

THE PUSH AND PULL MOTIVATIONS OF CHINESE TOURISTS TO VISIT TOURIST DESTINATION: BALI

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ABSTRACT

The aim of this research is to identify the push and pull motivation of Chinese travellers visiting Bali. The push and pull motivation theory was used as the study foundation. Data were collected in Bali from 100 potential travellers. The research found out that there were six push factors and six pull factors of Chinese travellers to visit Bali. The push factors were: 1) social interaction, 2) play, 3) prestige, 4) relaxation, 5) wish fulfillment, 6) escape. The pull factor covered: 1) arts and culture attraction of Bali, 2) museum and historical buildings, 3) the friendliness of Balinese, 4) the natural scenery of villages, 5) relax situation, 6) the availability of star and international hotels in Bali.

Keywords: Chinese travellers, push factor, and pull factor

1. INTRODUCTION

The movement of people from one place to another is one of social phenomenon. The increase of people's welfares indicated by the increase of total amount of money/savings they have, the improvement of education, and holidays is one of the push factors of traveling. On the other hand, the beauty of nature, culture diversity and uniqueness existing in a tourist destination are the pull factors to which people go to visit. Tourists or visitors commonly want to directly visit and enjoy attraction of arts, heritage buildings, tribal traditional customs, religious activities and ritual, or even there are a number of tourist who come to a certain place just to study its culture and tradition.

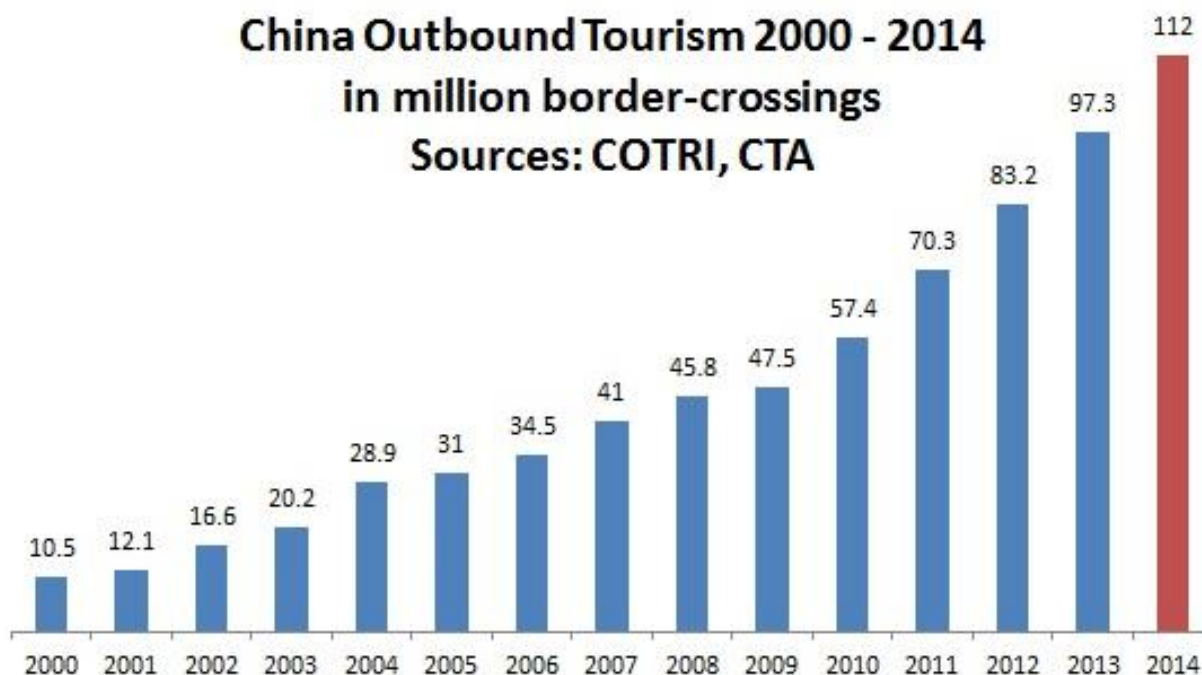
There are a number of factors or motivations which make people decide to travel. McIntosh classified those various motivations into 4 (four) categories: (1) physical motivation, are those related to physical needs, such as doing sport activities and having rest; (2) cultural motivation, are the motivation by which people want to visit and enjoy beauty of nature, flora and fauna, and other people's customs and tradition, (3) interpersonal motivations, are those related to intentions to meet family or relatives, friends, seeking of new friends, meeting world leaders, etc, and (4) prestigious motivations, are those which relate to intentions to raise the status or prestige.

