

**Table 3**. Demographic Profile

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Demographic Attributes** | **n** | **%** |
| 1 | Gender   1. Male   2. Female | 48  52 | 48%  52% |
| 2 | Age   1. 55-60 2. 61-65 3. 66-70 4. Above 70 | 45  25  19  11 | 45%  25%  19%  11% |
| 3 | Nationality   1. Asian | 50 | 50% |
|  | 1. Non-Asian | 50 | 50% |
| 4 | Education   1. Secondary school 2. Bachelor degree 3. Postgraduate (master or doctor) degree | 44  48  8 | 44%  48%  8% |

Table 3 shows that females dominate the gender of the elderly Asian and non-Asian. Most of the respondents are 55-60 years old (45%) while the rests are 60 and above. This shows that almost all elderly respondents that travelled to Bali did it in an unproductive age.

**Table 4**. Travel Characteristics

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Travel Attributes** | **n** | **%** |
| 1 | Experiences in visiting Bali  1. Have visited Bali before  2. First time visiting Bali | 70  30 | 70%  30% |
| 2 | Temporary residence in Bali   * + 1. Hotel     2. *Guest House*     3. *Homestay*     4. Others | 79  10  4  7 | 79%  10%  4%  7% |
| 3 | Staying Time   1. Less than 3 days 2. 4-7 days 3. 1-2 weeks 4. More than 2 weeks | 10  46  30  14 | 10%  46%  30%  14% |
| 4 | Travel purpose   1. Vacation 2. Business Trip 3. Others | 97  1  2 | 97%  2%  2% |
| 5 | Travel Partner   1. Alone 2. Couple 3. Family 4. Friends | 14  19  53  14 | 14%  19%  53%  14% |
| 6 | Travel Planning   1. Self-planning 2. Travel agent 3. Helped by their family | 48  42  10 | 48%  42%  10% |

As can be seen in Table 4, most senior respondents choose to temporary stay in a hotel, while few of them choose to stay in a guest house or homestay for an extended period. Some others choose an inn, family stay, and some other accommodation instruments as alternatives. The data in table 4 shows that 97% of senior respondents’ goal is to take a vacation. The rest are doing a business trip or other reasons, and the researcher has made sure that tourism activities are following business trips and other reasons. It can be concluded that the motivation of senior respondents to take a vacation in Bali is the majority. The fact is that more than 50% of respondents visited Bali with their family to spend their time together. Some others choose to travel with their lover, while the rest choose to go alone and with their friends. Travel planning is one thing that a traveller will not forget to prepare before their trip. The travel profile result notes that 48% of the respondents choose to plan their trip on their own. The information on Bali tourism can be gathered from several websites or applications that provide information about tourist destinations. Not all places in Bali can be visited with lower price without the help of a travel agent. Because of that, the other 42% choose to utilize the help of travel agents while the rest 10% choose to ask their family members for help.

**Table 5**. The Grouping and Analysis of Push Factors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Loading Variable Names** | | **Loading Factors** | **Eigenvalue** | **% Variance** |
| **F1: Explore and increase knowledge about the local culture** | |  |  |  |
| PS1 | Visiting historical and cultural places | 0.884 | 4.981 | 26.217 |
| PS6 | Experiencing a Balinese culture) | 0.812 |
| PS7 | The desire to increase knowledge of new places) | 0.790 |
| PS8 | Experiencing new or different Bali’s lifestyle) | 0.693 |
| PS3 | being daring and adventurous | 0.614 |
| **F2: Quality time and visiting nostalgic places with close accompanies** | |  |  |  |
| PS15 | Spending time with friends | 0.871 | 1.583 | 13.594 |
| PS11 | To visit family origin, friends, and relative | 0.676 |
| PS12 | To visit a place recommended by friends | 0.658 |
| PS18 | Nostalgia | 0.624 |
| **F3: Relaxation and having fun** | |  |  |  |
| PS13 | Having fun or being entertained | 0.811 | 1.723 | 9.069 |
| PS2 | Rest and relaxation | 0.751 |  |  |
| PS14 | Enjoying good weather | 0.711 |  |  |
| **F4: Spending time with family members** | |  |  |  |
| PS17 | Spending time with a special someone | 0.876 | 1.585 | 8.342 |
| PS10 | Spending time with family | 0.774 |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **F5: Rejuvenation and health** | |  |  |  |
| PS19 | Visit without any particular reason | 0.747 | 1.426 | 7.507 |
| PS16 | To get physically or emotionally refreshed/being physically active | 0.631 |  |  |
| PS5 | Meeting new friends | 0.551 |  |  |
| **F6: Sharing destination experience** | |  |  |  |
| PS9 | Seeing many attractions in Bali | 0.745 | 1.177 | 6.192 |
| PS4 | To share with others  about the trip after returning home | 0.687 |  |  |

