

BALINESE CULTURE AND REPEAT VISITORS TO BALI

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ABSTRACT

The intention to revisit a destination usually happens during tourists' first visit. The decision begins when tourists' expectations meet the reality in the destination visited, moreover it exceeds the expectations. The main purpose of tourists visit a destination is one of the following: holiday, visiting friends and relatives (VFR), business, education, sports and health, but it may be a combination of them, such as holiday and VFR, holiday and business, etc. In terms of holiday it may include relax, learn and enjoy arts and culture, enjoy nature beauty, and honeymoon. The purpose of this study was to know how Balinese culture affect international tourists revisit Bali. Since Bali is known as cultural tourist destination it is worth to know more deeply. In regard with this study it was found that the number of visit by international repeating-tourists to Bali was as follows: 6 to 9 visits (28%), more than 25 visits (25%), 3 to 5 visits (25%), 14 to 17 visits (10%), 18 to 21 visits (7%), and 10 to 13 visits (5%). Three most reasons repeaters revisited Bali were friendly people, 'love Bali', and the charm of Bali. Their reasons were influenced by a number of factors including holiday (65%), followed by business (22.5%), VFR (7.5%), and others (5%). From this fact it may say that Bali is still considered best destination for holiday. Nine most preferable activities done by revisiting international tourists during in Bali were relax (15%), interact with local people (14%), beach activities (13%), adventure activities (11%), sightseeing (10%), learning local culture (9%), attending temple ceremony (8%), enjoying night life (7%), and business (6%). In terms of revisiting behavior, connection with a visited destination is considered significant by experts. Connection in this case may be tangible and intangible. Tangible connection may include business and social networks, while intangible connection is seen through psychological aspect. In this study attachment theory was used to examine the connection between repeaters and Bali as a tourist destination. It was found that most repeaters had strong connection to Bali, mostly affected by friendly people of Bali (social connection), uniqueness of culture (cultural connection), and natural beauty or the charm of Bali (place connection). Further study is important to conduct to know more about how each connection influence each other.

Keywords: revisiting-tourist, tangible and intangible aspects, connection.

INTRODUCTION

Bali is one of the popular tourist destinations in the world. For many reasons Bali has always been chosen as the 10th best island tourist destination in the world by the Travel and Leisure International Magazine. In 2015 Bali was in the best of seventh and in 2016 was in the second best position (<https://travelandleisure.com>). The more prestigious level has been given to Bali is 'Hall of Fame', it is in the place of the best of tenth for ten years continued. The vote was given by tourists who have been to Bali before, and among them are included repeaters. Within the country of Indonesia, for 8 years continued (2008-2015) Bali always possessed the first place in getting tourist arrival (Center of Statistical Bureau, 2016).

There are actually many international tourists have been revisiting Bali more than three times. Among those repeaters who started their visit as pure tourists may become loyal visitors and further become resident of Bali. Niininen *etal* (2004) mentioned, "... the notion of three visits in 5 years to the same location seemed a reasonable indicator of a destination loyalty". Although many people concerned in tourism know that in fact there are a lot of international tourists revisited Bali more than three times within a certain period of time, might be within 5 years or less, but there's no academic study has been done so far to investigate it. In other word, there was no primary data found concerning international repeaters to Bali to be used as data source for this research.

The general aim of the study was to investigate factors influencing international tourists revisited Bali. While the specific one was to investigate the relationship between Balinese culture and revisit intention. In other words, how Balinese culture influenced tourists' intention to revisit Bali. Regarding repeaters to Bali it is worth to study in order to benefit all stakeholders concerned. The finding of the study will give views on how to maintain Bali as a popular tourist destination in the world. In a specific sense, giving more intention to repeaters may result more positive effects than potential and/or first visitors, since repeaters may represent loyalty to the destination. In terms of management and marketing of the destination it may give good implication. (Toyama and Yamada, 2012; Mat Som *etal*, 2012; Luo and Hsieh, 2013).