Motivation is the driving force of the travel process. People who travel are always guided by particular motives, either motives which arise from within the people, or those which appears from outside. Crompton (in Noerhadi, 1998:32) stated there are two kinds of motivations of people who travel, which are called: push and pull factors. Push motivations come from within people, like the intentions, wants and needs to travel.

There are a number of push motivations, like: escaping from routines, relaxation, play/doing games, strengthening family relationship, prestige, social interaction, education, romance, self fulfillment and wish fulfillment. (Ryan, 2004). As well, pull motivations also vary, like: arts and cultures, shopping area, and places of interests, friendliness of locals, and uniqueness of local culinary.

In terms of traveling, especially travelling overseas, Chinese were potential travelers and showed a promising progress. The phenomenon can be seen in the figure 1 below.

FIGURE 1



The figure shows that the number of Chinese tourists travelling overseas kept increasing every year since 2000 until 2014. One strong reason of this phenomenon was because of the stable economy condition in the China which led to prosperity of the people of China. This prosperity enabled Chinese to travel various countries overseas. The top ten of countries which were mostly visited by Chinese were as follows:

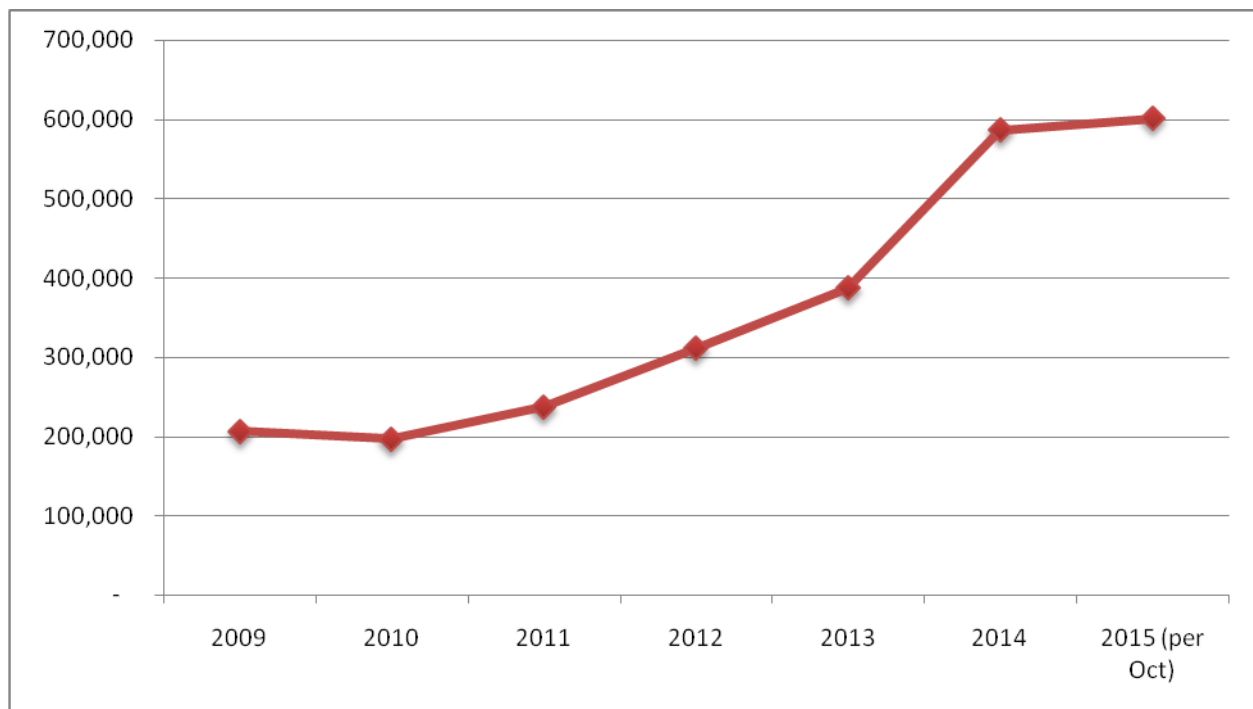
1. Hong Kong
2. Macau
3. South Korea
4. Japan
5. Vietnam
6. Russia
7. Singapore
8. Australia
9. USA
10. Malaysia

The list informs us that the most visited countries were still those in Asia continent. There were two countries visited outside Asia, namely Russia and Australia.

