# Travel Motivation and Destination Image of Bali Indonesia in the Perspective of Senior Foreign Tourists

I Gusti Bagus Rai Utama, Komalawati

**Abstract**— The strength of the senior traveler segment is the high purchasing power the length of stay in a destination, making this market segment increasingly important in present and future. Consequently, this research aims to establish a model of motivation and its relationship with the image of Bali as an international tourism destination, especially from the perspective of senior tourists. This research employed survey method and utilized a combination of quantitative and qualitative analytical techniques. Factor analysis condensed various indicators into several key indicators to form a model with goodness of fit. Indicators representing push motivation variable include the improvement of health/fitness and the drive to perform physical exercise. Indicators representing destination identity variable include the culture and nature of Bali. Indicators representing destination creation variable include the service quality of travel agencies and service quality of travel guides. Indicators representing destination image variable include the image of cultural uniqueness and holiday atmosphere of Bali. The survey in this study involved 400 respondents of senior tourists, exclusively only foreign nationals. Goodness of fit is affirmed on the results of the analysis model, which answered the hypothesis that push motivation and destination creation affect destination image

**Index Terms**— destination creation, destination identity, destination image, motivational push factor, senior tourism.

——————————— ◆ ———————————

## 1 INTRODUCTION

The target market of a tourism destination can be segmented based on various demographic categories such as age, occupation, education, and other characteristics that can be observed empirically. According to Sukardika (2012), senior foreign tourists have the tendency to travel farther and stay longer than all the other groups, so that the longer they stay in a destination the more they spend. Senior tourists also have the tendency to share knowledge and skills with locals at the destination. They are also not bound by seasonality and they tend to stay in a destination for a longer term by renting a property.

According to Spillane (1993) and Ardika (2003:41), Indonesia should actively capture the senior tourism market, which ne-

cessitates adequate planning including qualified human resources and the availability of high quality facilities to provide good services. Moreover, the potential of the senior tourism segment is in accordance to the current prospect of tourism development in the global perspective, so that the growth of this market segment is worth seizing by Indonesia's tourism operators. Research on the topic of senior tourism in Indonesia has been lacking, which causes Indonesia's tourism destinations especially Bali unable to fully prepare for the potential and growth of this market segment. This gap necessitates research studies beneficial to the development of tourism destinations in the immediate and distant future.

In the context of tourism, the important phenomena to study are the destination image, the push factors driving motivation, and the main attractions of a destination (pull factors). The image of a destination is a perception formed from a variety of information received by visitors or would-be visitors. Each tourism destination has certain containing beliefs, impressions, and perceptions about that destination. The image formed is a combination of various factors that exist in the destination such as weather, natural scenery, safety, health and sanitation, hospitality, and others (Coban, 2012; Jamaludin et al, 2012). The image of a destination is dynamic with the development of information and communication technology and especially with the role of print, audio, and visual media, which is partly why research on destination image should be done in order to understand the dynamics.

It is hoped that the identification of factors that motivate senior tourists to visit Bali can be useful for the planning and management of the destination. The dynamics of tourist motivation and the changes within the destination should be identified by doing periodical. The main research questions in the current research are: (1) is there a relationship between the

- *I Gusti Bagus Rai Utama* graduated from PhD Tourism Study Program from Udayana University. He is a full time lecturer of tourism management at the Management study program; He was certified for tourism lectureship in 2013, with the rank of "Lector". Since 2013, he currently holds the position of Vice Rector for Academic and Student Affairs at the university. Prior to that, he was the Dean of Faculty of Economics and Humanities at Dhyana Pura University (2011 to 2013). His research interests are in the topics of economics and tourism. HP. +6281337868577; Email: raiutama@undhirabali.ac.id

- *Komalawati* is a full time lecturer of marketing management at the Universitas Dhyana Pura, Bali, Indonesia. Email: komalawati_bali@yahoo.co.id

motivation of tourists with the image of Bali as a tourism destination, (2) what is the model of the relationship between motivation and destination image..

## 2 THEORETICAL FRAMEWORK

### 2.1 Destination Image

Based on the research questions, the theories reviewed for the current study relate to destination image and motivation to travel. Table-1 shows the interpretation of destination image broken down into several indicators, which have been determined to be valid and reliable based on the research of Beerli and Martin (2004).

