

FOREIGN TOURISTS CHARACTERISTIC CHANGES AND ITS FUTURE PROSPECTS IN BALI

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Abstract

Tourism in Indonesia has more than doubled over the past decade, with some media reports claiming that 2017 saw over 14 million tourists visit the archipelago state. The tourism industry has flourished and become a major driver of the economy and a central feature of the government's economic growth strategy. In Indonesia, the one of favorite place tourist destination to come to visit is in Bali. Bali is one of 34 provinces in Indonesia. The cultural diversity in Bali has a very interesting for foreign tourists. The number of foreign tourists arrival in Bali every year has fluctuated. The objective for this research to study characteristic changes of foreign tourists in Bali based on three characteristic such as: socio demographic, socio geographical, and socio psychographic. This research aim to analyze the changes that will contribute into the future tourism development in Bali.

Keywords : Tourism, Foreign Tourists, Characteristic Changes, Future Prospects, Bali, Indonesia
JEL Classification : C2, Z3

Background

Tourism is one of important sectors in the economy. The sector is a powerful tool for national economic growth and has significantly generated employment. It does not only provide an opportunity for host countries to diversify their economic sectors, but also creates new employment opportunities, especially for women, young people and disadvantaged groups.

Tourism leads economic growth. Many studies have explored and shown that development of tourism sectors has helped many countries achieve higher economic growth. A study by Othman and Salleh (2010) finds that one-way relationship exists between tourism development and economic growth. For the United Kingdom, Italy, Hong Kong and Singapore, the growth of the tourism industry contributes towards economic growth, while for the United States, Spain, Malaysia and China, the growth of the economy is the leading factor to tourism development. This is consistent to a study by Caglayan *et al.* (2012) showing that there is bidirectional causality, but this findings support the comprehensive conclusion about the relationship between tourism and economic growth.

John Naisbitt (1995) in Global Paradox quoted by Deni Andriansyah (2006), said, in the era of globalization, tourism is one of the largest industries in the world. Tourism is the biggest and strongest money producer in financing the global economy. The biggest industry is driven by individual decisions. The

more individuals know the variety of tribes, cultures, languages, historical places, sights that exist, the stronger the desire of tourists to travelling

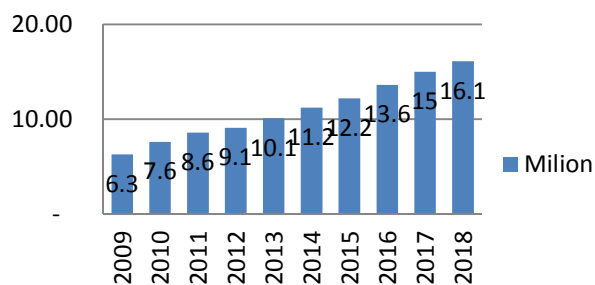
Based on a study by the World Travel and Tourism Council (WTTC), the tourism sector which includes the accommodation industry, restaurants, tourist attractions, transportation, and tourism services has become a major industry in the world and creates high employment opportunities. The tourism industry contributed the US \$ 3.8 trillion to the world Gross Domestic Product (GDP) in 1997. This figure grew to the US \$ 7.61 trillion (10.2 % of GDP) by providing 292 million jobs in 2016. The growth of world tourism has doubled throughout the decade (WTTC, 2017).

Tourism sector is important in Indonesian economy. It is one of potential sources of foreign exchange. In addition, tourism is also able to enhance income tax of the country. The sector has contributed significant share of GDP and employment. International tourism arrivals have provided contribution of tourism revenue to Indonesia's GDP.

Indonesia tourism contributed 10% to the national GDP, the highest nominal in ASEAN. National tourism GDP grew 4.8% with the trend up to 6.9%, much higher than the agriculture industry, automotive manufacturing and mining. Tourism foreign exchange of US \$ 1 Million, generating GDP of US \$ 1.7 million or 170%, the highest compared to other industries.

The Ministry of Tourism Indonesia 2018, emphasized that tourism could be the largest foreign exchange earning sector, which is the fourth largest contributor to national foreign exchange after oil palm (CPO), oil and gas and mining (coal). Figure 1 shows the foreign exchange contributions from the tourism sector increased since 2015 from 12.2 billion US dollars, to 13.6 billion US dollars in 2016 and in 2017 it continued to increase to 15 billion US dollars. The tourism sector in 2018 is expected to earn foreign exchange of up to 17 billion US dollars, as well as the projection of 2019 for 20 billion US dollars.