KMO = .609; Barlett’s Test of Sphericity: Approx. *Chi-Square* = 975.056; *df* =171, *Sig* = .000; Total variance explained = 70.923%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 8 iterations

The first push factor that causes senior respondents to travel to Bali is “**explore and increase knowledge about the local culture**”. This push factor reflects the respondents’ desire to visit historical and cultural places, experience Balinese cultures, increase knowledge of new places, experience new or different Bali’s lifestyle, and be adventurous. The influence shaped by five correlated indicators reflected the respondents' desire to experience Balinese cultures directly. Rivan (1991) has consistently proved in his research that someone's push factor in travelling to get the opportunity to increase their knowledge can be seen as “educational opportunity”.

The second push factor is **quality time and visiting nostalgic places with close accompanies**. This factor stressed on push factor to visit a travel destination with family or friends. Aside from that, the respondents agreed that visiting a travel destination place can be a type of nostalgia towards the place that has their memories of the past. This factor supported Kim’s research (2008) where “family friendly is considered as a factor that pictured activities with family and closest people, while the push to nostalgia is on Kassean & Gassita’s research (2013).

The third push factor is **relaxation and having fun**. As the name implies, this factor surfaced because of the desire to relax that is revealed from the statement “enjoying good weather”, where this statement is a part of the activities to relax. Aside from that, this factor is also a “having fun or being entertained” indicator. This factor is a reflection of respondents’ push factors, go out from their daily routine to reduce stress. One of the factors that consistently appeared on the research of Riyan (1991), Yoon & Uysal (2006), Kassean & Gassita (2013), and Utama (2014) stated that the relaxation and having fun factor is always closely related to someone's desire to travel to a specific place.

The fourth push factor is **spending time with family members**. The respondents’ age influenced their desire to spend more time with their family. It can be seen from the result of this research, where 53 respondents travel with their family. By having the indicators that refer directly to the activities to spend time with the closest people, family or a special someone, then this factor may accurately show the push factor that influences respondents to travel to Bali with their family.

The fifth push factor is **rejuvenation and health**. Utama (2014) has health factor in his research, but the researcher added rejuvenation that means youthfulness because of the “meeting new friends” and “visit without particular reasons” indicators, which are the activities to go out from daily routines, could cause a more significant desire to socialize. Aside from that, visit without particular reason is an indicator of an impulse to visit Bali without any specific desire. More accurately, the birth of a desire to visit Bali in their spare time.

The sixth push factor is **sharing destination experience**. Usually, this factor is closely related to the conversation with family or friends. This factor appears from two indicators where respondents stated that after they visited Bali, they return to their country to tell their experience in Bali to their family or closest people. The researcher created this new factor because this factor is still not yet found in previous research; thus, this is a discovery as the result of this research.