### TABLE 1
### THE ATTRIBUTE OF DESTINATION IMAGE

| Code | Indicator | Definition |
|---|---|---|
| $Y_{1.1}$ | Tourism activities | The impression of senior foreign tourists on the chance to do leisure and recreational activities, such as playing gold, diving, and other activities. |
| $Y_{1.2}$ | Natural environment | The impression of senior foreign tourists on the natural environment, including beauty of the scenery, cleanliness, overcrowding, air and noise pollution, and traffic congestion |
| $Y_{1.3}$ | Balinese culture | The impression of senior foreign tourists on culture, history and arts, particularly festival, handicraft, gastronomy, religion, historical buildings, and customs. |
| $Y_{1.4}$ | Social environment | The impression of senior foreign tourists on the social condition of the destination, including quality of life, poverty, language barriers, and friendliness of the locals. |
| $Y_{1.5}$ | Tourism infrastructure | The impression of senior foreign tourists on tourism infrastructure, including hotels, restaurants, entertainment centers, and recreational excursions. |
| $Y_{1.6}$ | Economic and political stability | The impression of senior foreign tourists on political and economic factors of the destination, such as political stability, security, terrorism, and price levels. |
| $Y_{1.7}$ | Atmosphere of Bali | The impression of senior foreign tourists on the general atmosphere of the destination, including comfort, temperature, and warmth. |

Source: Beerli and Martin (2004), (Chi, 2005)

### 2.2 Motivation to Travel

Motivation for senior tourists traveling abroad actually consists of push and pulls factors that influence travel-related decision making. Both of these categories of factors, *push factors* and *pull factors*, are complementary to one another and form a joint motivation that becomes the factor of the attributes of a tourism destination (Gnoth, 1997: 283).

The following is an interpretation of motivational push factors. Table-2 shows several indicators declared valid and reliable in a study conducted by Esichaikul (2012). These indicators are adopted in the present study due to the similarity of the object of study, which is senior foreign travelers.

### TABLE 2
### INDICATORS FOR PUSH MOTIVATION

| Code | Indicator | Definition |
|---|---|---|
| $X_{1.1}$ | Rest and relaxation | The push motivation to rest and relax |
| $X_{1.2}$ | Visit new places | The push motivation to visit new places |
| $X_{1.3}$ | Learn and experience new things | The push motivation to acquire new knowledge and experiences |
| $X_{1.4}$ | Escape daily routine | The push motivation to get out of the daily routine |
| $X_{1.5}$ | Meet people and socialize | The push motivation to meet people and socialize |
| $X_{1.6}$ | Health and wellness | The push motivation to improve health and well-being |
| $X_{1.7}$ | Physical exercise | The push motivation to exercise physically |
| $X_{1.8}$ | Family and friends | The push motivation to visit family and friends |

Source: Adopted from Esichaikul, 2012

The following is an interpretation of motivational pull factors. Table-3 shows several indicators declared valid and reliable in a study conducted by Esichaikul (2012).

### TABLE 3
### INDICATORS FOR PULL MOTIVATION

| Code | Indicator | Definition |
|---|---|---|
| $X_{2.1}$ | History of Bali | Interested in the history of Bali |
| $X_{2.2}$ | Culture of Bali | Interested in the culture of Bali |
| $X_{2.3}$ | Nature of Bali | Interested in the nature of Bali |
| $X_{2.4}$ | Prices in Bali | Interested in the prices in Bali |
| $X_{2.5}$ | Events and festival | Interested in events and festivals in Bali |
| $X_{2.6}$ | Leisure activities | Interested in spending leisure or vacation time in Bali |

| Code | Indicator | Definition |
|------|-----------|------------|
| $X_{2.7}$ | Transportation | Interested in the transportation network to, from, and within Bali |
| $X_{2.8}$ | Distance from country of origin | Interested in the closeness of Bali from country of origin |
| $X_{2.9}$ | Food, beverage, and culinary | Interested in the various food, beverage, and culinary offerings in Bali |
| $X_{2.10}$ | Facilities and services | Interested in the facilities and services of hotels in Bali |
| $X_{2.11}$ | Health facilities | Interested in the health facilities in Bali |
| $X_{2.12}$ | Immigration procedure and service | Interested in the convenience of immigration procedure and service |
| $X_{2.13}$ | Safety | Interested in the safety of Bali |
| $X_{2.14}$ | Service quality of travel agents | Interested in the service quality of travel agents |
| $X_{2.15}$ | Service quality of tour leaders or tour guides | Interested in the service quality of tour leaders or tour guides |

Source: Adopted from Esichaikul, 2012

## 3 RESEARCH METHOLODOLOGY

This study was designed using survey method of research involving 400 foreign nationals as respondents. The tourists were selected using accidental sampling method when they are on vacation in Bali. Technique of exploratory factor analysis and SEM-AMOS were performed to analyze the data in producing a model of relationship between motivation and the destination image of Bali.