Figure 1. Indonesian Foreign Exchange Data from Tourism Sector



Source : Author analysis based World Bank 2019

Tourism Indonesia is ranked 4th nationwide foreign exchange earner, amounted to 9.3% compared to other industries. The highest growth of tourism foreign exchange earnings, at 13%, compared to the oil industry natural gas, coal, and oil palm which have negative growth.

A favorite tourism destination in Indonesia for foreign tourists is in Bali. According to a survey conducted by online Travel & Leisure magazine, (New York, US), Bali is ranked 2nd Best Island In The World. Bali is a small island with an area of 5,634.40 ha or 0.29% of the total area of Indonesia, one of 34 provinces in Indonesia. Of 14,040,000 people of foreign tourists visiting Indonesia in 2017, a total of 5,697,739 come directly to Bali. In other city in Indonesia such as Jakarta a total of foreign tourists to come to visits is 2,536,124, in Batam total of foreign tourists come to visits is 1,504,275. It shows how much value the contribution of Bali tourism to the National Tourism (Walsh, 2018).

According to Central Bureau Statistic (2016), the vast majority of foreign tourists spend their time in Indonesia on Bali (49%) and Java (30%). Those two islands together

account for just 7.6% of Indonesia's total land mass.

Indonesia achievement targeted in 2019, among others, the tourism sector's contribution to GDP by 15%; contribution of tourism sector to Rp 275 trillion of foreign exchange; contribution of tourism sector to the number of employees amounted to 13 million people. Number of foreign tourists visiting as many as 20 million visits, and the amount of tourists visiting the archipelago of 275 million trips.

Based on the data above, one of the major influences of foreign tourists visiting Bali is influenced by one of the characteristics of each of the characteristics of foreign tourists.

Foreign tourists visiting Bali have different characteristics depending on their country of origin. The characteristic possessed by foreign tourists greatly affect the Bali tourism sector where every foreign tourist has their own travel needs that can provide a sense of security, comfort, and satisfaction. The characteristics of tourists can be seen from the characteristics of socio-demographic, socio-geographical and socio-psychographic.

Socio demographic characteristics to answer the question "who wants what". Socio geographical characteristics divide tourists based on the location of their residence, usually divided into village-city, province and country of origin. Socio psychographic factors is divide tourists into groups based on social class, life style and personal characteristics. Tourists in the same demographic group may have very different psychographic profiles

OBJECTIVE

Based on above, this research explain foreign tourists characteristic changes to visiting Bali and its future prospects for tourism in Bali. The research aim to analyze foreign tourists characteristic changes to be seen from the figure of three different characteristic based on socio demographic, socio geographical and socio psychographic sausages in tourism area in Bali. It also discusses and analyze of the tourism development in Bali as one as the favorite place for foreign tourists to come to visits and will be contribute to the future prospects tourism in Bali.

The results of this study can provide interpretation tourism development in Bali.

DATA

This study use a questionnaire and data from Central Bureau Statistics in Indonesia and Bali. The data from 2016-2017. Questionnaire is one of indirect data collection technique in this study. Questionnaire which a conducted from May-August 2019 at tourists destination in Bali. The questionnaire shows that characteristic foreign tourists from socio demographic, socio geographic, and socio psychographic.

METHODOLOGY

Descriptive qualitative were used for this research. The target population of this study are international tourists to come to visit tourist area in Bali. The survey will conduct in tourism destination in Bali. A systematic random sampling for 50 respondents will conduct to representativeness this study.

RESULT OUTPUT

1. To know the foreign tourists characteristic changes based on socio demographic, socio geographic, and socio psychographic. It can show by the figure.
2. Improve the system that is still lacking or not good for tourism in Bali and than Bali can remain the choice of foreign tourists to come to visit.
3. Sustainable system for tourism development in Bali for the future tourism in Bali.

