

ANALYSIS OF PREFERENCES AND PATTERNS OF MILLENNIAL TRAVELERS TO BALI

NI KETUT WIWIEK AGUSTINA

agustina.wiwiek@gmail.com

Program Studi Manajemen Bisnis Perjalanan
Sekolah Tinggi Pariwisata Nusa Dua Bali
Jl. Dharmawangsa, Kampil, Nusa Dua Bali

ABSTRACT

Currently more than 45% of the population in Asia are millennial generation. So as with the tourists who are mostly from the millennial generation. Millennial tourist grows in a practical environment and everything used the internet. Millennial tourists use the internet to book a trip or some ticket. It can be easier to take some trip to different places. Jakarta is the capital city of Indonesia. This metropolitan area is the largest urban areas in Indonesia even in Southeast Asia. Jakarta travelers will travelling many times and come back to the same place that made a beautiful memory. With the existence of this research know about the preferences and patterns of the trip of Jakarta millennial tourists to Bali. The method using accidental sampling by interviewing the respondent directly. The results of the research that have been conducted on millennial tourists is the high interest of millennial tourists in Jakarta to Bali is influenced by the easiest facilities to reach the internet, the number of places that have unique and popular places to take pictures and also there are many places that millennial tourists can explore according to the characteristics millennial tourists.

Keywords: Preferences, Patterns, Travel, Millennial Tourist

INTRODUCTION

More than 45 percent of the population in Asia are the millennial generation. And the estimated in 2020 more than 60 percent of millennial generations will be in the Asia Pacific. Millennial generations are those who were born in the 1980s to the early 2000s which is now their age is 18 years to 38 years old (<https://ekonomi.bisnis.com/>, accessed 31 August 2018). Millennial tourists are a very interesting topic to discuss, since they live and develop with new technology and especially internet which is very common for them. And they are very broad minded for the new experiences and they want to break in the status quo. Millennial tourists tend to be spontaneous, and they don't need much too time to plan their travel trips, also they believe the reviews of a tourist destination from the internet, especially on social media like Instagram, Facebook, website, and many more. From this behavior millennial tourists claim that the experience they get is an authentic, new, unique and personal experience that makes difference between their self and their friends.

The following five key characteristics of Millennials distinguish them regarding their travel behavior (Paris, 2017): (1). Travel is a standard, not an exception – Millennials perceive travel more as a common thing rather than as an exception. They are more mobile than their previous generations.

(2). Tech-savvy and dependent – Millennials grew up during tremendous innovations in information and communication technologies. They become dependent upon technology; just like people being so dependent on car technology. Millennials expect to have connectivity, and may choose to disconnect. Technology affords them opportunities for socially mediated, experience-driven, personalized, and independent travel (3). Experientially Driven- Millennials are experientially focused and looking for novelty, realness, 'off the beaten track', and authentic travel experience. They want experiences that are unique and that they can share virtually on their social media...in other words, authentic but Instagram-able experiences. (4). Responsible travel- Volunteer and educational tourism – Being experientially-driven, many also seek out opportunities for learning and volunteering. Corporate responsibility and sustainability can also have more of an influence on the buying behavior of Millennials. (5). Calculated and Resilient travelers– Risk are perceived in a different way by Millennials. They may make travel decisions (to participate in challenging destinations) that appear reckless. On the other hand, they are more risk-adverse in their spending. If they see the value, they will spend. When they see experiential opportunities they may be more willing to overlook potential risks. And when risk turn into

a crisis, Millennials are a resilient group of traveler, they will still travel, they'll just shift what they spend or where they go. In other words risks don't fear them from the passion of travelling. (6). Social nature – Millennials value independence, but they also desire sociality and social settings. They are particularly driven to share experiences with 'locals'. Millennials travel also tend to be very family and friends oriented and is often shared and mediated at-a-distance through social media. They share and co-creating experiences with their virtually proximate and physically distant networks...shifting between socializations in person and onscreen. (7). Millennials are a reflection of the age we live in. Technology has shift our daily lives routines. Elderlies are now sending their travel selfies to their grandchildren, parents are watching cartoons online in hotels with their young children, hotels are optimizing mobile apps to improve their services to customers, and more responsible travel behavior is in need nowadays.