The use of quantitative approach in this study attempts to find a causal relationship between variables in the model, which are the variables of travel motivation and destination image of Bali in the perspective of senior tourists. By applying theories and concepts related to motivation and destination image, this study is compiled by using SEM (Structural Equation Modeling) AMOS by Generalized Least Squares Estimates method to examine the relationship of these variables. Measurements aim to test the variables based on their indicators. The addition of a qualitative approach in this study aims to give a deeper understanding not fully obtained through quantitative research alone, which should be able to provide a more complete and profound description.

## 4 ANALYSIS AND DISCUSSION

### 4.1 Characteristics of respondents

This study surveyed 400 respondents, an amount considered to be adequately sufficient, as it is greater than the requisite of SEM analysis between 100-200 respondents. Respondents who completed the questionnaires for this study were senior foreign travelers who vacationed in Bali. The results of the study show the profile of respondents as follows:

Descriptively, the respondents were divided into two age groups: the 55 to 65 age group, and the over 65 age group. The study showed 73 percent of respondents belong to the 55 to 65 age group, which is greater than the over 65 age group at 27 percent. Looking at the physical condition, respondents from the 55 to 65 age group are generally in better physical condition, allowing them to travel outside their country when compared to the 65 and over age group. The proportion of the age group in this study is similar to the research of Esichaikul (2012).

Based on nationality, the proportion of senior foreign tourists visiting Bali is dominated by Australian tourists, which reached 41 percent, then the Netherlands at 10 percent, Germany at 7 percent, 5 percent from the United States, 4 percent from Japan, 4 percent from the United Kingdom, and the rest from other countries. The complete comparison of senior foreign travelers visiting Bali which ranked the top 10 nation of origin from Australia, the Netherlands, Germany, USA, Japan, France, Britain, Italy, Switzerland, and Russia. Viewed from the geographical distance, the dominating country of origin is Australia due its geographical proximity ("*It's close to Australia; it can be economical, its culture is interesting and the people are wonderful,*" a comment from one respondent from Australia). Distance factor affects the elderly travelers' consideration in choosing a tourism destination because of their physical limitations and declining physical condition. ("*Long and expensive flight from Holland,*" a comment of respondents from the Netherlands). The survey showed that the proportion of male respondents is greater than the female respondents. The results of this study illustrate that the number of male and female senior tourists vacationing in Bali is not too far apart from one other.

Senior tourist respondents visiting Bali were dominated by retirees, reaching 40 percent of total respondents, while 37 percent of respondents claimed that they are still actively working in various fields and another 23 percent did not state their occupational status clearly. This finding is similar to results of the study by Chen and Wu (2008), which noted that not all senior travelers are retired as 34.3 percent are still working full-time, 15.2 percent still work part-time, and only 50.5 percent had undergone retirement. Results from both studies show the dominating percentage of elderly tourists in the 55-65 age group, which is not comparable to the percentage of retirees. Thus, it can be said that seniors in this age group have not all retired.

## 4.2 Description of Research Data

This study results in empirical findings presented with a statistical analysis tool indicating modal value. From this exposure, motivational force of each indicator on study variables can be described. The modal value in question is the highest values of the two categories of attitudes, i.e. respondents who agree (S = 4) and strongly agree (SS = 5). Based on this modal value, the dominating answers from respondents for each indicator can be determined.

### 4.2.1 Mode of Push Motivation for Traveling to Bali

The strongest push motivation for respondents traveling Bali was the need for rest and relaxation (X1.1). Other indicators such as the push to visit new places (x1.2), the push to acquire new knowledge and experiences (X1.3), the push to escape daily routine (X1.4), to o meet people and socialize (X1 .5) are indicators with high modes for S = 4 (agree) and SS = 5 (strongly agree), all of which is greater than 60 percent.

**TABLE 4**
**RESPONDENTS ATTITUDE ON PUSH MOTIVATION INDICATORS**

| Code | Indicator | STS | TS | N | S | SS | % (S/SS) |
|---|---|---|---|---|---|---|---|
| $X_{1.1}$ | Rest and relaxation | 6 | 8 | 28 | 148 | 210 | 90 |
| $X_{1.2}$ | Visit new places | 10 | 17 | 50 | 172 | 151 | 81 |
| $X_{1.3}$ | Learn and experience new things | 6 | 8 | 64 | 173 | 149 | 81 |
| $X_{1.4}$ | Escape daily routine | 6 | 5 | 72 | 155 | 162 | 79 |
| $X_{1.5}$ | Meet people and socialize | 9 | 17 | 78 | 148 | 148 | 74 |
| $X_{1.6}$ | Health and wellness | 15 | 44 | 125 | 134 | 82 | 54 |
| $X_{1.7}$ | Physical exercise | 33 | 66 | 125 | 107 | 69 | 44 |
| $X_{1.8}$ | Family and friends | 55 | 47 | 87 | 106 | 105 | 53 |

Noted: STS: Strongly Disagree,  TS: Disagree, N: Neutral,S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

However, the push to improve health and fitness (X1.6), the push to do physical exercise (x1.7), and the push to visit family and friends (X1.8) are push motivation indicators with the modes A = 4 (agree) and SA = 5 (strongly agree) lower than 60 percent.

