

Tourist Motivation in Java Bali Regional Tour

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Abstract:- Tourist motivation is determined by physical, social, status, intellectual and mental needs. All tourist needs have implications for the availability of tourist attractions that aim to meet the needs of these tourists. The characteristics of tourists are different, known as Psychographics, Midcentrics and Allocentrics, that has implications for the development of the spatial aspects of the tourism geography of a tourist area.

The spatial aspect that is used for activities starts from stage 1 to stage 4 with motivations and types of tourists involved. This spatial aspect develops not only in a destination but undergoes a process of extensification (expansion) to other destinations to meet the dynamics of different tourist motivations.

Keywords:- Component; Tourist Motivation, Regional, Spatial Aspects, Overland Tour.

I. INTRODUCTION

A multi-day overland trip to Java and Bali has time, place and social dimension. In the time dimension, multi-day tour trips are related to the number of days, the length of the trip in one day and the length of visiting a tourist attraction. The time dimension in this travel report is 18 days/17 nights, so it is included in the characteristics of multi-day tours (Mancini, 2001).

In the dimension of place, this tour is to move from one location (which is labelled as a tourist destination) to another tourist destination to increase the variety of tourist attractions and increase tourist satisfaction. The dimensions of the place can be a shift to an attraction that has a different geography, such as a mountain tourist attraction to a beach tourist attraction, then from the coast to an urban area (Gunn, 1994). This can happen in the same administrative area dimension (e.g., still in West Java province) and can also occur in different administrative areas (e.g., moving from West Java province to Central Java province on the same day). This is an implication of the use of spatial factors from a tourist destination on a Java-Bali travel route.

On the socio-cultural and economic dimensions, this Java-Bali tour involves a lot of touch and cultural shock (culture shock) between tourists and the local community. Furthermore, the socio-economic dimension implies the existence of economic activities as a result of buying and selling transactions both goods (shopping) and services between buyers (tourist motivation) and tourism service providers managed by the local community (Mancini, 2014).

The human actor and spatial physical factors are a capital in tourism to develop destinations (tourism development). This article seeks to explore the relationship between the motivation of tourist social actors and spatial physical factors. Therefore, in making this scientific writing, the title given is "Tourist Motivation in the Java-Bali Regional Tour".

Tour (travel) is an activity related to time, place and means of transportation with various motivations, whether for fun, business or to visit family. In addition, there are tour activities that have a duration of more than one day and always move from one region to another, can be in coverage between provinces and countries. This type of Tour activities is called multi-day tours which can be operated using land transportation modes (using L 300 vans, buses, trains), sea (using ASDP ferries, Pelni ships, cruise ships) and airplanes (Rachman & Silano, 2008; Rachman, Hutagalung & Silano, 2013; Rachman, 2014)

Mancini (2001) stated that Multi-Day Tours are a challenge for a tour guide because they visit many tourist attractions, the time is used for more than one day and even the mode of transportation also changes.

This java bali overland tour is a multi-day tour application because it has a duration of 18 days/17 nights. This article discusses matters that relate to the implementation of the java-bali overland tour.

II. JAVA BALI TOURIST MOTIVATION OVERLAND TOUR

It is said that tourists seek pleasure from the world's natural and cultural resources, for example the physical abilities acquired when they are in pleasant weather, the beauty of seeing beautiful landscapes and buildings, the pleasure of participating in Theme Park activities. Each traveller may seek different pleasures depending on their psychological needs.

The need for status varies from the need to feel comfortable and the need to be different than others. These needs are created by tourists' lifestyle, family status, occupation, economy and social environment.

These needs can involve tourists to avoid certain things such as: social pressures and conflict situations. Sometimes the tourist wants to look for something that is different such as risky activities, new intellectual experiences.

A. The desire to break away can be a motivating factor that makes people want to travel in new environments. While the desire to get (pull factor) makes people have certain goals according to their desires or needs. The interpretation of motivation is very suitable or in accordance with a simple example of the original goal.

There are other opinions regarding the types of tourists, "Psychocentric" and "Allocentric". McIntosh and Goelder (1990 in (Burton, 1995) explain these two things as follows:

- The word Psychocentric comes from the word Psyche or self-centred which means only focusing on a problem or one person.
- On the other hand, allocentric comes from the word allo which means various. So allocentric tourists are tourists who are interested in various activities. These people are very open and confident and have an adventurous spirit who likes to try new things. Traveling is one way to satisfy their curiosity.

III. APPROACH METHODS

To complete this scientific writing, the method used is descriptive qualitative method by understanding the social phenomenon model of tourist motivation and the social phenomenon model of the spatial aspects of java bali overland tour tourism.

