

BANGKOK RESIDENTS' DECISIONS IN CHOOSING BALI AS A TOURISM DESTINATION

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Abstract : The objective of this research were to study the history and tourist attractions of Bali in Indonesia and the factors which effected the decisions of Bangkok residents in choosing Bali in Indonesia as their destination for travelling. The research was conducted by using qualitative approach from collected documents and quantitative approach from questionnaires in survey research. Sample of this research were Bangkok residents who was older than 20 years old chosen by accidental sampling. Sample size was calculated using the formula defined by Taro Yamane with a confidence level of 95% and +/- 5% margin of error.

The research findings revealed that

1. There were Eras and important historical events of Bali in Indonesia. First, Bali was the residence of Austronesian tribe in 2000 B.C. Then, they were influenced by culture of Hindu and Java In 11 A.D. Next, 16 A.D. was the golden era of Bali history and culture. In 1846 Dutch army was successful in seizing many kingdoms. Japan seized Indonesia in World War II so Dutch was driven out. After that, Indonesia declared independence on August, 17 in 1945. Finally, Bali has been part of Indonesia since 1949.

2. Most of the tourist attractions in Bali were historical and cultural sightseeing. Besides, there were beaches and islands.

3. Most of the samples in this research were 36-45 years old single female with bachelor degree. They were office workers with the income from 10,001-20,000 baht. The factor which effected the sample's decisions were the variety and beauty of the tourist attractions that got the highest point (average 4.89) which was approximate to the factor of money worth (average 4.82). The finding of relationships among individual factors which effected the decisions of the sample using Chi-square test with a confidence level of 95% revealed that age, education, career and income were important factors which effected the decisions of Bangkok residents in choosing Bali in Indonesia as their destination for travelling.

Key terms: Decisions in Choosing, Tourism, Bali

I. INTRODUCTION

Travelling has been an important part of ASEAN economic growth. It helps to improve ASEAN from social and cultural varieties [1] including the heritage historical tourist attractions. Moreover, it can be used to promote ASEAN Image. Indonesia is one of the 10 ASEAN members and known as the biggest island country in the world. It has many natural tourist attractions because their island and volcano geography. Each island has its unique fascination. Bali is the most popular tourist attraction which is the main source of Indonesian income from tourism. Bali is well known in its beautiful natural tourist attraction and many beautiful beaches. Therefore, Bali is the most popular recreational area where millions foreign tourists come to visit every year. [2]

| No. | ASEAN Tourists | 2009 | 2010 | 2011 | 2012 | 2013 |
|-----|----------------|---------|---------|---------|---------|---------|
| 1 | Bruneian | 505 | 614 | 864 | 1,781 | 994 |
| 2 | Cambodian | 458 | 1,145 | 764 | 1,056 | 2,268 |
| 3 | Laotian | 293 | 213 | 374 | 643 | 474 |
| 4 | Malaysian | 132,835 | 155,239 | 169,719 | 179,947 | 199,232 |
| 5 | Burmese | 427 | 973 | 1,596 | 3,326 | 2,883 |
| 6 | Philippine | 7,475 | 10,749 | 13,953 | 19,451 | 30,031 |
| 7 | Singaporean | 55,028 | 94,791 | 111,181 | 120,982 | 138,388 |
| 8 | Thai | 23,463 | 26,057 | 32,820 | 36,169 | 34,728 |
| 9 | Vietnamese | 4,457 | 4,640 | 5,890 | 8,276 | 9,495 |
| | Total | 224,941 | 294,421 | 337,161 | 371,631 | 418,493 |

Table 1: The information of ASEAN tourists visited Bali between 2009-2013.

Indonesia by Office of Bali Province (Pemerintah Provinsi Bali) (2015) has done the summary report of ASEAN tourists who visited Bali between 2009-2013 and found that there tend to be more tourists every year. Malaysian tourists are the biggest groups and tend to be more. Thai tourists also tend to be more each year. [3]

However, in 2013 there were fewer Thai tourists that caused there search question about the factors which effected the decisions of Bangkok residents in choosing Bali as their destination for travelling. The rate of overall expense for two tourists for staying one night in Indonesian islands is about 359 US dollars, in Vietnam is about 368 US dollars, and in Thailand is about 384 US dollars. The information revealed that travelling in Indonesian islands is the cheapest in ASEAN. [4] As a result, the research was aimed to study the history and tourist attractions in Bali, Indonesia and the factors which effected the decisions of Bangkok residents in choosing Bali as their destination for travelling.