This data from research study on 20 respondent

Socio Demographic Characteristic		F	P (%)
Age	18-25 years old	7	35%
	26-40 years old	13	65%
	41-65 years old	0	0%
Sex	Male	10	50%
	Female	10	50%
Education Level	Bachelor Degree	12	60%
	Master Degree	4	20%
	Doctoral Degree	1	5,0%
	High School	3	15%
Occupation /Job	Entrepreneur	3	15%
	Manager	3	15%
	Freelancer	2	10%
	Government servant	3	15%
	Designer	2	10%
	Student	2	10%
	Engineer	1	5%

	Other	4	20%
Socio Geographical Characteristic		F	Percent (%)
Country of Origin	Netherland	1	5%
	Australia	2	10%
	England	3	15%
	U.S.A	2	10%
	Japan	4	20%
	Germany	4	20%
	China	3	15%
	Singapore	1	5%
Socio Psychographical Characteristic		F	Percent (%)
Companion	Alone	7	35%
	Couple	6	30%
	Family	7	35%
Spent Time	First Time	11	55%
	Twice	6	30%
	>3 times	3	15%
Information	Internet	8	40%
	Friends/Relatives	5	25
	Guidebook	6	30%
	Tourism Board	1	5%
Purpose	Holiday	14	70%
	Honeymoon	3	155%
	Visit Family or Friends	1	5%
	Other	2	10%
Local Transportation	Taxi	5	25%
	Motorcycle	9	45%
	Travel	4	20%
	Rental Car	1	5%
	Public Bus	1	5%
Length of Stay	1- 20 days	18	90%
	21-40 days	0	0%
	41-60 days	1	5%
	>60 days	1	5%
Type of Accomodation	Star	8	45%
	Hotel/Star		
	Guesthouse		
	Non Star		
	Hotel/Star	8	40%
	Guesthouse		
Relatives/Friend House	Relatives/Friend House	2	10%
	Share House	1	5%
Having meal	Restaurant/Café	9	45%
	Local		
	Restaurant like Lesehan	10	55%
	In		
	Hotel/Guestho	1	5%

	use		
Favorite Activity	Hiking	2	10%
	Surfing	9	45%
	Shopping	3	15%
	Snorkeling	3	20%
	Diving	2	10%
	Other	1	5%
Problem	Poor Security	3	15%
	Poor Infrastructure	7	35%
	Immigration Problem	5	25%
	Service from business actors	2	10%
	Other	3	15%
Plan to Visit Bali again	Yes	20	100%
	No	-	-
Recommend Bali	Yes	20	100%
	No	-	-

Based on the result from **SPSS (Statistical Package for the Social Sciences) version 15**, we know that from Research Study of 20 respondent, from Socio Demographic Characteristic, average from foreign tourists age is >26 years old (65%), education level average is bachelor degree 12 person (60%), the salary average from 600 USD-3000 USD/month), from Socio Geographical Characteristic, the average of country of Origin is from Japan person (20%), and from Germany (20%) the third characteristic is Socio Psychographical Characteristic, average of companion is Alone 7 person (35%), and Visits family 7 person (35%), spent time in bali average is the first time for 11 person (55%), destination beside Indonesia, the average from the answer is south asia to like Thailand, Singapore etc, and Europe to choice to their destination, from several respondent said they like to travel to place that have a unique culture from their country, average of information for destination in Bali from internet (40%) and Guidebook (30%), respondent said because internet is easy to using better than guidebook. They cannot bring book everywhere and everytime because they can use internet to find what they want, purpose to coming to bali is a holiday (70 %), from the other respondent purpose to coming to bali for seminar camp or graduation trip, Its like they are not moreover playing around but they can learning or studying a cultural diversity in Bali, average of

local transportation used in Bali is motorcycle (45%), respondent from Netherland said in his country motorcycle had never used therefore he choice motorcycle for local transportation for used during holiday or honeymoon in Bali, length of stay foreign tourists average 1-20 days 18 person (90%), average of type foreign tourists accommodation is in star hotel 8 person (40%) respondent from japan said they like spa in bali, sometimes they choose star hotel include with spa to relaxing, average of having meal is in Local Restaurant like Lesehan 10 person (55%), average of favorite activity during holiday in bali is Surfing (45%), some respondent said bali is best place to surfing. 2 respondent said (40%), the meaning of other from favorite activity is foreign tourist from Australia and tourist from Japan like seeing the cultural in Bali such as: music gamelan, balinese dance, and art, average of problem in bali tourism in Bali is Poor Infrastructure (35%), respondent said many infrastructure in bali is lack or not good to use, and difficult to use, sometimes tourists had a experience immigration problem in airport due to various check, the other respondent said price in bali for tourist is so high better than local tourist. Foreign tourists said the price is so higher better than local community in bali because in bali they saw foreign tourists with so many finance so that the price is high for foreign tourists, average of expenditure pattern for foreign tourists during trip in Bali 300-2700 USD/days for shopping or buy food to breakfast or lunch or dinner.

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