

TOURISTS MOTIVATION TO VISIT TOURISM VILLAGE: A CASE STUDY ON GUMBRIH TOURISM VILLAGE – BALI

Gusti Ngurah Joko Adinegara¹, I Ketut Sirna², I W K Teja Sukmana³

^{1,2,3} Faculty of Economics and Humanities, Universitas Dhyana Pura
jokoadinegara@undhirabali.ac.id

ABSTRACT

Tourism is one of the main factors that are expected to contribute greatly in efforts to economic growth in a region and tourism villages are a potential that is being developed by local governments, especially in Bali. Gumbrih Tourism Village has considerable potential in tourist attractions that are offered to tourists and has been established as a tourist village in 2017. The purpose of this study is to determine the factors that motivate tourists to visit Gumbrih Tourism Village. Factor analysis is used to provide the dimensions that underlie visiting motivation factors. The survey method was conducted and is expected to provide information for village tourism managers. From 98 respondents, it was found that from the eighteen variables used, four factors were formed that motivated tourists to visit the Gumbrih Tourism Village. These four factors are named according to the variable that has the largest loading factor value and is taken from the uniformity of the factors formed. These factors are the attractions offered, the uniqueness of local products, the ease of access and the protection of reptiles. All variables (% variance) used in the study were able to explain the motivation of tourists by 75.723 percent. Knowing the main reasons tourists visit can help the tourist village manager meet the needs and desires of tourists, because tourists want to know something different and unique from the places they visit.

Keywords: *Tourism Village, Tourist Attraction, Motivation, Tourists*

INTRODUCTION

Bali as one of the main tourist destinations in Indonesia has an advantage of tourist attraction from other regions, because it has supporting facilities that can be enjoyed by tourists (something to see, something to do, and something to buy). Many events that have been held in Bali have an impact on the increasing number of foreign tourist arrivals and also have an impact on the number of tourists visiting various tourist attractions and other supporting tourism facilities. Rural tourism is a concept that is being developed by the government together with local communities. Village tourism can offer natural resources, natural beauty, culture, unique habits and can offer educational tourism for tourists. Global developments in the world of tourism require tourism villages to do good planning and coordination with the community so that they can serve tourists well, so that tourism activities can be sustainable. Good cooperation between the managers of tourism activities with the community will have an impact on preserving the potential and uniqueness of the village.

Tourism development has provided many benefits to the community in a tourist destination, not only enjoyed by people directly involved in tourism, but also as a supporter of the development of other sectors (Rangus, et al. 2017). Likewise, Zhang, et al (2016) stated that tourism is becoming increasingly important for the economy and will benefit from the development of rural tourism by raising the potential of an area such as natural, cultural and historical resources. Community involvement in supporting the growth of tourism is very high. The community is involved in preserving and maintaining the authenticity of the tourist assets offered to tourists. The development of tourism today leads to tourism based on local communities (Community Based Tourism / CBT).

Baskoro and Cecep (2008) stated that CBT is a concept that emphasizes community empowerment to better understand the values and assets they have, such as culture,

customs, culinary cuisine, and lifestyle. In the context of tourism development, the community is the main attraction for the tour experience. Then Suansri (2003: 14) defines CBT as tourism that considers aspects of environmental, social and cultural sustainability. CBT is a tool for community building and environmental conservation, or in other words CBT is a tool for realizing sustainable tourism development. Furthermore, Brokaj (2014) states that there are four elements those make up the development of sustainable tourism consisting of economic sustainability, environmental / ecological sustainability, socio-cultural sustainability, and the sustainability of local communities. These four elements must be manageable to achieve sustainable tourism, and the participation of tourism stakeholders is indispensable in the protection of tourism attractions and destinations.

In order to encourage the sustainability of rural tourism and to achieve success in the tourism industry, an understanding of the factors that motivate tourists to visit rural areas is needed. Cho, et al (2014) who conducted research in rural areas in Korea found that overall satisfaction of tourists was influenced by physical infrastructure, service quality, and level of satisfaction with tourism programs. However, the service quality is more related to the intention of tourists to re-visit and recommend. These findings reveal that tourist satisfaction is high when tourists get tourist information through official government sources, word of mouth and internet advertising, and show a positive correlation between tourist satisfaction and information sources reflecting the reliability and credibility of these sources.