To get this scientific writing data, the writing team made direct observations in the field by following the Java Bali Overland Tour for 18 days/17 nights, with a predetermined route/itinerary. In addition, data were also obtained by conducting interviews with tourists who also participated in this Java-Bali overland tour.

A literature study was also conducted to obtain a model that could be used to understand the motivation of tourists and using the spatial aspects of tourism geography, which are the result of a literature study in searching for a model for the spatial aspects of tourism geography which provides an overview of the process for the first time in the area that has the

potential to develop into a tourist destination. Travel activities (traveling) in this process are not for tourism purposes, but only for non-tourism purposes, such as trade, this is referred to as stage 1 in utilizing the spatial aspects of tourism geography at destination 1. Abbreviations and Acronyms.

Stage 2 in utilizing the spatial aspects of tourism geography provides an overview on a small scale from the beginning of the motivation to travel to destination 1 area. This developed situation is a driving factor from tourists (allocentric character) and a pull factor from destination 1.

In Phase 3, destination 1 continues to develop that it becomes an area with a very high level of visits and physical development which implies an increase in the crowd of tourist facilities. The character of tourists visiting not only allocentric but has developed into psychocentric. At this stage, allocentric tourists start to feel uncomfortable and start looking for new destinations that are more natural and less crowded, so this destination is referred to as destination 2.

Stage 4 explains the process of leaving destination 2 by tourists with an allocentric character because destination 2 becomes a mass tourist destination with a comprehensive marketing process (Kotler, Bowen & Makens, 1998).

IV. DISCUSSION

In the theory of tourist motivation for travel, can also be found about the motivation of tourists who take part in overland tours of Java and Bali.

The motivations for these needs include the following:

A. Physical Needs

Physical needs here are defined as the need to rest from physical exhaustion activities and can also be seen as the participation of tourists in activities that use physical (Dickman, 1997).

After following this multi-day overland tour, it can be seen that most of these tour activities require healthy and good stamina, and most of the time one full day is used for tour programs that have been made in the form of an itinerary (Fay, 1992).

As evidence, on the 6th day on Java island, the program was to visit Mount Bromo to see the natural phenomena of the natural beauty of the volcano and the sunrise. The activity starts with a morning call at 24:00, then heads to Mount Pananjakan (2750 m) at 1:00, until the end of the tour to Mount Bromo around 10:00 am. Likewise with the travel route that moves from Malang City to Mount Bromo and ends in Probolinggo Regency, with the total distance of about 100 km.

Those activities use tourist physical strength activities, with little rest time due to the full tour itinerary to be followed. Such tour conditions are indeed a challenge for tourists because on the one hand this will result in physical fatigue, but on the one hand this will increase the tourist attraction visited by

tourists. Therefore, it is necessary to make a variety of tour programs that do not use too many physical activities.

B. Social Needs

Social needs in traveling are defined as fulfilling the need to strengthen social relations with the people around them, especially the host community and to avoid activities and social pressures obtained from the origin of tourists visiting.

In a Java-Bali multi-day tour group, this may consist of a group of tourists who know each other (usually office travel incentives) or come from people who have not known each other before.

By getting to know new people and in a fairly long time (14 days), then a small group of people will get to know each other. This is also a new relationship that is created when you are in the same vehicle, in the same hotel and the menu is prepared together. New relationships with traveling companions can be regarded as an effort to strengthen social relations. However, tourists also want to strengthen social relations with the host community which requires a longer length of stay in a tourist destination.

Social needs that avoid social crowds are not found in this Java Bali tour package. This is due to the mass nature of this tour package, making it less possible for tourists to find an atmosphere in remote areas (WTO, 2004), which is usually followed by a small number of tourists and have a special interest in the destination (Mancini, 2004; Kay, 2003; Kelly, 2004)

Therefore, it is necessary to make a combination to a remote area, such as the one made at the Sukamade destination which is a remote area located in the Meru Betiri National Park area, Banyuwangi Regency, East Java. As the center of tourism activities, Margo Utomo, in the Kalibaru district area Cottage is a starting point. There are a number of tourists who take a trip to Sukamade Village, to see turtles who want to lay eggs at night on Sumakade Beach.

C. Status Needs

Social needs can be seen as fulfilling the need to be known with a higher status by visiting famous beach resorts (for example in the Nusa Dua area), the second is visiting famous beach resorts and also traveling with famous celebrities.

This status need is relative, especially when a well-known destination becomes a measure of tourist status satisfaction. It is relative because the tour program purchased by tourists varies in price. If an accommodation component becomes a measure of prestige status, then this affects the price of the tour being sold.

