Tourism Destination Image of Bali According to European Tourist

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Abstract— **This research was conducted in the province of Bali which aims to determine the attraction factors as the main attraction of tourism Bali from perspective of European, and also to determine the factors that predominantly determine European travel to Bali. The research was designed by using research survey that involving 167 European tourists. Exploratory factor analysis techniques are used to analyze a wide range of variables Balinese charm. The main attraction of tourism Bali are (1) the immigrations, security of destinations, and travel agencies, (2) the prices, the accommodations, foods and transportations, (3) the history, culture, and natural beauty. While the most dominant factors in determining European tourists traveled to Bali are immigrations, security destinations, and travel agencies. The study's findings also indicate that the images of Bali tourism are the destination's history, culture, and nature.**

Keywords— destination image, charm, history, culture, scenery, European tourists

I.   INTRODUCTION

Recently, many people assume that the culture of Bali is the main attraction of tourism Bali has undergone a change and even considered has been degraded. In the similar side, natural resources of Bali also considered to have been degraded over the development of tourism in Bali. However, the fact of those tourist arrivals of European tourists are quite sensitive to both issues that actually increased to 135,215 people during for two month period from January to February 2016. The increasing numbers are accounted for 18.61 percent or 726,625 people of all foreign tourists who traveled to Bali. The arrivals of European tourists who travel to Bali every month are increased by 67,026 people during January, to 68,219 people in February 2016. Although the economic conditions of Europe have not been too favorable, but tourists from that region remained increasing consistently. The increasing number of European tourist is considered that Bali Island has power to attract them to visit Bali.

Indeed, tourism market share can be divided by various categories, such categories of origin, age, occupation, education, etcetera which can be observed empirically. This study was conducted to explore the existences of important tourist attraction variables to determine which factors are as the main attraction of Bali from the perspective of European tourist who visited Bali. This study is exploratory analysis to determine the existence of the tourist attraction of Bali Island as the tourism destination from perspective of European

tourist. The research problems are defined in this study: (1) what factors are the main attraction of Bali destination from perspective European tourist? (2) Which factors determine the dominant European tourist to visit Bali?

II.   LITERATURE REVIEW, THEORY AND CONCEPTS

Currently, there are still a lot of debating on differing views on the components about the image of the destination. For example, Fakeye and Crompton assumed that the destination image consists of only cognitive component, whereas perceptual or cognitive evaluation only refers to an individual's knowledge and belief in an object perceived or evaluated [1]. Mazursky and Jacoby considered that consumers build an overall image based on the evaluation of various attributes that consist of goods and services [2]. Likewise, Gartner stated that the perception of tourists to various destinations attributes will interact in shaping the image of the overall image [3]. However, Keown et al., have been tested by the empirical fact that there is a relationship between cognitive attributes and overall image, and conclude that the overall impression is dependent upon the attributes of destinations based on the perception of tourists individually [4].

Milman and Pizam stated that cognitive offers three components that determine the image of destinations, namely: attractions, the host's behavior and attitude, and the environments such as climate, facilities, and etcetera [5]. Meanwhile, Goeldner and Ritchie identified that cognitively, destination image consists of a psychological component rating, uniqueness, and destination attributes holistically [6]. Furthermore, Chi has conducted research and classify the nine attributes that affect the overall image of the destination, namely (1) the attributes of nature, (2) the opportunities rating for fun and recreations, (3) the natural environments, (4) public facilities, (5) the cultures, histories, and arts, (6) the social environments, (7) the tourism infrastructures, (8) economic and political factors, and (9) the atmosphere destinations [7]. In order to maintain and improve the growth of the market segment of European tourists, required creativity and innovation in managing the business and product packaging to reach the preferences of tourists, especially European tourists. The behavior of European tourists can be seen from their lifestyle based on the dimensions of cultural

differences, which can be seen from the dimensions of self attitude and lifestyle dimensions simultaneously.

