



INVESTIGATING PUSH AND PULL FACTORS OF TOURISTS VISITING BALI AS A WORLD TOURISM DESTINATION

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Abstract

This research investigates tourists' motivations visiting Bali – a world tourism destination which specifically explored from the push and pull factors of the tourists spending their holidays on the island. The data were collected from surveys conducted in five regencies: Badung, Tabanan, Buleleng, Karangasem and Gianyar and Denpasar city. The surveys involved 127 English speaking tourists who were selected through purposive random sampling in which all respondents understand English to fill in the questionnaires and had just visited the selected tourism objects to assure they have experiences visiting the sites. The study finds that the tourists visiting Bali were due to push and pull motivations in which the intention to escape from daily routine and to engage with local cultures are the two most significant reasons for push factors; meanwhile, the richness of Bali on natural and cultural resources which attracted them to travel to Bali which serve as pull factors.

Keywords: Tourist Motivations, Push Factor, Pull Factor, Bali

Introduction

It has almost been a century precisely in 1920s when international tourists firstly recognised visiting the island of Bali. The uniqueness of Bali has always been used as interesting objects to be written by local and overseas scholars and published in international publications which aids introducing the existing cultural and natural resources of the island (Subadra 2015). A Mexican writer Miguel Covarrubias for instance, wrote a book entitled *Island of Bali* in 1937 which presented in-depth information on the life of Balinese people, diverse and unique arts and cultures as well as rituals practised by Hindus in Bali which he further proclaimed Bali on his book as "Island of the Gods". This magic phrase has a powerful positioning on the image of Bali as a paradise island which inhabited by thousands of Gods and His manifestations. Another foreign writer, Robert Pringle who also wrote a book on Bali in 2007 entitled "A Short History of Bali: Indonesia's Hindu Realm" which presents the history of Bali the early development of tourism and the tourism challenges in the 21st century has given a great meaning to popularisation of Bali as a world tourism destination.

These two international publications are best to be served as samples how published writings or articles such as books, journals, websites, personal blogs used by future tourists or tourists candidates in their home countries as references before visiting certain tourism destinations to know the planned destination prior to their visits. Such rich information on Bali serves as pull factors which motivate tourists to come to Bali in addition to their own motivations or push factors to escape from their routine spending holiday in Bali while gazing and learning the cultures of the island to enrich their knowledges. Additionally, tourists are also interested in having vacation in Bali since they heard great experiences directly from their colleagues, family and friends which term as "word



of mouth” marketing where particular destination is indirectly promoted and marketed by the tourists who had visited the destination previously to the new ones.

Moreover, online travel reviews written by tourists on Trip Advisor or Google Review have also been used by tourists as references before visiting Bali and also reserving accommodations and joining holiday activities. These reviews mostly describe about the details of the destinations and services both the positive and negative images toward the visited sites or reserved services. Those reviews served as considerations while deciding whether to choose the destinations and holiday service offers or not. A TripAdvisor reviewer who recently visited Bali argued:

As advertised, on time, and convenient. Booked our transportation a few weeks before our trip. Of the many transport/boat services, I chose Marlin based on their 15:00 boat from Nusa L back to Sanur. They picked us up in Ubud and drove us to Sanur to catch the 10:00 boat to Nusa L. Then back to Sanur and drove us to the airport. (mandym522, Dubai, United Arab Emirates, TripAdvisor 21 June 2019)

This review suggests clearly that the tourist was motivated by the information displayed on advertisement before visiting Lembongan Island and using fast boat service to Lembongan - Bali. As the tourist read the descriptions, the tourists began to be interested in the advertised destination and finally decided to purchase the tour package offers. This pull factor has allowed the tourists to make his dreams (intentions) or push factor – tourist self-motivation to visit the destination coming true. Another Trip Advisor reviewer claimed that:

Flawless! We had a great experience with Marlin. We booked them through our Lembongan hotel and it was just a perfect experience with included transfers on both sides. I imagine during peak season, it can get hectic down at the port as there are sooo many people and so many different fast boat companies. However, we had a great experience and would really recommend these guys! (josiet888, Sydney Australia, TripAdvisor 13 February 2019)

The impressive experiences gained by the second TripAdvisor reviewer during the vacations does not only fulfil the tourists’ desires but also used as ideas to write and review the tourism-related services offered in the visited destinations and even to recommend other future tourists planning to visit such destinations. In other word, the well previous tourists’ experiences are also used as an important factor which pull the tourists deciding a holiday package purchase in addition to hundreds of pull factors positioned in tourists’ minds such as uniqueness of Balinese culture, beautiful natural resource, affordable holiday destination, etc which play great roles motivating tourists visiting Bali and also increase the number of domestic and international tourists travelling to Bali.