### 4.2.2 Pull Motivation for Traveling to Bali

The strongest pull motivations for senior foreign respondents traveling to Bali are the cultural, natural, and historical ap-

peals of Bali. Meanwhile, other indicators including security, transportation, health facilities, service quality of travel agency, service quality of tour leaders or tour guides, and immigration procedure and service are not the main pull motivation factors to vacation in Bali.

**TABLE 5**
**ATTITUDINAL TENDENCIES OF RESPONDENTS ON PULL MOTIVATIONS**

| Code | Indicator | STS | TS | N | S | SS | % (S/SS) |
|---|---|---|---|---|---|---|---|
| $X_{2.1}$ | History of Bali | 3 | 10 | 52 | 142 | 193 | 84 |
| $X_{2.2}$ | Culture of Bali | 3 | 5 | 41 | 140 | 211 | 88 |
| $X_{2.3}$ | Nature of Bali | 3 | 12 | 48 | 127 | 210 | 84 |
| $X_{2.4}$ | Prices in Bali | 11 | 31 | 99 | 124 | 135 | 65 |
| $X_{2.5}$ | Events and festival | 9 | 23 | 65 | 165 | 138 | 76 |
| $X_{2.6}$ | Leisure activities | 2 | 8 | 77 | 148 | 165 | 78 |
| $X_{2.7}$ | Transportation | 31 | 44 | 136 | 115 | 74 | 47 |
| $X_{2.8}$ | Distance from country of origin | 23 | 24 | 110 | 133 | 110 | 61 |
| $X_{2.9}$ | Food, beverage, and culinary | 6 | 16 | 95 | 133 | 150 | 71 |
| $X_{2.10}$ | Facilities and services | 14 | 32 | 109 | 144 | 101 | 61 |
| $X_{2.11}$ | Health facilities | 28 | 59 | 132 | 102 | 79 | 45 |
| $X_{2.12}$ | Immigration procedure and service | 55 | 77 | 120 | 74 | 74 | 37 |
| $X_{2.13}$ | Safety | 32 | 55 | 119 | 93 | 101 | 49 |
| $X_{2.14}$ | Service quality of travel agents | 35 | 56 | 143 | 102 | 64 | 42 |
| $X_{2.15}$ | Service quality of tour leaders or tour guides | 29 | 52 | 144 | 95 | 80 | 44 |

Noted: STS: Strongly Disagree,  TS: Disagree, N: Neutral, S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

Descriptively, the indicators of the financial benefits/savings vacationing in Bali, Bali's culinary diversity, and the prices of goods and services are also dominant attractive factors respondents.  However, the findings of this descriptive analysis have not been able to explain which indicators truly represent pull motivations for senior respondents vacationing in Bali.

### 4.2.3 Destination Image of Bali

Associated with the image of Bali as a tourism destination, respondents describe the rich culture, history, and art as the most prominent image of Bali. Bali is also perceived as a good destination for vacation and recreation. The social environment of Bali and the tourism infrastructure are still perceived to have a good image among the respondents.

**TABLE 6**
**THE TENDENCY OF RESPONDENT ATTITUDES ON DES-**
**TINATION IMAGE OF BALI**

| Code | Indicator | STS | TS | N | S | SS | % (S/SS) |
|------|-----------|-----|-----|-----|-----|-----|----------|
| $Y_{1.1}$ | Tourism activities | 4 | 15 | 63 | 155 | 163 | 80 |
| $Y_{1.2}$ | Natural environment | 10 | 38 | 81 | 139 | 132 | 68 |
| $Y_{1.3}$ | Balinese culture | 1 | 4 | 47 | 160 | 188 | 87 |
| $Y_{1.4}$ | Social environment | 4 | 12 | 71 | 144 | 169 | 78 |
| $Y_{1.5}$ | Tourism infrastructure | 5 | 13 | 91 | 143 | 148 | 73 |
| $Y_{1.6}$ | Economic and political stability | 14 | 60 | 123 | 145 | 58 | 51 |
| $Y_{1.7}$ | Atmosphere of Bali | 3 | 22 | 105 | 140 | 130 | 68 |

Noted: STS: Strongly Disagree, TS: Disagree, N: Neutral, S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

Indicators such as the natural environment of Bali, the atmosphere of Bali as a tourism destination, as well as the political and economic stability of Bali have weaker tendencies in forming the destination image compared to indicators such as cultural uniqueness, being a good place for vacation and relaxation, having a good social environment, and having the image of a good tourism destination with complete infrastructure. A dominant proportion of respondents portray Bali a destination suitable for vacation and recreation. The next image is that Bali is portrayed as a destination with unique culture, history, and art. Tourism infrastructure that has been built is considered to be capable of supporting the island of Bali as a tourism destination. Of the various things, these indicators merge into one unified destination product of Bali in the form of tourism objects and attractions throughout the island. Trips to and from Bali are considered fun; tourist services during holiday in Bali are sufficient; and the availability of various tourism facilities has tendency to a form positive image for Bali as a tourism destination.