This study is the exploration of the existences of the Bali tourism attractions with the participation of European tourists. This research is expected to result in significant and meaningful information for sustainability of Bali tourism destinations. In this context it becomes important to investigate the attractions and motivations of European tourist to visit Bali. The image and destination attractions are perception formed from a variety of information received by tourists. Each tourism destination has particular attraction and image that contains beliefs, impressions, and perceptions of a destination. The image formed is a combination of various factors that exist in destinations such as the weather, landscapes, security, health and sanitations, hospitality, and others [8][9]. Attractiveness and image of the destination is always experiencing the dynamics over the development technology, communication and information should be more used by media, audio, visual and so research on the image of destinations should be done so that these dynamics can be determined.

III. RESEARCH METHOD

The quantitative approaches are used in this study to find the attraction destination variables from perspective of European tourists. The application of theories and concepts related destinations to formulate the strategy so that the number of European tourists who visit Bali can be increased.

This research was conducted in the province of Bali in periode of April to August 2016, and was designed using research survey to collect data that involving 167 European tourists as respondents. The respondents were selected purposively when they are on vacation in Bali. Exploratory factor analysis techniques are used to analyze a wide range of destination attraction factors that expected to produce a couple of dominant factors determining the European tourists.

Factor analysis is done through the various phases that define a number of variables corresponding to research problems, then determine the adequacy of the respondents, and then factor analysis with rotation of factors, grouping factor , then the naming factor appropriate representation of the variable constituent, and the last stage is determine factor model accuracy [10].

IV. RESEARCH FINDING AND EXPLANATION

A. Respondent Profile

Based on their gender groups of 167 respondents who participated in this study, illustrated that male respondents are more dominant which is about 58.1 percent compared with the female respondents which is about 41.9 percent, that can be seen as on the Table 1 below:

TABLE I. RESPONDENTS PROFILE BY GENDER

Gender	Number of Respondent	Percentage
Male	97	58.1
Female	70	41.9
Total	167	100

Source: Primary Research Finding, 2016

However, based on the frequency of their visiting Bali from 167 respondents are illustrated that the dominant respondents had traveled more than twice to Bali which is about 46.7 percent, 33.5 percent for visiting in the first time, and 19.8 percent visited Bali for the second time as seen as in Table 2 below:

TABLE II. THE FREQUENCY OF THEIR VISITING BALI

Visiting Bali	Number of Respondent	Percentage
Second visit	33	19.8
More than twice	78	46.7
First time visit	56	33.5
Total	167	100

Source: Primary Research Finding, 2016

Based on their nationality of 167 respondents, reflected that respondents mainly from the Dutch about 24.6 percent, and German about 16.2 percent, French about 9.6 percent, British 9 percent and the Italian, Swiss, Russian , Swede, Belgian, Spaniard, Finn, Irish, Dane, the Norway, Others as seen as on Table 3 below:

TABLE III. NATIONALITY OF RESPONDENTS

Nationality	Number of Respondent	Percentage
Dutch	41	24.6
German	27	16.2
French	16	9.6
British	15	9.0
Italian	13	7.8
Swiss	13	7.8
Russian	8	4.8
Swede	8	4.8
Belgian	7	4.2
Spaniard	4	2.4
Finn	3	1.8
Irish	3	1.8
Dane	2	1.2
Norwegian	2	1.2
Others	5	3.0
Total	167	100

Source: Primary Research Finding, 2016

B. Images of Bali According European Tourists

The finding of the survey from 167 respondents as seen as on Table 4 were analyzed using statistic description based on the main destination attractions of Bali, that can indicate the variables of the beauty of the scenery, Balinese culture, and history of Bali are ranked on the top ranking that means they have a very strong attractiveness to attract European tourists to visit Bali.