How about Indonesia? The list gives information that the country of Indonesia was not yet the main destination for Chinese travelers. This information has to be strongly considered by all tourism stake holders in Indonesia for Chinese tourists are big and really potential market. Hence, something must be done to attract Chinese travelers to visit Indonesia, such as promotion, designing new product, and providing service excellent. The other strategy is conducting researches on Chinese tourist perceptions, behaviors or motivations. The researches findings will be “a worthy helps and contributions” for making Chinese travellers come to visit Indonesia.

Despite of this phenomenon, Indonesia may have a big hope on Chinese tourists for their visit to Bali which is part of the country. Chinese tourists visiting Bali were satisfying. It started in 2010. From this year the number of Chinese tourists kept increasing. In the beginning, there was not significant increase, but in the year of 2011 until 2014, the increase were amazing. During this period of time, there were about 350.0000 tourists visiting Bali. The phenomenon is shown in the figure 2 below.

FIGURE 2
CHINESE TOURISTS VISITING BALI



In the year of 2013 until October 2015, the Chinese tourists were on the second rank of The ten top countries visiting Bali. The visit of Chinese tourists to Bali has surely to be maintained and increased by all tourism stake holders, in Indonesia, especially in Bali. One among the number of ways is doing research on the motivations (push and pull factors) of Chinese tourists visiting Bali. Hence, this researches was conducted, and the objective was to know and analyzing the push and pull factors of Chinese Tourists visiting Bali.

2.THEORY AND LITERATURE REVIEW.

Motivation can be stated as the motor and starting point of someone travels. There are various number of motivations which were put into 4 (four) categories, namely: 1). Physical motivations, those which are related to physical needs and wants, 2). Cultural motivations, are those in relation with the needs and wants to see and enjoy the beauty of nature, flora, fauna and putting interests and learning about community's way of life, their customs and traditions (culture), 3) interpersonal motivations, are those related to needs and wants to meet family or relatives, having fellowship, getting to know other people or well-known public figures, and 4) prestige/status motivations are those related to needs and wants to have prestige or higher status after travelling overseas or to certain places.

Regarding motivation of travelling, Crompton (in Noerhadi, 1988: 32), stated that motivations can mainly be classified into two, namely: 1) push motivations and 2) pull motivations. The former motivations are those existing in human life, that is the needs, wants or desire to travel, whereas the second one are motivations which arise because of external factors, outside human life, which have big influences to the decisions of travelling.

Ryan (2000), stated that there were a number of push motivations of travelling, as follows:

1. escape, intentions to release or escape from the boring environment or daily routines
2. relaxation, intentions to be physically and mentally relaxed
3. play, intentions to have fun or excitement through games or fun activities
4. strengthening family bonds, intentions to strengthen relationship with family, relatives or friends
5. prestige, intentions to raise the status, showing social class or life style
6. social interaction, intentions to interact with the local community
7. romance, intentions to meet people who are able to provide romantic ambience or sexual needs
8. educational opportunity, intentions to see and enjoy new atmosphere, learning other people's customs or tradition.
9. Self-fulfillment, intentions to seek for the identity.
10. Wish-fulfillment, intentions to realize the wishes or dreams

Related to the motivation of Chinese travelers, a number of researches has been done. One of them was conducted by Lam, entitled "Mainland Chinese Traveler's Motivations and Barriers of Visiting Hong Kong". He found out that there were 8 (eight) push motivations and 4 (four) pull motivations. The push motivations were: 1). experiencing the capitalist society, 2) experiencing different culture, 3). seeing the city under one country-two system, 4). visiting the metropolitan city, 5). experiencing the mysterious city, 6). interacting with Hong Kong people, 7). experiencing a new and different lifestyle and 8). fulfilling self curiosity about Hong Kong. The pull motivations were: 1) shopping, 2) ocean park, 3). sightseeing and 4) movie stars. In addition to the two sorts of motivations above, Lam also found out the factors that constrained Chinese people to travel. Those factors were: 1). expensive/costly, 2). less agencies promoting Hong

Kong, 3). not enough holidays, 4). difficulty of getting visa, 5). high crime rate, 6). language, 7). lack of travel companions, and 8). personal safety.