Gumbrih Village is one of the new tourist destinations and is well known by domestic and foreign tourists. Gumbrih Village offers its potential, which is managed by several community groups and is part of a tourism awareness group. The potential offered such as Tirta Tourism, Organic Farmers Group, Chocolate Farmers Group, processed Virgin Coconut Oil (VCO), Mushroom Cultivation, Salt Farmers, Gurami Farmers Group, Restaurant, Bali Reptile Rescue, ATV Attractions, Tracking, Club Music and Dance. The number of tourist visits to Gumbrih Tourism Village, based on data from the Bali Tourism Office in 2017 was 3,573 visitors. This number is relatively small and due to the many competitors in Bali. Nowadays, the development of new attractions in Bali continues to increase, both offering the same attractions or different attractions. This condition has led to increasing competition among attractions in Bali in offering the potential of their respective regions. Tourists will have many alternatives in their tourism activities. Distance, facilities, and unique attractions will be considered by tourists in conducting tourism activities. Therefore, the tourism village must be able to maintain the unique attractions so that tourism activities can be sustainable and have an impact on people's welfare.

In developing a concept of sustainable tourism especially in newly developing regions, Zhang, et al (2016) stated that rural areas face many challenges in developing rural tourism due to weak knowledge about tourism management and do not yet have integrated planning. Therefore, the steps that can be taken in overcoming this challenge are by making a strategic planning model which is the process of determining the vision for the desired future and developing ways to achieve that vision. Understanding of tourist behavior and travel motivation, it is important to know for tourism entrepreneurs to create demand and assist tourists in decision making (Van-Vuuren and Slabbert, 2011). Consumer behavior is a difficult research topic, especially in tourism, where factors have a significant emotional influence (Kotler et al., 2012). Many researchers acknowledge that the tourist decision-making process is a very complex program, which includes various stages or sub-decisions, elements, and concepts that are interrelated (Cohen et al., 2014). Furthermore, Van-Vuuren and Slabbert (2011) state that tourist behavior is a direct result of interactions between personal variables and certain environments in a sustainable manner.

The decision making process of tourists in choosing tourist destinations is influenced by various factors that are constantly changing, depending on the influence of tourist needs and habits, as well as the influence of external factors (Djeri et al., 2007). Internal factors that influence decision making include the desire to run away, rest, relaxation,

prestige, health and fitness, adventure, and social interaction, while external factors are based on the attractiveness of goals, including tangible resources, and perceptions and expectations tourists (Hsu et al., 2009). Then Bashar and Al-Ajlani (2012) who conducted research in the Petra area in Jordan found that the factors that motivate tourists to visit are rural environmental factors, facility factors, weather factors, cultural relations factors and adventure factors.

From the potential level of competition faced by Gumbrih Tourism Village, it is necessary to have good support in the face of competition, must always create innovation, creativity and offer new uniqueness, in order to meet the changing needs of tourists. Strategy in the management, marketing, and productivity of Gumbrih Village, is very necessary to do because it can know the strengths and weaknesses, opportunities and threats they have, so that the right decisions can be taken in improving management and marketing activities. Gumbrih Tourism Village continues to improve to explore the existing potentials so that they can be offered to tourists. The active role of community groups as well as the Tourism Awareness Group is expected to be able to work together with local villages in order to increase the tourism potential in Gumbrih Village.

Increasing the number of tourists visiting is one of the destination management efforts to maintain tourism sustainability and continue to provide quality services to tourists. Satisfied tourists will tend to be loyal and visit again on upcoming holidays, and recommend these destinations to friends and relatives for a vacation to the same destination (Som and Badarneh, 2011). Therefore, tourism managers must be able to provide good services including the availability of supporting facilities that can provide satisfaction for tourists. This research was conducted to determine the factors that motivate tourists to visit the Gumbrih Tourism Village and the results are expected to help managers in making strategies to increase tourist visits while evaluating existing tourist attractions and facilities.

METHODS

This research was conducted in Gumbrih Tourism Village, Pekutatan District, Jembrana Regency and this study used a quantitative research design with survey methods. The variables used in this study are the results of identification of the types of tourist attractions offered by Gumbrih Tourism Village such as: natural beauty around the village, the coolness of the area around the village, hospitality of local residents, unique local culinary, quality local culinary, adequate product prices, local chocolate products, organic products, tirta tours, Virgin Coconut Oil (VCO) products, mushroom products and cultivation, salt farmer activities, tracking tourism activities, ATV vehicle activities, Bali Reptile Rescue activities, diversity of dance and percussion, access to villages Gumbrih and access to attractions.

The instrument used was divided into two parts: part I collected general demographic information of tourists; part II refers to the perceptions of tourists about tourist attractions offered by the Gumbrih Tourism Village. The questionnaire was filled in around the research object so that it would be easier to fill out the questionnaire. All evaluations were measured using a five-point Likert Summated Scale (LSR) with a scale value of 1-5. Based on the data obtained, the number of tourists visiting Gumbrih Tourism Village in 2017 was 3,573 tourists. Determination of sample size using Slovin formula (Ghozali, 2011) with a sampling error of 10%, the sample size in this study was 98 respondents. Factor analysis is used to answer the research problem formulation.