In general, the number of tourists visiting Bali for the last three years increase as illustrated in table 1.1. In 2016 there were 8 643 680 domestic tourists coming to Bali for holiday which further increased gradually to 8 735 633 people in 2017. This number continued to incline and reach 9 757 991 tourists in 2018. A similar pattern also occurred for international tourists wherein 4 927 937 tourists had visited Bali in 2016 and grew to 5 697 739 and 6 070 473 tourists in 2017 and 2018 respectively.



Table 1.
Domestic and international tourists visiting Bali between 2016 and 2018

No.	Year	Domestic Tourists	International Tourists	Total
1.	2016	8 643 680	4 927 937	13 571 617
2.	2017	8 735 633	5 697 739	14 433 372
3.	2018	9 757 991	6 070 473	15 828 464

Source: Bali Statistics Agency, 2019

This great number of tourist visits have been motivated by both internal factor which push them to visit Bali and external factor which pull them to come to the touristic island. A Balinese tourism scholar, Subadra (2015) argues that tourists visiting tourism sites in Bali are not only aimed at gazing the interesting cultural and natural attractions, but they also learn the visited attractions to enrich and widen up their knowledge and even engage with the most interesting attractions to experience the attractions staged for tourism or the authentic ones. In other word, escaping from the daily routines in tourists' home countries – a factor which motivates tourists to travel to particular destination like Bali does not only to look for pleasure and refreshing their hustle-bustle minds, also but they also intend to gain knowledge and experience to have value on the expenses spent for holiday.

The study in particular is focused at exploring the characteristic of tourists visiting Bali based on the tourist's demographic backgrounds and analysing the push and pull factors which motivated tourists visiting Bali which further discussed deeply through triangulations of qualitative data collected during the field research to understand the phenomena on tourist's motivation visiting Bali.

Literature Review

A number of researches on tourists' motivations have been done by tourism scholars world widely. In this study, it is essential to discuss studies on travel motivations which have been done by other academics whose research focus on travel motivations to understand the notions behind tourists traveling abroad for holidays. The work of Crampton (1979) who relates travel motivation and travel behaviour has been given a meaning to current studies on travel motivations. He argues that travel motivation is one of factors associates with tourist's behaviours in the visited destination. In other word, the behaviours of tourists in the destination closely link to the motivations of the tourists traveling to certain country. This work has now been cited by most of tourism scholars who investigate tourists' travel motivations.

Contemporarily, the study of tourist's motivations is also used to match the tourism products and services available and prepared for tourists in the destination which served as prominent elements in tourism systems and the intentions of tourists in their home countries (Kozak 2002, Jonsson and Devonish 2008). Matching the demands of tourists and the supplies existed in the destination is the major purpose of marketing segmentation wherein the products and services staged for tourism shall be in accordance with the tourists demand to reach the most appropriate market segments.

Jonsson and Devonish (2008) examined the effects of demographic backgrounds of tourists such as nationality gender and age and travel motivation. It is argued that the motivations of tourists visiting certain destination is depending on the gender and age of the tourists. This includes the type of attractions interested in and also the tour activities attended in the destination. In other word, different gender has different travel motivations, interests and engagements with the visited sites; which also applies the same pattern on tourist's age.



Other scholars, Yiamjanya and Wongleedee (2014) who examine the push and pull tourists' motivations in Thailand argue that the notion of visiting a foreign country is found to be the most significant push factor for visiting this country, while the uniqueness of the culture especially the local culinary served as the most essential pull motivation which interest tourists to visit Thailand. This suggests that the idea of experiencing "new place" other than the tourist's home origin has initiate the tourists to travel to certain destination in different countries; and also, the cultural distinctiveness exist in particular country has found attracting tourists to come and experience something different which usually find in their own countries. The case of temple tourism in Bali for instance, tourists are interested in visiting Hindu temples due to the opportunities offered for the tourists not only to gaze at authentic cultural attractions seen on the temple, but the tourists are also given a chance to engage with any rites practised by Hindu Balinese people in the temple as long as comply with the stipulated requirements (Subadra 2015).

Push and pull factors motivating tourists travelling

The notion of motivation is a common topic discussed by tourism scholars especially for those who research on tourists' attitude and behaviours. Motivation is defined as "the processes that cause people to behave as they do"(Solomon et al, 2006). This is an individual intention which initiates someone to take certain actions related to the intended ideas (Schiffman and Kanuk, 1978). Solomon et al, (2006) argues that motivation arises when a need is stimulated that the consumer desires to satisfy. In tourism study, Fodness (1994) claims that in general motivations of tourists visiting tourism destinations divided into five motives such as knowledge or culture, educational motives, reward maximization or pleasure and sensation, self-esteem and ego-enhancement or social prestige, punishment maximization or escape stimulus-avoidance. Fodness' motivation typologies have not been specifically group whether they are as part of internal motivation which initiate people to travel or external motivations which attract people to visit the destination. A more recent study on tourist motivation has divided tourist motivations into two namely push factor and pull factor.