TABLE IV. THE PERCEPTION OF EUROPEAN TOURISTS ABOUT BALI

Variables	Mean	Remarks	Rank
The beauty of the scenery	4.4431	Very good	1
Balinese Culture	4.3413	Very good	2
History of Bali	4.2754	Very good	3
Variations Travel Attractions	3.9401	Good	4
Events and Festivals	3.9222	Good	5
The Variant of Culinary	3.8503	Good	6
Prices of Goods and Services	3.6946	Good	7
Distance from Origin Country	3.6407	Good	8
Facilities and Services Hotel	3.5389	Good	9
Transportation	3.3952	Average	10
Quality of Service Travel Agent	3.3772	Average	11
Facilities and Services Wellness	3.3353	Average	12
Security on Destinations	3.2874	Average	13
Quality Services Guides	3.2395	Average	14
Immigration services	3.0599	Average	15

Remark: (1,00-1,80 = Very bad), (1,81-2,60 = bad), (2,61-3,40 = Average), (3,41-4,20 = Good), (4,21-5,00 = Very good)

While the variables that have the average perceptions are the security of destinations, service guides, and immigration services. All these three variables indicate that these are still not fully convinced them that traveled to Bali from perspective of European tourists. However, from the 15 variables were analyzed descriptively, show that the variation of attractions, events and festivals, culinary, prices of goods and services, the distances from the country of origin, the facilities and the hotel services, transportations, quality of services of travel agent, as well as facilities and wellness services are evaluated enough to convince respondents that traveled to Bali.

C. Attractiveness of Bali Destinations According European Tourist

Determine the variables that are considered eligible to be included in subsequent factor analysis, by imposing a number of tests on all variables, and remove variables that proved unfeasible. In this case the method KMO and Bartlett Test of Sphericity, measurement MSA (Measure of Sampling Adequacy) as well as testing with Anti Image Matrices. The test results as seen as on the Table 5 shows that the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is about 0.840 which means the number of respondents statistically is adequate for factor analysis.

TABLE V. KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.840
Bartlett's Test of Sphericity	Approx. Chi-Square	1153,343
	df	105
	Sig.	0.000

Extraction Method: Principal Component Analysis.

The factoring process is to do the extraction of the set of variables which are to determine one or more factors. The method used to perform the extraction process is the Principal Component Analysis. Table 6 shows that the results of the analysis that determined by the three components or factors with eigenvalues initial cumulative percentage about 59.838 percent.

TABLE VI. TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	5.765	38.433	38,433
2	1.989	13.258	51,691
3	1.222	8.147	59,838

Extraction Method: Principal Component Analysis.

The next process is the process of rotation to determine factors. The results of the rotated analysis of Component Matrix as seen as Table 7 shows that the variable the beauty of the scenery, Balinese Culture, and History of Bali are formed as factor 3. While the variable prices of goods and services, events and festivals, variation tourist attractions, transportations, distance from the country of origin, varieties of culinary, hotel facilities and services are formed as factor 2, and variable of facilities and wellness services, immigration services, destination safety, quality of service travel agent, tour guide service are formed into factor 1.

TABLE VII. ROTATED COMPONENT MATRIX

Variables	Component		
	1	2	3
The beauty of the scenery	0.065	0.314	*0.813*
Balinese Culture	0.141	0.115	*0.890*
History of Bali	0.053	0.062	*0.758*
Variations Travel Attractions	0.270	*0.635*	-0.034
Events and Festivals	0.164	*0.506*	0.497
The Variant of Culinary	0.091	*0.689*	0.111
Prices of Goods and Services	0.308	*0.648*	0.227
Distance from Origin Country	0.329	*0.563*	0.212
Facilities and Services Hotel	-0.007	*0.616*	0.206
Transportation	0.361	*0.612*	0.130
Quality of Service Travel Agent	*0.549*	0.296	0.381
Facilities and Services Wellness	*0.815*	0.155	0.195
Security on Destinations	*0.788*	0.148	0.084
Quality Services Guides	*0.849*	0.145	-0.034
Immigration services	*0.721*	0.386	0.047

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 5 iterations.