II. OBJECTIVES

- 2.1. To study the history and tourist attractions in Bali, Indonesia.
- 2.2. To study the factors which effected the decisions of Bangkok residents in choosing Bali as their destination for travelling.

III. SCOPE OF STUDY

This research was aimed to study only the history and tourist attractions in Bali, Indonesia and the factors which effected the decisions of Bangkok residents in choosing Bali as their destination for travelling. Research period was eight months from March to October 2015.

IV. HYPOTHESIS

The hypothesis of this study was individual factors had an effect on the decisions of Bangkok residents in

choosing Bali in Indonesia as their destination for travelling.

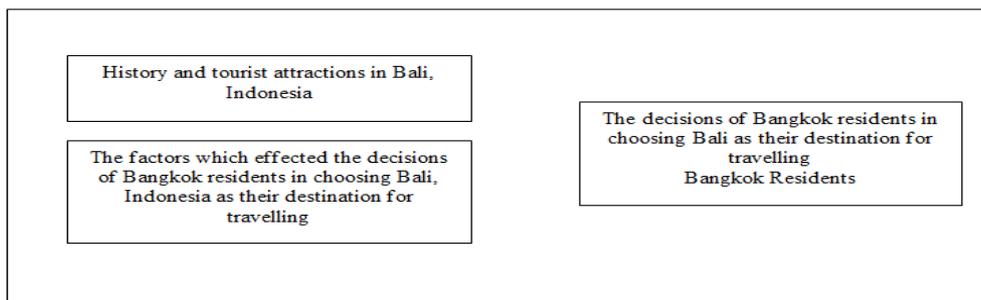
V. RESEARCH METHODOLOGY

This study was conducted by using qualitative approach from collected documents to study the history and tourist attractions in Bali, Indonesia by context analysis and quantitative approach from questionnaires in survey research. The questionnaire was divided into three part. The first part was about the general information of the sample which consisted of sex, age, marital status, education, job, and income. The second part was the information about factors that had an effect on the decisions of Bangkok residents in choosing Bali in Indonesia as their destination for travelling. The last part was samples' suggestions. Sample of this research were Bangkok residents who was older than 20 years old chosen by accidental sampling. The way for choosing the number of sample was without any criteria because the sample was too big and the limited period of this study. Sample size was calculated using the formula defined by Taro Yamane with a confidence level of 95% and +/- 5% margin of error. The result of sample for this study was at 399.84 sample. Therefore the researchers decided to use 400 sample according to the formula presented below [5]

$$n = \frac{N}{1 + Ne^2}$$

when n represented sample size
 N represented 1,000,000 population
 e represented margin of error = 0.05

VI. RESEARCH FRAMEWORK



The research framework used to explain the variation in this study consisted of free variable that were history and tourist attractions in Bali, Indonesia and factors which effected the decisions of Bangkok residents in choosing Bali as their destination for travelling. Dependent variable was the decisions of Bangkok residents in choosing Bali as their destination for travelling.

VII. RESULTS AND DISCUSSION

| Period | Historical events of Bali |
|-----------------|-----------------------------------|
| About 2000 B.C. | the habitat of Austronesian tribe |

| | |
|--------------------------|---|
| About 300 B.C. | found Hindu antiques from 3th-4th century |
| 11 th century | influenced by Hindu and Java culture |
| 1284 A.D. | King Kertanegara of East Java dominated Bali |
| 1292 A.D. | had an independence again |
| 1343 A.D. | Under control of Java again in the period of Majapahit empire |
| 16 th century | Golden era of Bali historical culture |
| 1846 A.D. | Dutch army possessed each empire |
| 1906 A.D. | Denpasar was under Dutch's control |
| 1908 A.D. | Klungkung was under Dutch's control |
| 1911 A.D. | All city was absolutely under Dutch's control |
| 1942-1945 A.D. | Japan possessed Indonesia in World War II. Dutch was driven out |
| 17 August 1945 | Indonesia declared independence |
| 1949 - present | Bali has been a part of Indonesia |