Boksberg and Laeser (2008) define push factor as "the mental preparation for human activities and linked to an individual level of optimal arousal". This means that push motivation comes initially from the tourists' personal ideas which arouse themselves to make travelling. In other word, this relates to personal demands which purposely planned to be done or fulfilled during their travels as they decide to choose the destination. A number of push travelling motives have been identified by tourism researchers. These include escape from routine everyday life, sightseeing, relaxation, enjoy tourist activities, exploration, social interaction, relationship enhancement, learning new thing, interested in culture and nature, engaging and prestige (Boksberg and Laeser 2008; Jensen 2011; Yiamjanya and Wongleedee 2014; Subadra 2015). This suggests that the study on push factor refers to as "subjectivity" wherein the core of study is on tourists' personal psychological intensions which initiate them traveling to certain country. The tourists in this case, are served as the subject of tourism system or the one who travels.

Furthermore, Yiamjanya and Wongleedee (2014) define pull travel motivation as "place as a tourism product that defines a destination". This relates to existing attractions in the destination which attract tourists to visit, gaze and experience. The study on pull factor refers to "objectivity" wherein the study is focused on the attractiveness of the tourism objects in the destinations which attract tourists to sightsee. Thus, the parties involved in preparing the tourism objects in tourism destinations should be creative to ensure any attractions staged or authentically performed for tourism are attractive and unique which distinct from the ones presented in other destinations (Yiamjanya and Wongleedee, 2014). More importantly, the attractions shall allow tourists to learn something new as so-called "knowledgeable" as they widen up their knowledge and also to engage



with the attractions as so-called “experienceable” wherein tourists are being impressed as they interact directly and or participate the gazed activities which make their holiday more impressive and memorable (Subadra 2015). The attractiveness and uniqueness of particular destination is identically served as tourism destination image which represent the entire perishable tourism products and services available in such destination which immediately consumed on the visited site; and they are also positioned by tourists’ brains which further effecting the tourists’ decisions on re-visitation as repeating tourists and recommendation for other travellers based on the experienced gained during their vacations in such destination (Kotler and Armstrong 2016). Yiamjanya and Wongleedee (2014) identify a number of pull factors of tourists traveling to certain country including weather, culture, shopping sites, natural resource, affordability, diverse attractions, historical or heritage sites, and nightlife entertainment. These are the factors which attract tourists to visit certain destinations located in their home country or overseas.

Research Method

The research used quantitative and qualitative data to address the research questions. As Subadra (2019) argues, mixed-method research challenges the researcher to comply a more complex research to find and collect both qualitative and quantitative data to enrich the discussion in order to present better understanding on the investigated case.

The quantitative data were collected using questionnaires through surveys which were conducted in 11 tourism objects in Bali located in Badung Regency (Sangeh monkey forest and Kuta Beach), Tabanan Regency (Tanah Lot temple), Buleleng (Lovina Beach), Karangasem Regency (Tirta Gangga Royal Temple and Taman Ujung, Chocolate House), Gianyar Regency (Ubud, Gunung Kawi temple and Tirta Empul temple) and Denpasar City (Sanur Beach) which conducted between January and July 2019. The survey involved 127 respondents who were selected using purposive random sampling wherein all respondents were English speaking tourists who had just visiting the selected tourism sites (Singh 2007). The data were tabulated and analysed using SPSS Program to elicit the characteristic of current tourists visiting Bali based on their demographic background such as nationality, gender, age and occupation (Antonius 2003).

In addition, the research also used qualitative data which gathered during the field research such as observational field notes, photographs and informal conversation with local authorities which used for supporting the discussion of the core research problems to give understanding on the discussed cases (Silverman 2011; Denzin and Lincoln 2011).

Discussion and Finding

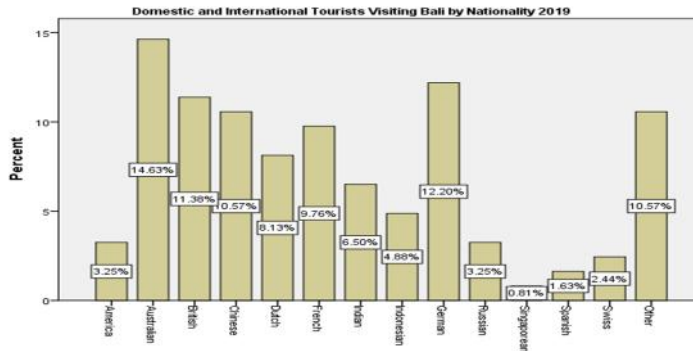
This sub-chapter discusses the research question elaborated in the background. It is focused on characteristics of tourists visiting Bali and the motivations both push and pull travel motivations of tourists visiting the island. The discussion will be supported with pictures collected during the data collection to present a more relevant and reliable discussions of the two research questions.