LITERATURE REVIEW

Satisfaction

Satisfaction has a great effect to trust (Osman & Sentosa, 2013; Lertwannawit & Gulid, 2014), loyalty (Lam et al., 2004); the desire to repeat visit (Fornell, 1992); and word of mouth/WOM recommendation, (Oppermann, 2000;). It means satisfaction, trust and loyalty are the antecedent of a repeat visit to the destination. However, academics and practitioners agreed that satisfaction was the most powerful antecedent of loyalty and repeat visits to destinations (Can, 2013). Repeat visits or at least WOM recommendation is very significant for destinations, in a broad sense, or tourism industry in destinations, partially. It includes in this case the stability of the market, the profile of tourists can be ascertained, and free promotion for friends, family, and potential tourists (Reid and Reid, 1993; Oppermann, 2000).

Satisfaction with the product purchased by travelers during travelling, in the tourism literature known as total satisfaction or overall satisfaction (Yoon & Uysal, 2005, Mingfang , 2010; Moreira & lao, 2014). It means, when traveler's satisfaction is measured towards overall tourism products they buy, which include product (tangible) and services (intangible), they are said to be total satisfaction or overall satisfaction. Considering the tourism product consists of tangible and intangible product, in this case, traveler's satisfaction can only be partial or in tourism literature known as the individual (product) satisfaction (Yoon & Uysal, 2005, Mingfang, 2010). That is, for example, travelers satisfied with the services of accommodation, food and drink during a stay at a hotel, but they might be not satisfied with the services of ground transportation while in the destination.

Kotler (1994) in Yoon & Uysal (2005) states that the key to loyalty is satisfaction. In another section mentioned if customers are satisfied with the products purchased they tend to buy the product again, and will disseminate their satisfaction with WOM recommendation (Chi and Qu, 2008), to five to six others (Zairi, 2000 in Shirazi and Mat Som, 2013). However, if they are dissatisfied they will convey their dissatisfaction to ten people (Shirazi and Mat Som, 2013).

Trust

In many studies mentioned that trust has a very important role in building customer loyalty, and customer retention (Kantsperger & Kunz, 2010). Trust is also seen as a bridge towards a closer relationship between customer and producer (Caceres & Paparoidamis, 2007). In relation to tourism, “trust has been defined as a tourists’ willingness to rely on tourist attraction operator’s ability to deliver what has been promised and meet or exceed the expectation of the tourists which has been built around of the knowledge about the tourist attraction” (Osman and Sentosa, 2013:193). The trust given by someone is very important in the process of maintaining good relations with customers and maintain loyalty. Trust will be damaged or lost when a good relation between consumers and producers are not maintained (Morgan & Hunt, 1994 at Abubakar *etal*, 2014), trust also a major influence on marketing process (Claycomb & Martin, 2001), and can be used to predict customer satisfaction (Caceres & Paparoidamis, 2007).

In terms of marketing, trust can be built with the implementation of relationship marketing (RM) strategies. In addition, the role of trust in the successful execution of RM strategy in the context of retail travel agencies of Spain was examined by Casielles *etal* (2005). The findings of the study suggested that “trust has a positive effect on customer loyalty and the success of RM in general” (Abubakar *etal*, 2014: 211). Their findings stated that trust has a positive effect on customer loyalty and implementation of RM in general. Findings of Loureiro and Gonzalez (2008) was also in line with it, especially in accommodation sector. RM emphasized the importance of trust in building strong relationships between consumers and producers. Emphasized by Berry and Parasuraman (1991) that RM paid great attention to attract, develop and maintain relationships with consumers (Lertwannawit & Gulid, 2014).

In some studies have been found that trust is an important factor of commitment relational, and as an essential element in building a strong relationship with consumers and to ensure market sustainability (Garbarino and Johnson, 1999; Urban, Sultan et al., 2000), Trust even said to have a more important role than satisfaction in terms of maintaining customer satisfaction (Hart & Johnson, 1999).

Loyalty

Can (2013) cited Lee, Graefe & Burns (2007) stated that tourists' loyalty become major concern in marketing research and destination management. Retain tourists' loyalty brings several advantages to the destination, i.e. first, the marketing cost to get repeat visitors was smaller than for tourists starters (Oppermann, 1998). Second, repeaters indicated a positive tourists' satisfaction (Oppermann, 1998). Third, repeaters formed stability of the tourism market. Fourth, repeaters were free of charge promotion in the form of word of mouth recommendation to potential travelers (Oppermann, 2000; Reid & Reid, 1993). Loyal travelers will become customers as usual or remain a visit to a destination even if there were cost overruns for the visit (Can , 2013).