3. RESEARCH METHODOLOGY

3.1 The Population and Sample

The population of the study was all Chinese tourists who visited Bali within B 2011 until October 2015. The Sample size comprised 100 respondents which were obtained through purposive sampling.

3.2. The Instruments and Data Collection

The data of the study was the push and pull factors or motivations of Chinese Tourists visiting Bali. The data was obtained through questionnaires, and supported by interview to a number of respondents. The questionnaires consisted of two parts; The first part had 21 variables or questions concerning push factors or motivations, which were based on Ryan's theory on Push motivation. The second part consisting of 29 variables or questions concerning pull motivations or factors, which was based on Lam's theory. Each question was closed question type with 5 options of answers, based on Likert Scale. The data collection lasted for three months, since June 2015.

3.3. The Data Analysis

The data was analyzed quantitatively as well as qualitatively. Qualitative analysis is done based on the result of quantitative analysis. For quantitative, it was used Likert Scale and exploratory factor analysis. The variables of push motivations and pull motivations which had the same characteristics will be grouped and forming a factor. The factor analysis would give the score of loading factor of each variable. The variables which had the loading score under 0.4 was not further analyzed.

4. FINDINGS AND DISCUSSION

4.1 Push Motivations (Push Factors)

The result of the research showed that there were 6 (six) factors or push motivations of Chinese tourists visiting Bali (see Appendix 1). Those factors were put in rank, as follows:

1). Social Interaction with local community and people from other countries

This first factor had the eigen value of 3.736 with variance 23.350 percent, and formed by 8 variables (V) namely: V12 (want to meet people from overseas with loading factor 0.743), V17 (want to know more about Bali, with loading 0.716), V13 (want to interact with local community, with loading factor 0.690), V18 (want to learn about Balinese art with loading factor 0.684), V16 (want to seek for sexual activity with loading factor 0.672), V15 (want to have fun with boy/girlfriend with loading factor 0.660), V14 (want to get new boy/girlfriend 0.634), V11 (want to share the experience of travelling to Bali to others with loading factor 0.596).

2). Play/Game

This factor had the eigen value of 2.518 with variance 11.991 percent. There were 3 variables which formed the factors, namely: V7 (want to experience the challenging game with loading factor 0.829), V8 (want to have the warm holiday with family with loading factor 0.672), V6 (want to have sport activities with loading factor 0.663).

3). Prestige.

This factor had the eigen value of 1.706 with variance 8.123 percent. This factor were comprised by 2 variables, namely: V9 (want to visit place that have not been visited by other friend with loading factor 0.841), and V10. (want to visit friend or relatives with loading factor 0.805).

4). Relaxation

This factor had the eigen value of 1.643, with variance 7.825 percent. The factor was comprised by 3 variables, namely: V4 (want to sunbath on beach with loading factor 0.846), V3 (want to have relaxation in hotel with loading factor 0.778), V5 (want to have relaxation with spa treatment with loading factor 0.649).

5). Wish fulfillment

This factor had the eigen value of 1.067 with variance 5.080 percent. This factor was formed by 3 variables; those were V20 (want to get/feel happiness with loading factor 0.846), V21 (to make

the dream of visiting Bali come true with loading factor 0.791), V19 (want to have enjoyable moment in life with loading factor 0.674)

6). Escape

This factor had the eigen value of 1.013 with variance 4.822 percent. This factor was formed by 2 variables, namely: V2 (want to escape or release from the burdens because of the working load with loading factor 0.762) and V1 (want to escape from routines with loading factor 0.760).