### 4.3.1    Test of unidimentionality

Before testing the model, factor analysis was conducted to determine the appropriate indicators to represent the latent variables (dimensions). From the 30 indicators propose, only nine indicators with the factor weight of > 0.5 remained. The results of the factor analysis also formed four dimensional factors which becomes latent variables in the construct of this study. These latent variables are: (1) push motivation, (2) destination identity, (3) destination creation, and (4) destination image. The result of the factor analysis test is a reference to determine whether a destination image is influenced by push motivation, destination identity, and destination creation.

Research findings of Esichaikul (2012) can be expressed in con-

trast to the results of the current research. The confirmation model of 23 motivation indicators for senior tourists declared only six valid indicators based on uni-dimensionality, meaning there is an elimination process for several indicators because they are not included in the dimensions that motivate senior travelers vacationing to Bali. Tourist motivation dimension formed sub-dimensions which become new latent variables stemming from the development of push factors and pull factors. The three latent variables are: (1) push motivation variable, (2) destination identity variable (derived from pull motivation which is Balinese local wisdom), and (3) destination creation variable (derived from pull motivation which include artificial made attractions).

This current research also differs from the studies of Beerli and Martin (2004) and Chi (2005), because research and testing showed that Bali does not have the power of destination image in all these variables. Bali only has the strength of cultural variable, as a destination that has a good social environment and a comfortable atmosphere for vacation.

### 4.3 Destination Image Model for Bali

Comparison between the suitability criteria of the model and the results of data processing indicated that the requirements for destination image model were not fully met and that model did not achieve perfect *goodness of fit*. For figures showing absolute suitability index, a small $\chi^2/df$ is expected with the interval between 2 to 3. In the research data, the figure within that range was reached, at 2.294; as well as the RMSEA of 0.057, below the requirement of 0.08 for these criteria. This indicates that the sample size was adequate.

**TABLE 7**
**SUITABILITY MEASURES OF STRUCTURAL MODEL**

| Model Suitability Criteria | Recommended Value | Test Score | Description |
|-----------------------------|-------------------|------------|-------------|
| CMIN/DF | ≤ 3,00 | 2,294 | Good |
| RMSEA (sample > 200) | ≤ 0,08 | 0,057 | Good |
| GFI | ≥ 0,90 | 0,956 | Good |
| AGFI | ≥ 0,90 | 0,925 | Good |

*Estimation Method: Generalized Least Squares Estimates*

For other absolute indexes, the GFI and AGFI with a minimum number of 0.9, the research obtained results that met the minimum values, at 0.956 and 0.925 respectively. The model formed can be said to have a close *goodness of fit* because its value is approaching 1. Thus the relationship between variables in the model constructed is shown in the path diagram in Figure 1 below:
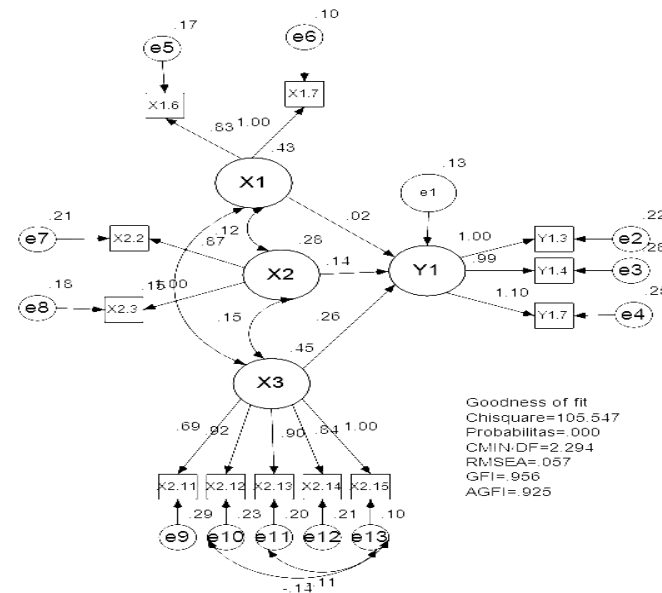
**Figure 1. Construct of Bali's Image as a Tourism Destination**

In the construct formed, there exist reciprocal relationships between three latent variables X1, X2, and X3. The relationship between the latent variable X1 (push motivation) and Y1 (destination image) has a CR (Critical Ratio) value of only 0.336 < 1.96, while the relationship between X2 (destination identity) and Y1 (destination image) has a CR of only 1.612 < 1.96. The relationship with good critical ratio is between X3 (creation destinations) and Y1 (destination image), with a CR of 5.577 > 1.96 (see Table 8).