Traveling with celebrities such as actors and singers during the trip is a pleasant situation, especially since the celebrity is someone who becomes the idol of the tourist.

D. Intellectual Needs

The need for thinking/intellectual is a way of a human existence, with the motto "I think, therefore I exist (cogito, ergo sum). This intellectual need is to fulfil the needs of tourists at a higher level, so that tourists do not only see tourist attractions briefly, but furthermore it is constructed in the intellectuals of tourists as symbols of the scientific system of the discourse of tourist attraction.

The intellectual needs of tourists on the Java-Bali travel route can be met with many tourist attractions that have historical and cultural values, as well as human creations in the form of temples, historical monuments and theme parks.

Historical, cultural and man-made heritage is a symbol of human civilization which certainly different from what tourists owned. This difference factor adds to the motivation of tourists to study the attractive side of tourist destinations, as a symbol of the need for intellectual stimulation.

There is something interesting about the attraction of the Java-Bali tour that is related to the need for intellectual stimulation of tourism, it is related to the legends that provide a lot of moral teaching found in Java and Bali, such as the Legend of Joko Seger and Roro Anteng become a name for the Tengerese people. who lives around Mount Bromo, Probolinggo Regency, East Java.

E. Mental Needs

Mental needs for tourists mean relaxation of tourists to avoid mental stress and social conflicts and the risks. There are also those who want to relax by doing adventurous activities such as bungee jumping, rafting and the like.

The tight schedule of the Java Bali tour program that binds tourists, both time and place, is feared to give mental pressure to someone who wants freedom.

Below is a discussion of regional tourism geography and the stages of its development, taking the example of the tourist area of Kuta, Badung Regency, Bali Province.

A. Process Stage 1

The first process when people travel from their place of origin (origin) to an area that is not yet known as a tourist attraction, but has very interesting tourism potential. The trip that occurs is not for the sake of traveling, but for the sake of trade or visits of relatives and family.

This first process is what inspires other people who have never been to the place to come as a result of the visit of the first person to come through word-of-mouth information. Furthermore, the destination in stage 1 is referred to as destination 1.

In this Java Bali tour, one of the destinations that is taken as an example is the Kuta area. The existence of Kuta as a famous destination does not happen overnight, but through a very long process.

From the description, it can be ascertained that the Kuta area was not originally a tourist area, but only a trading port. The word-of-mouth information factor ultimately promoted this area to become a coastal tourist area with varied accommodations.

B. Process Stage 2

At this stage, there has been a form of tourist trip to destination 1 (Kuta area) although not many tourist, which is indicated by the number of travel agencies that provide travel products for Java and Bali with the destination of Kuta.

Likewise, the development of facilities for tourism is also growing with a variety of transportation, accommodation, restaurants, Kuta tourist attractions, local tour guides and shopping.

C. Process Stage 3

The development of the Kuta area has been very fast so it can be said that this is the peak of the golden age of the Kuta area. Kuta was originally a good place to be a resort. As a result of very fast development, this area has become crowded and has the impression of being a small town in a tourist area. Along with the development of physical facilities for tourism, the number of tourists came from various of national origin, ranging from Europeans, Americans, Asians and especially Australians. Do not miss the domestic tourists who come from various regions in Indonesia.

For tourists who have an "allocentric" character who wants a new, calm atmosphere and does not want to meet with many people, this situation is not profitable. Thus, tourists with this type will look for other tourist destinations that are newer and quieter than the Kuta tourist area. This area is referred to as destination 2. Alternative destinations that are suitable for tourists with allocentric characteristics include the Ubud, Sanur, Nusa Dua, Candi Dasa and Lovina areas.

D. Process Stage 4

This stage is the process of moving allocentric-type tourists to destination 3 by leaving what has been developed in destination 2. The motivation for moving is the same, namely looking for something new again because of the development of destination 2.

V. CONCLUSION

The form of Overland Java Bali tourism is one of the products owned by Indonesian tourism, especially those on the island of Java and Bali. This form of travel has a social dimension that involves tourist actors, especially the involvement of tourist motivation. Tourist motivation is determined by physical, social, status, intellectual and mental needs. All tourist needs have implications for the availability of tourist attractions that aim to meet the needs of these tourists. The characteristics of tourists are also different, known as Psychographics, Midcentrics and Allocentrics, so that it has implications for the development of the spatial aspects of the tourism geography of a tourist area.

The spatial aspect that is used for activities has 4 stages starting from stage 1 to stage 4 with a lot of motivation and types of tourists involved. The regional spatial aspects of Java and Bali are also developing not only in one destination but undergoing a process of extensification (expansion) to other destinations to meet the dynamics of different tourist motivations.

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