Naming each of the factors that have been determined, it can be started from a factor that has the greatest eigenvalues to the smallest as sees as Table 8 below:

TABLE VIII. NAMING FACTORS

Factor	Variables	Correlations	Initial Eigenvalues	
			Total	% of Variance
The immigration, security of destination, and travel agencies	Facilities and Services Wellness	0.549	5.765	38.433
	Immigration services	0.815		
	Security on Destinations	0.788		
	Quality of Service Travel Agent	0.849		
	Quality Services Guides	0.721		
The prices, the accommodation, food and transportation	Prices of Goods and Services	0.635	1.989	13.258
	Events and Festivals	0.506		
	Variations Travel Attractions	0.689		
	Transportation	0.648		
	Distance from Origin Country	0.563		
	The Variant of Culinary	0.616		
	Facilities and Services Hotel	0.612		
The history, culture, and natural beauty	History of Bali	0.813	1.222	8.147
	Balinese Culture	0.890		
	The beauty of the scenery	0.758		

Test the accuracy of the model determine that "Residuals are computed correlations between observed and Reproduced are 53 (50.0%) as non redundant residuals with absolute values greater than 0:05". The accuracy test means that the model has been formed trustworthy by 50%.

D. The main factors determine European tourist travel to Bali

Factor analysis ultimately determines that there are three factors as the main attractions for European tourists to visit Bali which can be explained as follows: 1) the first factor is the factor of immigrations, security of destinations, and travel agencies services, with an initial strength of eigenvalues percentage of variance about 38.433%. The first factor consists of facilities and wellness services, immigration services, security destinations, travel agent services quality, and service guides. 2) The second factor is the prices, accommodations, foods and beverages, and transportations, with the initial strength eigenvalues percentage of variance about 13.258%. The second factor is composed of the prices of goods and services, events and festivals, variations tourist attraction, transportations, distance from the country of origin, culinary varieties, and the facilities and hotel services. 3) The third factor is the factor of history, culture, and natural beauty with an initial strength of eigenvalues percentage of variance about 8.147%. The third factor is composed of History of Bali, Balinese Culture and the beauty of the scenery.

E. Predominantly factors determine European tourist travel to Bali

The dominant factors that determine the Europe tourists traveled to Bali can be explained as follows: The first factor is the most decisive European tourists coming to Bali are factors of immigration, security destinations, and travel agencies. The second factor that also determines European tourists traveled to Bali is the prices, accommodations, food and beverage, and transportation. While the last factor that determines the selection of European tourists traveling to Bali is factors of history, culture, and the beauty of the scenery.

V. CONCLUSION AND RECOMMENDATIONS

The three factors as the attraction of tourism Bali from perspective of Europe tourists are (1) the immigrations, security of destinations, and travel agencies, (2) the prices, the accommodations, foods and transports, (3) the history, culture, and natural beauty.

Whatever development strategy in order to increase the number of tourist arrivals from Europe country can be done by improving the quality of immigration services, destinations, improved the security, and improved quality of service travel agencies that focused by Europe tourists. The next strategy is to maintain the stability of prices of goods and services, especially those related to the supply of tourism sectors, maintaining the quality of accommodations, increasing the variety of culinary and arrangement of transportation services, especially related to transportation of tourists.

While the factors of history, culture, and the beauty of the scenery are a factor that needs to be maintained because these factors are the strength point of Bali destinations which is corroborated by the finding of the descriptive analysis of an average of the three variables are in the highest rank by perception of Europe tourists.

The study's findings also indicate that the image of Bali tourism destinations as the destination's history, culture, and nature. These three variables are in accordance with expectations of Europe tourists who have been known as tourists who interest the historical destinations, cultural tourisms, and the beauty of the sceneries. The implications of the research findings to destination promotional strategies is to highlight the power of destination with regard to the special interested in history, culture, and nature.

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