In another section, Hepworth and Mateus (1994) mentioned three indicators to measure the loyalty of tourists, namely (1) the desire to buy the same products (tourist's object), (2) the desire to buy more of the same products (tourist's object), and (3) willingness to recommend the product (tourist's object) purchased to others. While Chi and Qu (2008) mentioned two indicators to measure the loyalty of travelers to a destination, namely the desire to revisit and recommend the destination to others. As written by Bowen and Chen (2001), the loyal traveller could act as a reference and advisory board or some kind of consultant. To measure the traveller loyalty towards a particular product or a particular component of the destination, such as a hotel, Chen and Gursoy (2001) used an indicator of how often tourists stay at the hotel, which normally used franchised hotel as a reference.

Customer loyalty includes two dimensions, namely the behavioral dimension and attitudinal dimension (Oliver, 1993). Behavioral dimension covers several aspects, such as continuous purchase, frequent purchase, recommendation to others, long established relationships, the number of products bought from suppliers or producers (Hallowel, 1996 in Valenzuela, 2012), While attitudinal dimension includes aspects of the desire to repurchase and recommend products or services that have been purchased to others (Sodelund, 2003 in Valenzuela, 2012).

RESEARCH METHOD

Data for this study was gathered in a questionnaire survey at four major tourist regions in Bali: Nusa Dua, Kuta, Sanur and Ubud. A small-scale in depth interview with some repeaters was done to get views on items causing repeaters to repeat to Bali. The information gathered from the interview was used to construct the questionnaire. A number of 100 questionnaires were given to international tourist-repeaters to fill in. Ninety questionnaires were feasible to be analyzed. Quantitative data was analyzed and explained followed by qualitative analysis based on the data gathered from in depth interviews with a number of repeaters. Open-ended questions were asked to those repeaters to reconfirm information gathered through the questionnaire survey.

DISCUSSION

Variables of socio-demographic for this research included gender, age, and occupation. In terms of gender, females constituted 47.5% and male 52.5% of the total respondents. The age of the respondents was varied from 18 to 60+ years old. The majority of the respondent's age was range from 24 to 50 years with the total of 67.5%, and the rest of 32.5% was in the age of above 50. With regard to variable of occupation of respondents, professional and entrepreneur dominated the respondents, with 75%, followed by retired (12.5%), and the rest was student and other occupation which was not mentioned by the respondent. More than 75% of respondents were reported that they had personal annual income of less than 27,000 US dollars.

As shown in Table 1, the majority of the respondents (65%) visited Bali for holiday, followed by business purpose (22.5%) included participation for meeting, incentive, conference and exhibition (MICE) events. However, it did not mean purely for business since they spent parts of their time for pleasure as well.

Table 1 Purpose of Visit

Variables:	Percentage (%)
Purpose of visit	
- Holiday	65
- Business	22.5
- Honeymoon	0
- Visiting friends and relatives	7.5
- Other	5
	100

In terms of number of visit, as shown in Table 2, 42.5% of the respondents have been visited Bali for more than 15 times. Such figure may indicate destination loyalty, as “... the notion of three visits in 5 years to the same location seemed a reasonable indicator of destination loyalty” (Niininen, 2004:443).

Table 2 Number of Visit

Variables	Percentage (%)
Number of visit	
- 2 – 5	25
- 6 – 9	27.5
- 10 – 13	5
- 14 – 17	10
- 18 – 21	7.5
- > 21	25
	100

The majority of the respondents (80%) mentioned that they stayed in Bali for more than 6 days for the current revisit. Compare to the previous revisit, it was figured out 75% for the same length of stay. Nine most preferable activities done by revisiting international tourists during in Bali were relax (15%), interact with local people (14%), beach activities (13%), adventure activities (11%), sightseeing (10%), learning local culture (9%), attending temple ceremony (8%), enjoying night life (7%), and business (6%).