Table 2: Period and historical events of Bali, Indonesia

7.1 The study of history and tourist attractions in Bali, Indonesia found that in about 2000 B.C. Bali was the habitat of Austronesian tribe who emigrated from Taiwan past south East Asia [6]

In about 300 B.C. they found 3th-4th century Hindu antiques. Then in 11th century Bali was influenced by Hindu and Java culture. In 1284 A.D., King Kertanegara of East Java dominated Bali till 1292 A.D. Bali had an independence again.

However, in 1343 Bali was under control of Java again in the period of Majapahit empire. When Majapahit empire was ruined by the expanding of Islam from Sumatra and Java in 16th century, the royal families, artists, and priests escaped to Bali. As a result, Javan primitive art had a prosperity in Bali continuously as it could be called the Golden era of Bali historical culture. In 1846, Dutch began to send its army to possess the empire by coercing the Raja to surrender. In 1906 Denpasar was under Dutch's control. Then in 1908 Klungkung was under Dutch's control. Finally, in 1911 all city was absolutely under Dutch's control. From 1942-1945 in World War II, Japan possessed Indonesia so Dutch was driven out. After Japan lost the war, Dutch tried to dominate Indonesia again although Indonesia had declared independence and got Sukarno as the first president in August, 17 1945. Indonesia took 4 years to get the real independence because Dutch didn't give up. Finally, Dutch couldn't stand the pressure from all the nations, Indonesia was released.

In 1949, Indonesia got real independence and Bali has been a part of the country since then. Although Bali has millions visitors come to travel today, primitive cultures are still the same as we can see from their simple lifestyles, the way they do agriculture especially the terrace cropping, and the handicrafts which are everywhere in this region. [7]

7.2 The study of the factors which effected the decisions of Bangkok residents in choosing Bali as

their destination for travelling found that The first part was about sample's general information. Most of the sample were female, 58% age between 36-45 years old, 37% single, 62.5% most of them have the level of income from 10,001-20,000 baht, 35.30%.

The second part was about the factors which effected the decisions of the sample. The average of variety and beauty of the tourist attractions got the highest point at 4.89 which was approximate to the factor of money worth at 4.82. The average distance which was not far from Thailand was at 4.75. The average of the accommodations standard was at 4.64. The average of demand to get acquainted with Balinese's way of life was at 4.62. The average of advertisements in media and recommendation from travel agents was at 4.02. The average of the demand to learn and developing skills was at 3.44. The factor of friends' or relatives' telling got the lowest point at 2.39.

The findings showed that the average of variety and beauty of the tourist attractions got the highest point which was accorded to Crompton [8] indicated that image was the total of thinking, belief and impression of people to tourism locations. [9] It was also according to Echtner & Ritchie (1991, pp. 2-12) who suggested that image could appear in people perception in some way. It could be unique or indifferent. [10]

The third part was the finding of relationships among individual factors which effected the decisions of the sample using Chi-square test with a confidence level of 95% revealed that age, education, career and income were important factors which effected the decisions of Bangkok residents in choosing Bali in Indonesia as their destination for travelling.

VIII. SUGGESTIONS

8.1 Practical suggestions

1. Visitors who chose Bali, Indonesia as their travel destination should know about cultural

- requirement. For example, people used their right hand to give or take things. They didn't usually point.
2. Visitors shouldn't wear shorts when visiting the temples. They had to use girdle, otherwise they had to rent sarong.
 3. Women with menstruation shouldn't visit the temple because Balinese believed that temples were holy places. They shouldn't be tarnished.

8.2 Further study suggestions

1. There should be a strategy research for supporting health tourism in ASEAN.
2. There should be a research about the role of the state and private to develop tourism of Thailand.
3. There should be a research about the decision in choosing Thailand as the destination for ASEAN members.

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