**TABLE 8**
**RELATIONSHIP ESTIMATION OF DESTINATION IMAGE**

| Relationship | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Y1 | <--- | X1 | 0.016 | 0.048 | 0.336 | 0.737 | par_1 |
| Y1 | <--- | X2 | 0.137 | 0.085 | 1.612 | 0.107 | par_2 |
| Y1 | <--- | X3 | 0.262 | 0.047 | 5.577 | *** | par_3 |
| X1 | <--> | X2 | 0.124 | 0.026 | 4.682 | *** | par_12 |
| X2 | <--> | X3 | 0.155 | 0.026 | 5.896 | *** | par_13 |
| X1 | <--> | X3 | 0.148 | 0.027 | 5.426 | *** | par_14 |

Note: <--- linear relationship, <--> reciprocal relationship

Positive relationship between push motivation variable (X1) on destination image (Y1) occurs at a superficial level because the probability value is greater than 0.05 (P = 0.737). Positive relationship between destination identity variable is also superficially associated with destination image variable because it has the probability value greater than 0.05 (P = 0.107). Meanwhile the relationship between destination creation variable with destination image variable is a true relationship with a regression weight of $0.262 \neq 0$, CR > 1.96 and (***) < 0.05.

### 4.3.2 Relationship Between Variables Forming Destination Image of Bali

From the goodness of fit analysis, it is concluded that the model is considered fit. The model shows that push motivation and destination identity influence destination image superficially. Destination creation is determined to be the real variable that affect destination. Testing of the model shows that cultural and natural appeals of Bali are not significantly correlated with the image of Bali as a cultural tourism destination that is socially and environmentally friendly. Senior foreign travelers demand quality of service from guides and travel agencies.

Those indicators suit the characteristics of senior travelers, which in general require more assistance in traveling as well as elderly-friendly services. The model illustrates that to improve destination image in the eyes of senior tourists, the variable that can be managed independently is the destination creation variable. This is indicated by the two indicators forming the variable, which are the quality of service from travel agencies and the quality of service of tour leaders or tour guides (see Figure 2)
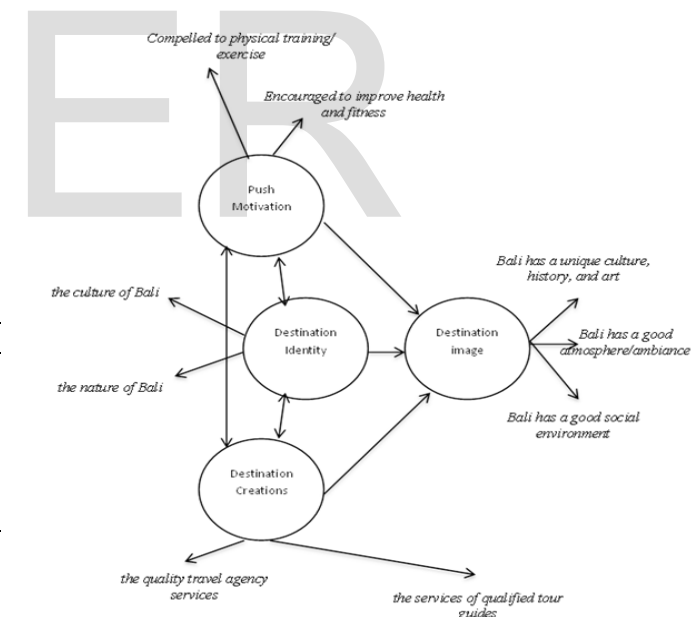


Figure 2. Destination Image Model for Bali Tourism Destination

## 5 CONCLUSION AND RECOMMENDATION

### 5.1 Conclusion

This research has successfully formed a model. However, model testing have yet to achieve a model with perfect goodness of fit because many indicators were eliminated and overlapping, thus further research is needed to obtain confirmation

that the model has a perfect goodness of fit both theoretically and statistically. Confirmation of upcoming model is hoped to deliver more reliable results if that model only includes indicators deemed to be valid in the confirmatory factor analysis of formed latent variables. Further research with larger sample size is believed to be able to form a near-perfect model. The problems discussed in this current research are divided into three, namely (1) the relationship between push motivation and destination image, (2) the relationship between destination identity and destination image, and (3) the relationship between destination creation and destination image. The model formed of the relationships is close to a goodness of fit.