FINDINGS AND DISCUSSIONS

Before analyzing the results of the questionnaire, first tested the instrument used in this study with the test of validity and reliability. Validity test is done to measure the validity of a questionnaire by using Pearson correlation value (r) > 0.3 and reliability test is carried out to measure the reliability of a questionnaire by using the Cronbach alpha

(α) value > 0.6 (Ghozali, 2011: 47-48). Based on the results of the validity and reliability test, the results are obtained that all instruments used in this study are valid and reliable.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.934	18

Based on the questionnaire collected, it is known the respondent's gender, there are 48% of respondents are male and 52% of respondents are female, age is dominated by young people with an age range between 15-25 years (42.9%) and followed by young adults (26-35 years old) at 34.7%, while respondents aged over 45 years were at 6.1%. Based on origin, it is dominated by the local area of Jembrana (28.6%) because the location of Gumbrih Village is part of Jembrana Regency and for foreign countries it is dominated by European countries (20.4%) and from Japan (8.2%).

Based on the frequency of visits, it is known that tourists visiting are dominated by tourists visiting for the first time (53.1%) and then visiting more than 3 times (11.2%). Then dominated by tourists visit with friends (79.6%), followed by tourists visit with family (14.3%) and traveling alone to Gumbrih (6.1%). Based on the information obtained, dominated by tourists who know the information of Gumbrih Tourism Village from social media (61.2%), from relatives (15.3%), from friends (12.2%) and get information from other media such as from travel agents (11.2%).

In factor analysis, the first step is to test whether the data is feasible to be tested using factor analysis, by looking at the correlation matrix between variables and testing whether the correlation matrix is a non-singular matrix. Based on KMO and Bartlett's test results, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy rate is 0.817. This value is above 0.5 with a significance of 0,000 (<0.05), then the variables and samples are eligible for further analysis with factor analysis. Based on Bartlett's test of sphericity with chi-square 1774,404 (DF=153) and significance = 0,000 <0.05 , shows that the correlation matrix is an identity matrix so that further analysis can be done.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Approx. Chi-Square		1774.404
Bartlett's Test of Sphericity	df	153
	Sig.	.000

The next step is to look at the anti-image matrices values as shown in table 10. Anti-image matrices are performed to determine whether the variables are partially feasible to be analyzed or not, and excluded in testing. Based on the anti-image correlation all variables have value above 0.5, so that it can be concluded that all of these variables can be done factor analysis.

Table 3. Anti Image Metrics

Anti-image Correlation	Nature	.841 ^a
	Coolness	.806 ^a
	Hospitality	.753 ^a
	Unique cuisine	.718 ^a
	Quality cuisine	.881 ^a
	Product price	.896 ^a
	Chocolate product	.941 ^a
	Organics product	.892 ^a
	Tirta tourism	.906 ^a
	VCO	.795 ^a
	Mushroom product	.581 ^a
	Salt farmers	.863 ^a
	Tracking	.766 ^a

ATV activities	.771 ^a
Reptile rescue	.581 ^a
Dance	.895 ^a
Access to Gumbrih	.845 ^a
Access to attraction	.768 ^a

The next step is doing factoring and rotation. First, by analyzing communalities which are basically the amounts of variance of an initial variable that can be explained by the existing factors. All variables can be explained by the factors formed with the provision that the greater the communalities, the more closely the variables related to the factors formed. The results obtained that the eighteen initial variables have a large value of communalities that is > 0.05 . This can be interpreted that the overall variables used have a strong relationship with the factors formed. In other words, the greater the value of communalities, the better the factor analysis, because the greater the characteristics of the origin variable can be represented by the factors formed.

After conducting a communalities analysis, the next step is to rotate the factors, because in general the factors obtained from the analysis of the main components are still difficult to interpret or to avoid overlap between variables. The rotation used is the varimax rotation which aims to maximize the amount of diversity for all factors. With this rotation, a high correlation between each origin variable and certain factors will be obtained. In table 4 the total variance explained, of the 18 variables analyzed, can be grouped into 4 factors where the eigenvalues that indicate a number greater than one.