4.2 Pull Motivations

The pull motivations of Chinese tourists to visit Bali were the same as the push motivations in term of number. (See Appendix 2). There were also 6 sorts of pull motivations, as in the following:

a. Factor 1: Art and culture attractions

This factor had the eigen value of 3.736 with variance 23.350 percent. This factor was formed by 5 variables, namely: V13(arts attractions with loading factor 0.786), V12 (handicraft with loading factor 0.715), V21 (Golf with loading factor 0.703), V22 (Adventure sports with loading factor 0.591) and V20 (Marine sports with loading factor 0.572)

b. Factor 2: Historical buildings/monument

This factor had eigen value of 1.929 with variance 12.055 percent. The factor was comprised by 3 variables, those were: V16 (historical buildings/monuments with loading factor 0.841), V17 (museums, Art gallery with loading factors 0.776), V15 (religious ceremonies with loading factor 0.774).

c. Factor 3: Friendliness of Local Community

This factor had eigen value of 1.494 with variance 9.335 percent. This factor was formed by 2 variables, namely: V18 (friendliness of local people with loading factor 0.848) and V19 (the distinctive of locals activity with loading factor 0.809)

d. Factor 4: The Village atmosphere

The factor had eigen value of 1.373 with variance 8.583 percent. This factor was comprised by 2 variables, namely: V2 (the natural atmosphere of villages with loading factor 8.583) and V3 (forests and tourism parks with loading factor 0.760)

e. Factor 5: relax and exotic atmosphere

This factor had eigen value of 1.212 with variance 7.575 percent. The factor was formed by 2 variables, namely: V6 (relax atmosphere with loading factor of 0.823) and V5 (exotic atmosphere with loading factor 0.823) .

f. Factor 6: Hotel and Beach

This factor had eigen value of 1.092 with variance 6.827 percent. The factor was formed by 2 variables, namely: V23 (the provision of star hotels with loading factor 0.766) and V1 (beautiful beaches with loading factor 0.625).

5. Conclusion and Suggestion

The conclusion of the research was that there were six push and pull factor or motivations of Chinese tourists visiting Bali. The six push motivations were: 1). Social interaction with other people from other countries, 2). Play/games, 3). Prestige, 4). Relaxation, 5). Wish fulfillment/getting happiness, and 6) escape from routines. The six pull motivations were:1). art and culture attractions, 2). Museums and historical buildings, 3). Friendliness of local community, 4). The natural atmosphere of villages, 5). relax atmosphere, and 6). Beach and star hotels.

The suggestion which can be proposed were: 1). The government of the province of Bali and the regencies have to strongly maintain the museums and the historical buildings, beaches, 2). The local community have to maintain and improve the friendliness, 3). The stake holders of tourism, especially in Bali have to maintain and improve the quality of star hotels and their services, and 4). The stake holders of tourism especially in Bali together with the local community have to maintain and improve the natural atmosphere of the village, to provide relax atmosphere.

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Appendix 1 PUSH MOTIVATIONS OF CHINESE TOURIST
VISTING BALI

No.	Variable	Factor	Eigen Value	Loading Factor	Percent of variance
1	V12	Factor 1	6,574	0,743	31,307
2	V17			0,716	
3	V13			0,690	
4	V18			0,684	
5	V16			0,672	
6	V15			0,660	
7	V14			0,634	
8	V11			0,596	
9	V7	Factor 2	2,518	0,829	11,991
10	V8			0,672	
11	V6			0,663	
12	V9	Factor 3	1,706	0,841	8,123
13	V10			0,805	
14	V4	Factor 4	1,643	0,846	7,825
15	V3			0,778	
16	V5			0,649	
17	V20	Factor 5	1,067	0,846	5,080
18	V21			0,791	
19	V19			0,674	
20	V2	Factor 6	1,013	0,762	4,822
21	V1			0,760	

Appendix 2

PULL MOTIVATIONS OF CHINESE TOURISTS
VISITING BALI

No	Variable	Factor	Eigen Value	Loading Factor	Percent of Variance
1	V13	Factor 1	3,736	0,786	23,350
2	V14			0,715	
3	V21			0,703	
4	V22			0,591	
5	V20			0,572	
6	V16	Factor 2	1,929	0,841	12,055
7	V17			0,776	
8	V15			0,774	
9	V18	Factor 3	1,494	0,848	9,335
10	V19			0,809	
11	V2	Factor 4	1,373	0,779	8,583
12	V3			0,761	
13	V6	Factor 5	1,212	0,823	7,575
14	V5			0,760	
15	V23	Factor 6	1,092	0,766	6,827
16	V1			0,625	