Characteristics of Tourists Visiting Bali 2019

More specifically, the characteristic of tourists discussed in this paper include nationality, age, education background, and occupation. Additionally, it also discusses number of tourists visit, travelling mode, source of information on Bali tourism, type of travel and most interesting attractions. In general, tourists visiting Bali island come from Europe, Asia and Pacific continents as illustrated in figure 1.



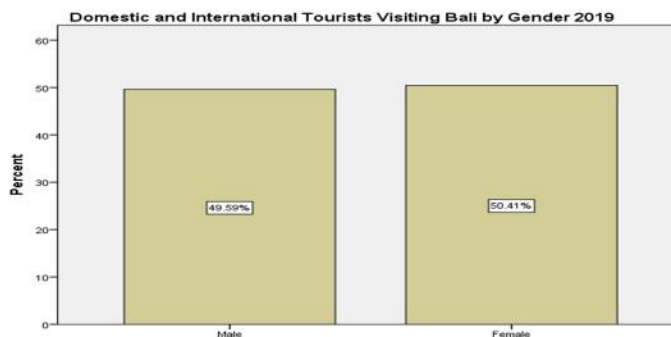
Figure 1



Source: Field Research 2019

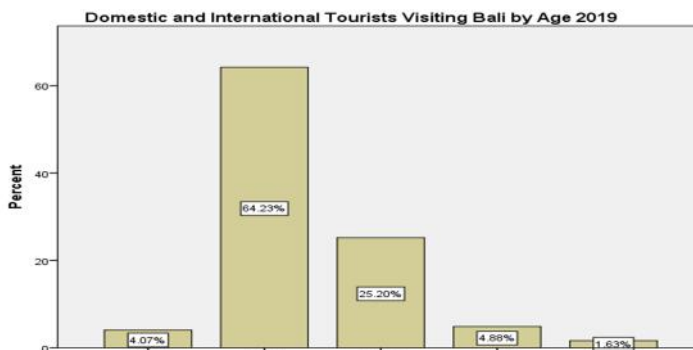
Australian occupied the most percentage of 14.6% to follow with German tourists which accounted for 12.20% which is slightly above British tourists that made up 11.38% as the third highest percentage. Other nationalities which had fewer percentage included Chinese and other nationalities which occupied 10.57%, 10.57%; while other nationalities occupied below nine percent.

Figure 2



Source: Field Research, 2019

Figure 3



Source: Field Research 2019

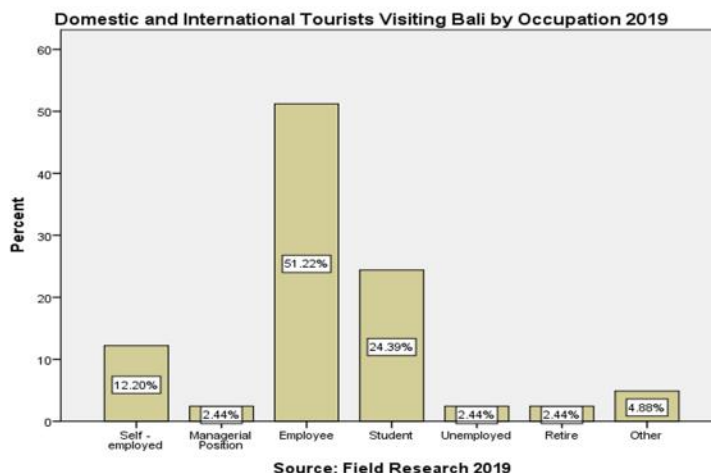


Among the selected respondents of 127 international tourists, there is no significant difference between male and female tourists. As presented in figure 2, female tourists dominated the visits to Bali in 2019 which totally accounted for 50.41%. Meanwhile, male tourists had slightly fewer percentage than women which made up 49.59%.

Another demographic variable analysed in this research is age (figure 3). Most of tourists coming to Bali are middle age travellers aged between 18 and 35 years old which accumulated for 64.32% of the total surveyed respondents. Another 25.20% per cent of them were aged between 36 and 53. Meanwhile other age categories made up less than five percent each in which tourists aged 54-71, under 17 years old and tourists aged 72 and over accounted for 4.88%, 4.07% and 1.63% in any order.

Furthermore, based on the tourists' employment backgrounds, most of tourists visiting Bali were working as employees which commonly known as blue-collar workers which accounted for more than fifty percent of the respondents sampled in this research (51.22%). This percentage is almost twice more than student tourists having their holidays on the island which made up 24.39% which served as the second most percentage to follow with self-employed which accounted for 12.20%. Meanwhile, other ranks of occupations such as manager, retired, unemployed and others had insignificant percentage or less than five percent each.