## 5.2 Recommendations

This study found that not all senior foreign travelers have positive opinions about Bali; several tourists actually critiqued the various issues considered to interfere with the image of Bali as a tourism destination. Congested road conditions and traffic jams are considered to damage the reputation of Bali. Too many fees are charged for tourist services but some services are still not up to par, particularly services in arrival and departure terminals at Ngurah Rai International Airport. Poor assessment of immigration services at the airport, deemed unsatisfactory, could be caused by the recent upgrade of the airport terminals. Further study is hoped to be conducted after the completion of the new and renovated airport terminals, including the improvement of the airport's system and human resource development.

Some tourists also worry that tourism development is making Bali too westernized. Tourists see increasing number of hotels and buildings built not according to Balinese cultural styles, making them less attractive to tourists while Balinese architecture is appealing to foreign tourists. Such is also the case with the development of tourism supporting facilities, many are seen to be built with little regard to area development planning, for instance shopping centers, malls, and other modern markets, which are considered to be detrimental to the uniqueness of Bali's tourism. Meanwhile tourist information centers are rare, making it difficult for tourists to find information. Many police officers are collecting illegal retribution, especially to foreign tourists. According to some travelers, increasing amount of trash in tourist areas interfere with the activities and enjoyment of tourists.

Qualitative data collection indicated that some things were assessed negatively by senior foreign tourists about Bali, including (1) trash and waste problems that have not been properly managed, (2) traffic congestion, (3) the immigration procedure and service that is considered to be less than optimum, (4) the number of unofficial retributions by some police officers, (5) development of tourism facilities that do not characterize the culture of Bali, and (6) the overuse of plastic materials.

## ACKNOWLEDGMENT

## REFERENCES

[1]  Ardika, I Wayan. (2003). Sustainable Cultural Tourism, Reflection and Hope in the Midst of Global Development. Master Program (S2): Tourism Studies Graduate Program Udayana University.

[2]  Beerli, A., Martin, J.D. (2004) "Factors Influencing Destination Image". Annuals of Tourism Research, 31 (3): 657-681.

[3]  Chi, Gengqing. (2005). A Study of Developing Destination Loyalty Model. (Dissertation) Submitted to the Faculty of the Graduate College of the Oklahoma State University in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy, July 2005.

[4]  Coban, S. (2012). The effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia. European Journal of Social Sciences, 29 (2), 222-232.

[5]  Disparda Bali, (2013). Data development: Direct arrivals of abroad travelers to Bali Year 1994-2012.

[6]  Disparda Bali. (2013). Travelers Market Analysis archipelago Downloaded from http://www.disparda.baliprov.go.id/id/Database-2013-Department of Tourism, on January 8, 2014.

[7]  Esichaikul, Ranee. (2012). Travel motivations, behaviors and requirements of the European senior tourists to Thailand.Sukhothai. Juournal of Thammathirat Open University (Thailand), Vol. 10 No. 2 Special Issue. Pp. 47-58. In 2012.

[8]  Gnoth, J. (1997). Tourism motivation and expectation formation. Annals of Tourism Research, 21 (2), 283-301.

[9]  Hair, Joseph F.; William C. Black; Barry J. Babin; Raplh E. Anderson; and Ronald L. Tatham. (2006). Multivariate Data Analysis, 6th ed. Upper Saddle River, New Jersey: Pearson Education, Inc.

[10] Hooper, Daire; Joseph Coughlan; and Michael R. Mullen. (2008). "Structural Equation Modelling: Guidelines for Determining Model Fit," The Electronic Journal of Business Research Methods, Vol 6: 53-60.

[11] Jamaludin, Mazlina, Shazali Johari., Azlizam Aziz., Kalsum Kayat., Mohamad Yusof Abdul Raheem. (2012). Examining the Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty. International Journal of Independent Research and Studies - IJIRS. ISSN: 2226-4817; EISSN: 2304-6953, Vol. 1, No. 3 (July, 2012) 89-96. Indexing and Abstracting: Ulrich's - Global Serials Directory.

[12] Singh, Ramendra. (2009). "Does My Structural Models Represent the Real Phenomenon: A Review of the Appropriate Use of Structural Equation Modeling (SEM) Model Fit Indices," The Marketing Review, Vol. 9: 199-212.

[13] Spillane, James. (1993). Tourism Economics, History and prospects. London: Canisius.