**Table 6.** The Grouping and Analysis of Pull Factors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Indicators** | **Loading Factors** | **Eigenvalue** | **% Variance** |
| **F1: Hospitality services and tourist attractions** | |  |  |  |
| PL3 | Convenient travel accommodations such as hotel and transportation | 0.837 | 5.092 | 33.949 |
| PL4 | Availability of information about a destination | 0.770 |
| PL11 | Familiar travel destination | 0.706 |
| PL12 | Safety and security | 0.706 |
| **F2: Local Culture** | |  |  |  |
| PL2 | Local cuisine | 0.629 | 2.473 | 16.483 |
| PL7 | Shopping opportunities | 0.566 |  |
| PL13 | Bali’s unique culture | 0.699 |  |
| PL14 | Adequate infrastructure | 0.658 |  |
| PL15 | Interesting town/village | 0.807 |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **F3: Natural scenery and climate** | |  |  |  |
| PL1 | The tour guide, accessible travel agent, and affordable travel packages | 0.790 | 1.273 | 8.484 |
| PL8 | Beautiful scenery and landscape | 0.738 |  |  |
| PL9 | Warm and sunny weather | 0.756 |  |  |
| PL10 | Beautiful sea and beaches | 0.685 |  |  |
| **F4: Quiet rest places** | |  |  |  |
| PL5 | Comfortable rest areas | 0.872 | 1.095 | 7.301 |
| PL6 | Cultural and historical attractions in Bali | 0.528 |  |  |

KMO = .780; Barlett’s Test of Sphericity: Approx. *Chi-Square* = 671.654; *df* =105, *Sig* = .000; Total variance explained = 66.218%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations

The first factor that pulls the respondents to visit Bali is **hospitality services and tourist attractions**. This factor is created from the researcher’s questions on the attributes of travel destinations, such as lodging and transportations, information on travel destination places, as well as the safety requirements of the travel destination places by the respondents. This is a factor that is considered necessary by the respondents to visit Bali. The ease of obtaining information is hoped to make it easier for tourists to visit interesting places in Bali. This factor is indeed related to previous research, such as Kim's (2008) that stated that lodging and transportation are closely related to travel destination services. Aside from that, Kassean & Gassita (2013) described this first factor as accommodation services and Mauritian services. Utama (2014) noted that things that senior tourists paid attention to when they visited Bali are transportation, facilities, and services.

The second pull factor is the **local culture**. The combination of urban and rural beauty with the local activities and cuisines in Bali, where these two things combined when the respondents visited an urban or rural area, they will automatically be involved with the activities and enjoy the food of the locals. Interesting and becomes an essential factor for the respondents, because the activities and typical food around the area where they live will increase their impression on Balinese culture.

The third pull factors are **natural scenery and climate**. This factor refers to respondents’ agreement to have affordable natural travel packages in Bali, considering that there are many tourist spots in Bali that still have not been touched by many tourists. Aside from that, this factor becomes an important factor because not all tourist destinations in Bali can be visited without the right timing; thus travel agents are needed to maximize the traveller's trip in Bali.

The fourth pull factor is a **quiet rest area**, which is formed by two indicators, "quiet rest area" and "cultural and historical attraction in Bali". This factor is newly formed by the researcher, where the respondents' statement of their interest to visit Bali because of the desire to rest near places with a strong Balinese culture.

### **Table 7**. The Result of the Difference Test on Asian and Non-Asian Senior Travelers’ Push Factors in Traveling to Bali

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Push Factors Components** | **Avg.** | **Sig. (2 Tailed)** | **Significance Level** | **Notes** |
| *1* | *Explore and increase knowledge about the local culture* | Asia: 3.37  Non-Asia: 3.80 | 0.054 | 0.05 | No significant differences |
| *2* | *Quality time and visiting nostalgic places with close accompanies* | Asia: 2.52  Non-Asia: 3.25 | 0.814 | No significant differences |
| *3* | *Relaxation and having fun* | Asia: 4.67  Non-Asia: 4.74 | 0.408 | No significant differences |
| *4* | *Spending time with family members* | Asia: 4.02  Non-Asia: 3.43 | 0.000 | There are significant differences |
| *5* | *Rejuvenation and health* | Asia: 3.08  Non-Asia: 3.91 | 0.225 | No significant differences |
| *6* | *Sharing destination experience* | Asia: 4.07  Non-Asia: 4.05 | 0.005 | There are significant differences. |

Related to **explore and increase knowledge about local culture,** the desire to dig and seek new knowledge about a new place shows that travelling to study new cultures in new places is a pull factor for both Asian and non-Asian respondents. There are no significant differences, but this factor becomes a stronger push for non-Asian respondents with an average of 3.80, different push strength with non-Asian respondents with an average of 3.37.