Figure 4



The last demographic variable discussed in this research is the education background of the tourists visiting Bali in 2019. As shown in figure 5, most of tourists coming to the island of Bali graduated from college or academy possessing associate bachelor degrees which made up 38.21% of the total samples used in this research. It is more than twice greater than the tourists who completed their bachelor degrees in undergraduate programs that totally accounted for 20.33%. Additionally, there were 17.89% of the tourists holding master degree and another 11.38% had their doctoral degrees. Meanwhile other education backgrounds such as high school, secondary school and primary school occupied much fewer percentage of 6.50%, 4.88% and 0.81% respectively.



Figure 5

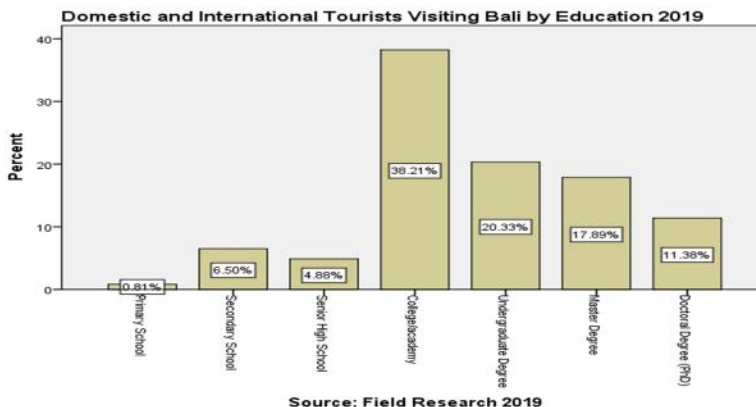
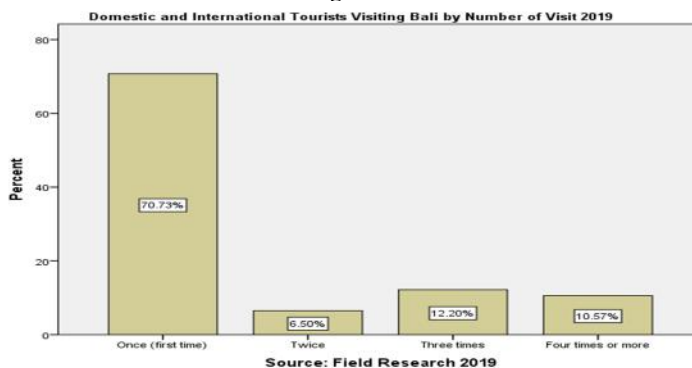


Figure 6

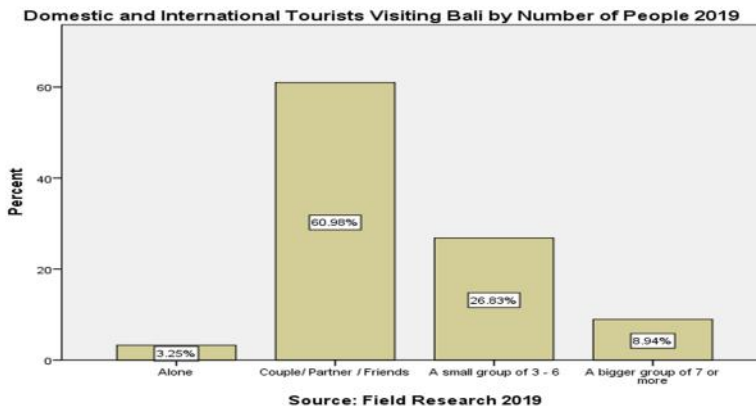


Looking at the number of tourists' visits to Bali, most of the tourists came to Bali for the first time which totally accounted for 70.30 % of the total respondents (figure 6). Only 6.50% of them visited Bali for the second time which is twice less than those have been to Bali three times which made up 12.20%. While the remaining respondents of 10.57% argued that they have visited Bali for four times and more.

Furthermore, seen from the number of people they are travelling, most of the tourists visiting Bali either with their couple (husband and wife), partner and friend which made up 60.98% of the total respondents. This percentage was twice bigger than the tourists who stated to have visited Bali in a small group between 3 and 6 people which accounted for 26.83%. Moreover, tourists travelling in a bigger number of 7 people and more had much fewer percentage of 8.94%; and even for those who travel alone had the least percentage of 3.25 as shown in figure 7.