Table 4. Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	7.953	44.186	44.186
2	3.057	16.984	61.170
3	1.575	8.748	69.918
4	1.045	5.805	75.723

The next step is to determine the variables that support each factor based on the loading value, where the loading value shows the correlation between the original variable and the factor. From the factor loading matrix, we can determine the variables that support each factor and the extent of that support for the factors. To determine the variables that enter into each factor, the concern is the large loading varimax value. A correlation number below 0.5 indicates an indication of a weak correlation while above 0.5 means a strong correlation. Although of 18 variables have been formed into factors, it is necessary to rotate to clarify which variables are included in each factor. There are several loading factors that change after rotation and have a value that is smaller or larger. Based on the results of the Rotated Component Matrix, the eighteen variables can be grouped into 4 factors (Table 5).

Table 5. Rotated Component Matrix^a

	Component			
	1	2	3	4
Nature	.165	.721	.420	.249
Coolness	.281	.764	.416	.230
Hospitality	.194	.288	.852	-.055
Unique cuisine	.961	.122	.012	.032
Quality cuisine	.145	.679	.435	.091
Product price	.063	.705	.417	.153
Chocolate product	.008	.139	.606	.336
Organics product	.311	.732	.366	.054
Tirta tourism	.296	.753	.371	.157
VCO	-.083	.788	-.028	-.069

Mushroom product	.120	.134	.075	.899
Salt farmers	.883	.163	.105	.066
Tracking	.877	.100	.069	.060
ATV activities	.033	.253	.501	.093
Reptile rescue	.097	.082	.119	.867
Dance	.742	.086	.222	.159
Access to Gumbrih	.896	.072	.111	.031
Access to attraction	.212	.302	.857	-.009

Based on the results of the Rotated Component Matrix in Table 5, the variables included in each factor are as follows:

- Factor 1 consist of 5 variables: unique cuisine, salt farmers, tracking, dance and access to Gumbrih.
- Factor 2 consist of 7 variables: nature, coolness, quality cuisine, product price, organics product, tirta tourism, and VCO.
- Factor 3 consist of 4 variables: hospitality, chocolate product, ATV facilities and access to attraction.
- Factor 4 consist of 2 variables: mushroom product and reptile rescue.

The third step is to determine the label or naming factor that has been formed. After the factors are formed, it turns out that the variables entered in each factor are not the same as previously predicted. Therefore it is necessary to give a new representative name for the variables included in each of the factors that have been formed. Factor 1 was named the tourist attraction factor, for factor 2 it was named the uniqueness factor of local products, for factor 3 it was named the ease of access factor and for factor 4 it was named reptile rescue factor.

Furthermore, the analysis of the accuracy of the model test is done by looking at the value of the comparison between the observed correlations with reproduced correlations. It is expected that the new changes in the correlation matrix is not much different from the original correlation matrix. For this reason, it is necessary to calculate the changes that occur, by calculating the difference in the value of the correlation coefficient of the original correlation matrix with the correlation coefficient of the new correlation matrix. Based on the results it is known that between the observed correlations (on the correlation matrix) with the reproduced correlation (estimated from the factor matrix) is called the residual, there are 50 residuals or 32% with absolute values above 50% and based on these values, the model has an accuracy of 68%.

CONCLUSION

The purpose of this study was to determine the factors that motivate tourists to visit Gumbrih Tourism Village. Factor analysis is used to provide a dimension that underlies the motivational factor of visiting Gumbrih Tourism Village. Based on the discussion, it is known that from the eighteen variables used, 4 factors were formed which motivated tourists to visit the Gumbrih Tourism Village. All variables (% variance) used in the study were able to explain the motivation of tourists by 75.723 percent. These four factors can be named according to the variable that has the largest loading factor value and is taken from the uniformity of the factors formed. These factors are tourism factor, local product uniqueness, ease of access and reptile rescue factors. Knowing the main reasons tourists visit can help the tourist village to meet the needs and desires of tourists, because tourists want to know something different from their habits in their home regions.

Recommendations for the manager of the Gumbrih Tourism Village are (1) The management is expected to pay attention to the four factors formed in motivating tourists to visit Gumbrih because based on the results obtained, tourists prioritize enjoying the food available around Gumbrih Village, because it is a resting place for driver in traveling from Denpasar to Gilimanuk or vice versa. (2) The management should promote and introduce tourism-aware groups whose access is far from the road and is not well known

by visitors such as ATV motorbikes and virgin coconut oil (VCO) products, so that visitors or tourists are more familiar with these products. (3) The management is expected to have complete information in the form of brochures or others and make a model of a tour package about the tourism potential of Gumbrih Village in collaboration with the local government (marketing and tourism strategies), because some tourists do not yet know in detail about the attractions in Gumbrih Village.

Furthermore, reliable information will have an impact on the promotion of Gumbrih Village, because tourists will have more confidence in information obtained from their friends or relatives, both through social media and other media. The recommendation for future research is to examine the effect of each factor offered on tourist satisfaction.

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