The second pull factor that is not significantly different is **quality time and visiting nostalgic places with close accompanies**. This factor consists of indicators that are directly related to activities done with the closest people. One of the indicators that dominated this factor is “spending time with friends”, which is stronger on non-Asian respondents with loading factor value of 3.25, compared to Asian respondents with an average of 2.52. Spending time with the closest persons is considered as a factor that is firmly push the respondents to travel to Bali, not only the beauty of nature can merge in Bali, but also people togetherness.

**Relaxation and having fun**, a push factor for the senior respondent from Asia and non-Asia, senior respondents prefer to travel with these push factors than the younger traveller (Jonsson & Devonish, 2008). Relaxing and being entertained with travel activities has become a need for the respondents when they travel, this factor pushes the desire to be away from daily routine. Not only with a healthy lifestyle, nowadays, travelling has also become an alternative for **rejuvenation and health**, so, according to these two classes of respondents, this push factor also becomes a foundation for the respondents to decide on travelling to Bali. Travelling activities is not only for fun, but also becomes a medium for senior tourists to stay healthy, but physically and spiritually, through the travel activities of their choice.

Different from the four factors above, the researcher found two supporting factors with significant results: **spending time with family member**s and **sharing destination experience**. These two factors show a significant result less than 0.05, so there is a significant difference between Asian and non-Asian supporting motivation to have a vacation to Bali.

**Spending time with family members** shows significantly different result between Asian and non-Asian senior; this difference is affected by Asian respondents’ average of 4.02 and non-Asian respondents’ average of 3.43. It can be acknowledged that the desire to spend time with family members is a push factor that appears when the respondents are travelling to Bali. However, both groups of respondents show different intentions on this factor as a reason that pushed them to travel to Bali. This significant difference is supported with an informal interview that the researcher had done after spreading questionnaires to some tourists, the researcher then found that spending time with family members is highly valued by the Asian tourists. Their tightly-scheduled working hour takes away the time that they could spend with their family, and because of that, Asian tourists consider it essential to do a family bonding while travelling. On the other hand, non-Asian tourists consider family gathering a common thing to do, and even their culture teaches them to be responsible for themselves (personal interview, 2017).

**Sharing destination experience** or the intention to tell their travel experiences with others after they return to their country of origin is a push factor that pushes others to visit a tourist destination in another time. This factor requires significant differences between Asian and non-Asian respondents’ mean difference (Asian: 4.07; non-Asian: 4.05). This means that not all Asian nor non-Asian respondents have an equally strong push to share their experiences with others after their trip is made.

### **Table 8.** The Result of the Difference Test on Asian and Non-Asian Senior Travelers’ Pull Factors in Traveling to Bali

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Pull Factors Indicator** | **Avg.** | **Sig. (2 Tailed)** | **Significance Level** | **Note** |
| 1 | Hospitality services and tourist attractions | Asia: 4.13  Non-Asia: 4.40 | 0.163 | 0.05 | Non-significant |
| 2 | Local culture | Asia: 3.53  Non-Asia: 4.04 | 0.088 | Non-significant |
| 3 | Natural scenery and climate | Asia : 4.75  Non-asia: 4.66 | 0.156 | Non-significant |
| 4 | Quiet rest places | Asia : 3.95  Non-asia: 3.90 | 0.933 | Non-significant |

The researcher was not only doing a comparative analysis of push factors, but the pull factors in this research also produced exciting results. It is found that there is no significant difference in all pull factors between both Asian and non-Asian respondents. This finding is quite interesting because both Asian and non-Asian respondents consider that Bali as a tourist destination has influential pull factors that compel them to visit it.