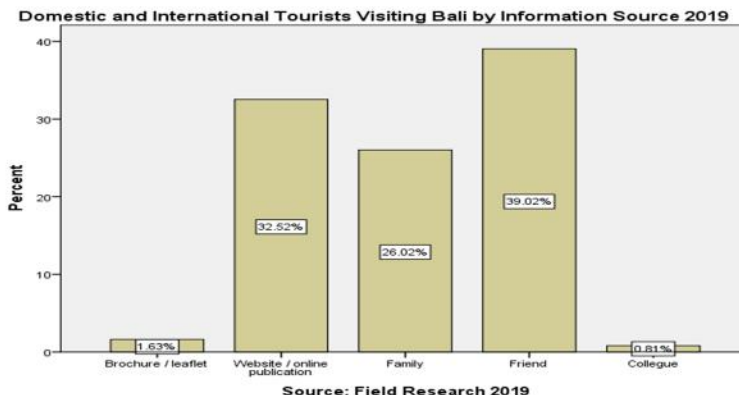


Figure 7



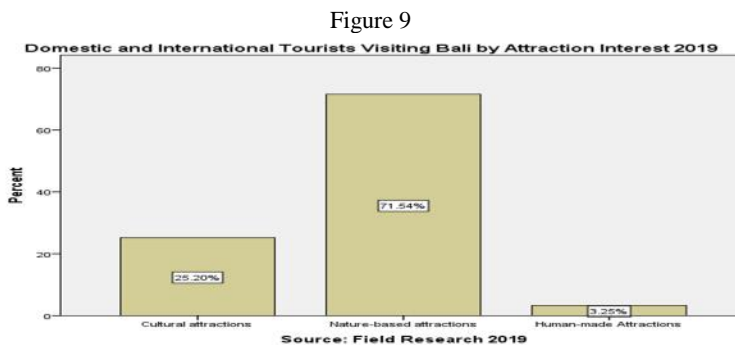
In understanding tourists’ motivations to Bali, it is also important to elicit how the tourists get information on Bali for the first time so they begin to be interested in visiting the island. Figure 8 showed that the majority of tourists who visited Bali got information about this particular island tourism destination from their friends who had been to Bali before which accounted for 39.02%. It was about 7% more than the tourists who firstly knew information on Bali island from online publications such as website, travel blogs or travel reviews written by tourists who had experiences visiting Bali. Additionally, family played also had great role in promoting Bali as a tourist’s destination wherein 26.02% of the tourist got to know about Bali form their family who had ever come to Bali previously. Other two information sources i.e. brochures or leaflets and colleagues had very few percentages of 1.63% and 0.81% in any order.

Figure 8



In addition, this figure also suggests that the “word of mouth marketing” serves as an essential marketing mixed especially promotion through friends and families which both proved to have contributed 65.04% of the selected tourists. This also proves that immediate travel experiences gained by the tourists in certain destinations had impressed and attracted other people (family and friends) to visit the destination.

In this tourists' travel motivation study, it is also important to recognise and understand the tourists' views on Bali which have made them travelling to Bali and at the same time also to elicit tourist attractions visited during their holidays in this paradise island. As can be seen in figure 9, nature-based tourists attraction had the most percentage (71.54%) to follow with cultural attractions which made 25.20%. Meanwhile, the human-made attractions had very few percentages of 3.25%. This corresponds to the characteristics of tourists elaborated above that currently Bali is visited by young traveller or can be referred as to active tourists who are interested in exploring the nature of the island and experience challenging activities such as jungle trekking, water sports, cruising, rafting, etc.



This figure also proves that the popularity of Bali on cultural tourism have been served as the second consideration by the young English-speaking tourists while deciding the destination to be visited for their holidays. It is undebatable that even if Bali is officially designated by the government as a cultural tourism destination, but the beauty of the paradise natures has also given such a great meaning in attracting tourists visiting Bali.

Picture 1
Tourists enjoying the nature of Bali



Source: Field Research 2019

The great weather and beautiful beach can be enjoyed by any tourists visiting Bali anytime and almost anywhere in the southern and northern regions of the island. The opportunities to engage with seaside activities such as relaxing, sunbathing, surfing, swimming and even sunset or sunrise have become vital factors attracting tourists coming to Bali (picture 1). On the same vein, tourists coming to Bali were also motivated from their own intentions to learn local Balinese culture in order to understand the philosophy behind the culture and even to engage with such culture in order to experience the cultures and traditions practised by native citizens lively as illustrated in picture 2.

Picture 2
 Tourists engaging with local Balinese culture



Source: Field research, 2019

The two pictures indicate that the motivations of tourists visiting Bali remains unclear whether due to the uniqueness of Balinese culture or the diverse natural attraction which externally initiate their visit to Bali. The following discussions will specifically present the push and pull factors of domestic and international tourists visiting Bali.

Tourists’ Push Motivations Visiting Bali

This study uses eight indicators of push factors which internally motivate tourists to go on holidays to Bali. These include: escaping from daily routine, exploring local Balinese cultures, exploring the nature of Bali, experiencing different lifestyles, gazing at cultural tourist attractions, learn Balinese cultures, engaging with Balinese cultures and relaxing spiritually (Boksberg and Laeser 2008; Jensen 2011; Yiamjanya and Wongleedee 2014; Subadra 2015). Table 2 presents the five most push factors which initiate tourists coming from different countries visiting Bali respectively from the most to the least motivations.