Regarding reasons to revisit Bali more than three times can be seen in Table 3. It is shown that friendly people of Bali was the most reason international tourists revisited Bali, possessed 18%, followed by the expression of “I love Bali” (15.4%). Such expression means that they revisited Bali more and more because they love Bali very much, with different reasons. In other words, they love Bali as what is it. Since love is psychological aspect of a person, it cannot be explained empirically. Thus it has personal meaning for the person. Variable of friendly people and the expression of ‘I love Bali’ has a very close relationship. When the respondents were asked, “what caused them love Bali”, the answer was the people of Bali, who are friendly, welcomed, helpful, and the like. In terms of friendly people, it cannot be separated from culture and nature (natural environment) of Bali. People of Bali are influenced by their culture and environment. On the other hand, the culture and environment of Bali have developed

the nature of Balinese people. It means that when talking about Balinese culture and nature (environment) it also involve people of Bali, and vice versa. The third reason was possessed by variable the charm of Bali (10.9%). When the respondents were asked to elaborate their answers, they mentioned it was the collaboration of culture, nature and people of Bali. Again, the people of Bali was mentioned in this case. If those three variables, i.e. culture specificity, beautiful natural scenery and friendly people were counted up there will be 34.9% in total, and this become the highest among those variables.

Other variable which is interesting to be discussed is the expression of 'deep feeling' to Bali. Although it was only 5.5% of total percentage, but it is still relevant to be mentioned in this research since it has a significant meaning to Bali. When this variable was elaborated more clearly, it was found that the respondents have specific bond or attachment to Bali. This psychological bond or attachment was not easy to be explained and it needs more detail qualitative research in the future.

Table 3 Reasons to Revisit Bali

Variables	Percentage (%)
Reasons of revisit	
- Cultural specificity	8.2
- Beautiful natural scenery	8.7
- Friendly people	18
- Beaches and waves	9.8
- Safety	5.5
- Value for money	6
- Image of Bali	6.6
- The charm of Bali	10.9
- Tourist facilities	4.9
- "I love Bali"	15.4
- 'deep feeling' (<i>hard to specify</i>) to Bali	5.5
- Other	0.5
	100

In regard with the role of Balinese culture in making international tourists revisit to Bali it was found two categories. Firstly, the decision to revisit Bali was formed in the origin after knowing and/or learning one or more aspects of a Balinese culture, for instance gamelan music or dances. It may be said that such kinds of Balinese cultural

aspects have attracted or pulled them to revisit Bali. After they came back to Bali they learned gamelan music or dances for a period of time, then were back to the origin countries, and planned to revisit again in the future to continue their gamelan music or dance classes. Secondly, the decision to revisit Bali was formed while having holiday in Bali. Some respondents mentioned that they did not know that Bali has a great culture. The information they had from the agent in their country of origin prior to travel to Bali was that Bali was a good “sun-sea-sex” destination. They were surprised when found Balinese culture was a great one. They were impressed by it and decided to learn it in the next visit. It means their intention to revisit Bali in the future was attracted or pulled by the culture of Bali on the spot. This seemed stronger than the first category because the tourists saw and experienced the attraction directly in the destination. They could practice it directly during the rest of their time in Bali and decided to learn further in the next visit.

CONCLUSION

Repeat visitors are one of the significant elements of tourism. Such kind of tourists may result positive effects for those concerned to tourism in a destination. They may give positive effect to destination management and marketing since they may become loyal tourists to the destination. Although tourism stakeholders in Bali realize that effect, almost nothing has been done about it. The record concerning repeat visitors or repeaters are mostly done by individual company of the tourism industry, especially travel agencies and hotels.

The study found a number of international tourists have been visiting for more than 21 times within 12 years (25%). It means they have come to Bali every 17 months. The most important thing to be noted is that they come to revisit Bali because they love Bali very much (15.4%). They love Bali because of (friendly) Balinese people, culture, nature and the charm of Bali. This finding indicates that the people of Bali and their culture and environment are the most concern of the international tourists. Other aspect or factor which is usually out of our attention when talking about repeaters is psychological bond or attachment of individual tourists to the destination. Tourism stakeholders in Bali must be aware and pay more attention to this sign. Research

regarding repeaters to Bali must be planned and done more comprehensive involving credible research institutions.

Promotion of Bali as a tourist destination in the market, either by travel agencies or media is in fact not easy to be controlled. This study finds that Bali has been promoted as a “sun-sea-sex” tourist destination rather than a cultural destination. Such promotion may affect the image of Bali as a destination with unique culture, beautiful natural scenery and friendly people. Government of Bali and/or the elements of the tourism industry concerned has to do big efforts to avoid such a thing happens again.

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