As evidence, Bali received the best destination award in 2017 from Trip Advisor, which shows that Bali has natural attractions, culture, and cuisines that influence the world. This award beats the destinations of other prominent nations such as Europe, the United States of America, and other Middle East countries. Sitting in the first place of Trip Advisor lists serves as a proof that Bali, which is becoming more advanced in the tourism world, is still protecting their characteristics by preserving their own culture and history (Nursastri, 2017). Thus, the desire of senior respondents to rest and live in a place that is close to the Balinese culture has become a kind of attractiveness by itself.

**5. CONCLUSIONS AND SUGGESTIONS**

The result of factor analysis reduces 19 push factor indicators into 6 new factors, those are: 1) explore and increase knowledge about new the local culture; 2) quality time and visiting nostalgic places with close accompanies; 3) relaxation and having fun; 4) spending time with family members; 5) rejuvenation and health; and 6) sharing destination experience. Further, the researcher found that the result of factor analysis also reduces 15 pull factors into four new factors: 1) hospitality services and tourism attraction, 2) local culture, 3) natural scenery and climate, and 4) quite rest area. These four factors are considered relevant by the respondents as attractions to travel to Bali.

Next, to answer the fifth research question, whether there is any significant difference in the push factors between Asian and non-Asian senior tourists or not, the researcher sees the significance value of the six factors that have been created previously in the factor analysis. The comparative analysis shows that there are four factors that have significant differences in the push factors between Asian and non-Asian senior tourist when choosing Bali as their travel destination. These four push factors are:**explore and increase knowledge about the local culture**, **quality time and visiting a nostalgic place with close accompanies**, **relaxation and having fun**, and **rejuvenation and health**. Meanwhile, two factors that have significant differences in the push factors between Asian and non-Asian senior tourists are **spending time with family members** and **sharing destination experience.**

The sixth research question, “are there any significant differences in the pull factors between Asian and non-Asian senior tourists?”, Is answered through the researcher findings that found that there are no significant differences in all pull factors in this research between Asian and non-Asian senior tourist. Those pull factors are:**hospitality services and tourism attraction**, **local culture**, **natural scenery and climate**, and **quiet rest area**. So, it can be concluded that Bali has the same level of attractiveness for Asian and non-Asian senior tourists to choose Bali as their travel destination.

Based on the research findings that have been described before, the researcher realized that this research has some limitations. Because of that, the researcher gives some recommendations for future research. This research, which is chosen in Bali, is similar to the research that has been done by Utama (2014). However, things that differ this research with Utama’s (2014) is that in this research the researcher did a comparison test on tourists’ push and pull factors based on their nationality. Hopefully, this research can be used as a guide for other researchers in various travel destinations in Indonesia, considering that the number of senior tourists is increasing over the time and will be acknowledged as a promising market in the future. There are still many popular travel destinations in Indonesia that have yet to be researched on; thus if these destinations are being studied more deeply, there may appear some factors or even interesting findings that may be different from those found in Bali.

Research is also expected to contribute not only for knowledge development but also to implicate the management. For travel-service companies. The results of this research are expected to inspire a special travel package for senior tourists that can support their travel activities so that they can have a memorable and fun trip to Bali. Tour service providers are expected to give senior tourists a travel package that revolves around rest and relaxation activities. In the middle of 2017, Bali was chosen as the number one favourite destination in the world, Trip Advisor’s version. This shows that Bali attracts more people as time goes on. Other than that, it is expected that soon the Ministry of Tourism will start to look at the senior segment where the majority of these tourists need several facilities such as healthcare, itinerary, and stay permit.

Further, referring to this research, the Ministry of Tourism needs to pay more attention to adequate infrastructure, considering that this is the weakest indicator. Other things related to adequate infrastructures, such as traffic jam in Bali. It is hoped that by repairing and improving the image of infrastructure in Bali, as a travel destination, Bali can increase the number of their visiting tourists so that it can increase the country’s revenue from this tourism segment.

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