Table 2
 Five most push motivations of tourists visiting Bali

PUSH FACTORS	MEAN	SD
Exploring the nature of Bali	4.36	.642
Experiencing different lifestyles	4.28	.644
Engaging with Balinese cultures	3.90	.751
Exploring local Balinese cultures	3.85	1.008
Gazing at cultural tourist attractions	3.85	.769

Source: Field research survey 2019

As discussed earlier, the majority of tourists coming to Bali are young or active tourists who likes enjoying active activities. The most push factor motivating tourists coming to Bali is for exploring the nature of Bali with a total mean (\bar{x}) of 4.36 and standard deviation (SD) of .642. The beautiful scenery of the island and opportunities to gaze, learn and interact directly with the nature have become to most intensions for the tourists spending holiday in Bali (picture 3).

Picture 3
Sunshine, mount, lake and rain forest at once in Bedugul



Source: Field research 2019

Tourists can enjoy the sunshine, climb up to the mountain, boating around the lake and also explore the reserved forests to know the varieties of plants growing on the island. These activities do not only impress them due to the amazing views, but also increase their knowledge on flora lives after their explorations. Another example which indicates nature as the push factor of the tourists visiting Bali illustrated in picture 4.

Picture 4
Tourists engaging with monkey at Sangeh monkey forest



Source: Field research 2019

It is not only flora, but the faunas of the paradise island of Bali are loved by tourists. At Sangeh monkey forest tourists can engage with hundreds of monkeys inhabiting this reserved forest: feeding monkeys, taking pictures with monkeys or just gaze them behaving naturally in their habitats. Having a picture taken with these friendly and tamed monkeys would become such great impression and an interesting topic of travel experience to be shared with their friends and family while returning home to their country.

Furthermore, the second push factor is experiencing different lifestyles wherein tourists having holiday in Bali intended to know, witness and being the locals – practicing the activities of local Balinese people who have different life styles found in their home countries ($\bar{x} = 4.28$ and $SD = .644$). As illustrated in picture 5, tourists can experience what the local people do especially the ones who stay in homestays where the engage directly with locals. This allows tourists learn about Balinese life more deeply as they do not only know about Balinese from the published articles such as book, journal or other form of online publications, but they can surely interact directly on field

with Balinese people for a couple days. This makes the tourists' holidays more impressive and memorable.

Picture 5
Tourists staying in a homestay being a coffee farmer



Source: Field research 2019

Picture 6
Tourists worshipping in a Hindu temple



Source: Field research 2019

The third most factor motivating tourists spending holiday in Bali is the chance of engaging with local culture ($\bar{x} = 3.90$ and $SD = .751$) to follow exploring local Balinese cultures ($\bar{x} = 3.85$ and $SD = 1.008$) and gazing at cultural tourist attractions ($\bar{x} = 3.05$ and $SD = .769$) with served as the fourth and fifth factors respectively. This suggests that engagement seems to be an important part on tourists' holidays. This allow the tourists having direct experience practising one of the activities of the local people gazed in the visited destination as shown in picture 6.

Without considering the religious background of the tourists, they just practised what the Hindu worshippers do. These tourist type clearly distinguishes other tourists who have shallow engagements or less interests on local cultures which normally have a slight gaze on the cultural tourism site. Obviously, they do not only respect the culture of the locals by wearing costumes regulated by the temple management, but they admire and experience the spiritual power exists in this sacred site which serves as a cultural tourism site in Bali.



Tourists’ Pull Motivations Visiting Bali

There are eight pull motivations tested in this study namely: affordable tourist destination, unique cultures, beautiful natural resources, Shopping centres, nightlife entertainment, weather, heritage sites and a place to be visited before died to understand the external factors – the destination attracting the tourists to visit (Yiamjanya and Wongleedee 2014; Subadra 2015).

Table 2

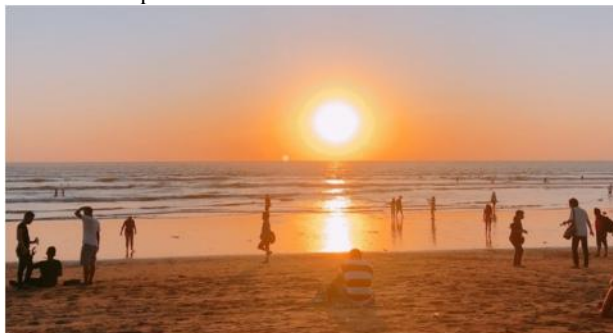
Five most push motivations of tourists visiting Bali

PULL FACTORS	MEAN	SD
Bali has beautiful natural resources	4.40	.686
Bali has unique cultures	4.17	.698
Bali has many heritage sites	4.09	.751
Bali is listed as one of the world places which shall be visited before died	3.93	.885
Bali has great weather	3.89	.798

Source: Field research survey 2019

Picture 7

Spectacular sunset view at Kuta Beach



Source: Field Research 2019

In line with the push factor elaborated earlier, the beautiful nature of Bali serves as the major or most important factors which attract tourists coming to Bali with a total mean (\bar{x}) of 4.40 and standard deviation (SD) of .686. The natural attraction of sunset as illustrated in pictures 7 for instance, has become very popular among the domestic and international tourists visiting Bali. Kuta beach is not only famous for its white sand beach, but also very popular for swimming, sunbathing, surfing and sunset watch when the sun goes down. Thousand of tourists come and enjoy this particular beach during the day to enjoy those activities (Personal visit to Kuta Beach August 2019).