[14] Sukardika, K.(2012). Guru Besar Unud tawarkan wisata lanjut usia. (serial online)  ANTARA News, Sabtu, 28 Juli 2012: downloaded from http://www.antaranews.com/berita/324170/ guru-besar-unud-tawarkan-wisata-usia-lanjut,  on 20 October 2012.
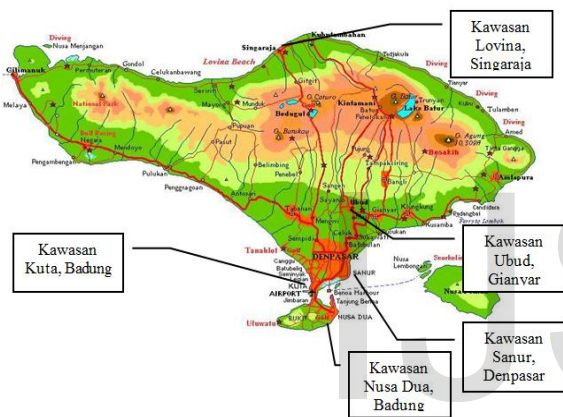
# APPENDIX

## RESEARCH PROPOSAL



## PROFILE OF RESPONDENTS

### 1. MAP OF BALI ISLAND, INDONESIA



### 2. AGE GROUP OF RESPONDENT



**Kelompok Umur**

Lebih darii 65 Tahun; 107; 27%
55 sampai 65 Tahun; 293; 73%
N = 400
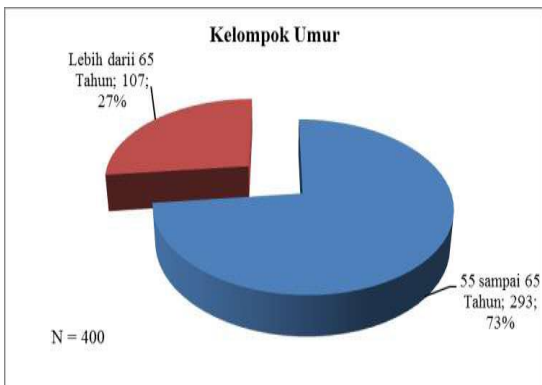
### 3. NATIONALITY OF RESPONDENT



**Kebangsaan**

Swiss; 13; 3%
Lainnya; 65; 16%
Russia; 9; 2%
Italia; 14; 4%
Inggris; 14; 4%
Perancis; 17; 4%
Jepang; 17; 4%
Amerika Serikat; 21; 5%
Jerman; 26; 7%
Belanda; 39; 10%
Australia; 165; 41%
N = 400

### 4. SEX OF RESPONDENT



**Jenis Kelamin**

Perempuan; 172; 43%
Laki-laki; 228; 57%
N = 400
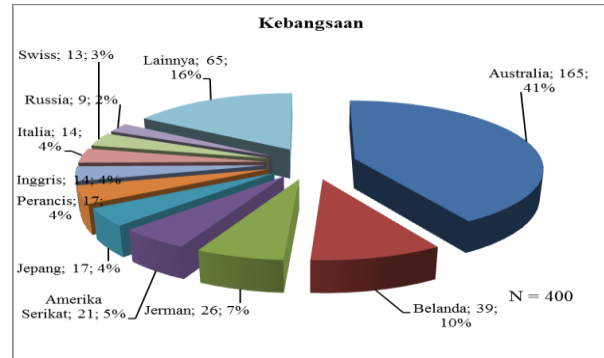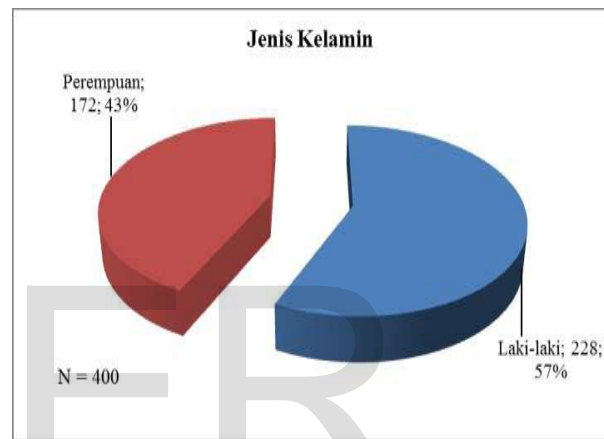
### 5. OCCUPATIONAL STATUS OF RESPONDENT



**Pekerjaan**

Lainnya; 93; 23%
Perawat; 8; 2%
Insinyur; 8; 2%
Pedagang; 10; 3%
Pekerja Seni; 11; 3%
Ibu Rumah Tangga; 13; 3%
Pengusaha; 17; 4%
Pegawai Adm; 17; 4%
Guru; 26; 7%
Menejer; 37; 9%
Pensiunan; 160; 40%
N = 400