The second pull motivation is the uniqueness of Balinese cultures which becomes essential factor which motivate tourists coming to Bali (\bar{x} = 4.17 and SD = .698). The cultures of Balinese are available both for staged attractions which purposely commodified and performed for tourists (picture 8) and also authentic attractions which are not purposely organised for tourists, but they

are performed in natural setting in relation to cultural and religious practices as illustrated in picture 9.

Picture 8
Tourists watching staged cultural attraction



Source: Field research 2019

Both the staged and authentic attractions allow tourists to learn the philosophy behind the seen rites whether learning directly from the tour guides escorting the tourists to the sites or read from published articles. Thus, cultural tourism means a lot in increasing tourists' knowledge and travel experience.

Picture 9
Tourists watching authentic cultural attraction at Goa Lawah Temple



Source: Field research 2019

Picture 10
Heritage site of Gunung Kawi temple



Source: Field research 2019

Additionally, the richness of Bali on heritages sites such as GunungKawi temple in Gianyar Regency, Jatiluwih rice terrace in Tabanan Regency, Taman Ayun temple in Badung Regency, etc. found to be the third factors encouraging tourists travelling to Bali for holidays ($\bar{x} = 4.09$ and $SD = .751$). GunungKawi temple for instance, is one of the heritage sites in Bali which designated as tourism site and visited by domestic and international tourists. This ancient temple offers opportunities for the tourists to learn the civilization of Balinese people in kingdom era (picture 10). The unique setting of the temple shrines and prehistoric ornaments can open the tourists mind on how great Balinese people in that age were. They were so artistic and creative ever since which inherited to the current generations.

Another motivation which encourage tourists visiting Bali is the popularity of the island being claimed as a vital place in the world to be visited before died. This motivation occupies the fourth consideration for the tourists deciding their holidays to Bali ($\bar{x} = 3.93$ and $SD = .885$). Obviously, this motivation closely links publications on Bali since tourism developed in this region until today which mostly expose the exotics of the island from many different perspectives: culture, religion, tradition and Balinese civilizations.

The last but not the least, warm weather has been argued by the tourists as pull motivation which attract them visiting Bali ($\bar{x} = 3.89$ and $SD = .798$). The great temperature of Bali which is normally between 23° and 29° Celsius has made the island is reliable to be visited any times of the year both during the rainy and dried seasons.

Picture 10
Heritage site: GunungKawi temple



Source: Field research 2019

For European tourists in particular, the bright sunny day is likely to be used to burn their skin down into dark brown along the beaches located in the southern regions of Bali such as Sanur, Kuta, Legian, Seminyak and Nusa Dua and also in the northern regions of the island like Lovina and Pemuteran. The hot weather which is almost available any days of the week in Bali has made the tourists feeling like no day without summer in Bali. The opportunity to enjoy the great weather across the island has attracted tourists to visit this richly natural and cultural resources island.

Conclusion and Suggestion

In summary, the major characteristics of tourists visiting Bali are young tourists aged between 18 and 35 years old graduated from college or academy who are working as employees. These domestic and international tourists love the natures of Bali such as beaches, lakes, waterfalls, mountains and their related activities.



The most significant push factor which motivates tourists visiting Bali is exploring the nature of Bali; and the least factor is escaping from their daily routines. This suggests that tourists coming to Bali do not only aim at escaping from their routine works in their home country, but they intended to do more exploring the nature of Bali in order to get more impressive travel experiences and to increase their knowledge of Bali's floras and faunas. Meanwhile, the most significant pull factor which attracts tourists to visit Bali is the natural resources of Bali. This corresponds to the characteristics of tourists currently visiting Bali and also the major push factors initiating tourists spending vacation in this paradise island. Tourists are less interested in the existing shopping centres such as arcade, art shop and shopping galleries which externally motivate them travelling to Bali.

As noted in the research method section, this research only used English speaking respondents; so, this finding only does not represent all tourists visiting Bali. It is necessary to undertake further research on tourists' motivations using a wider sample involving multi-language speaking tourists in order to be representing the voices of the entire tourists visiting Bali which reach millions of people from over the world each year. Another interesting research can be done is to focus studying the tourist's motivations from a particular country. This will allow to understand their push and pull motivations and also elicit their travel behaviours.

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