From the characteristics of millennial tourists that mentioned before, Bali is one of the potential that brings high tourist arrivals in Indonesia. Bali Island or commonly referred to as the Island of the Gods has a variety of charms of beauty, one of it is the nautical charm that has a panorama that can attract tourists. Like Kuta Beach, Tanah Lot panorama, Sanur Beach and many more. Until now the island has a unique culture and natural beauty that is still distinctive and inherent with the Balinese life. Besides, the characteristic that is served is a good hospitality from the Balinese people and they can make tourists feel at home for a long stay in Bali. Cultural preservation has certainly become an initial commitment for every Balinese to keep the culture so that becomes a trend of Bali Island. Bali Island is one of the islands that have a complete tourist facilities and attractions. According to data from the Bali Provincial Statistics Agency, the percentage of tourist that visit Bali from year to year have increased, but at a certain time it has decreased due to something happening in Bali or in the other country.

Table 1.1

Table of Domestic Tourist Visits to Bali 2013 - 2017

NO	TAHUN	JUMLAH	PERCENTAGE (%)
1	2013	6.976.536	15.06%
2	2014	6.394.307	-8.35%
3	2015	7.147.100	11.77%
4	2016	8.643.680	20.94%
5	2017	8.735.633	1.06%

(Source: www.bps.go.id)

Recorded from 2013-2017 in 2013 to 2014 tourist visits decreased around 6,394,307 or approximately 8.35%, due to the weakening of the Euro against the US Dollar. But after 2014 domestic tourist visits to Bali have always increased, in 2015 recorded domestic tourist visits in Bali reached 7,147,100 or approximately 11.77% from the previous year, while in 2016 domestic tourists visited Bali reached 8,643,680 or has a percentage increase of 20.94%, and in 2017 recorded domestic tourist visits to Bali stood at 8,735,633 increasing by 1.06%. However, the figure above is still considered insufficient for the Bali Provincial government because there are various factors that cause the number of domestic tourist numbers in 2017 less than 2016. The reason because there is an eruption of Mount Agung which caused the lack of tourists to travel to Bali. Mount Agung eruption greatly disrupts the percentage of tourist visits in Bali so the increase of tourists not really much like before. In accordance with the theory by Swarbrooke and Horner (2007), the key of good marketing to develop promotions and products is the behavior of the tourists, so travel patterns and preferences of tourists from Jakarta to Bali Island need to be analyzed more. By knowing the market of the travel patterns and preferences, who need this research can more easily design the right marketing strategy, the market are the millennial tourists from Jakarta who travel to Bali. The problem is how the pattern of travel and preferences of millennial tourists from Jakarta to travel to Bali?

RESEARCH RESULT AND DISCUSSION

Discussion of Respondents' Travel Patterns

From the discussion of travel patterns to the respondents, it was found that in the past 4 years, from 2013 to 2017, 15% of respondents traveled to Bali less than 2 times in 4 years. While 25% of respondents traveled to Bali 3-5 times in 4 years. And 60% of respondents traveled to Bali more than 5 times and 4 years. It can be concluded that Bali still interesting destination for millennial tourist from Jakarta. Some respondents travel to popular places in Bali such as Kuta, Nusa Dua, Jimbaran, Ubud, Sanur and Kintamani that really have a lot of beautiful place and a lot of culture. Millennial tourists travel with their family or friends. But millennial tourists spend time more with their friends to travel.

With the easiest access to reach Bali Island, for example airplanes, cars or cruise can make millennial travelers feel easy and practical and no need to worry about their transportation. Especially access by using the internet or through an online travel agent that make easy to process the booking of the ticket or other accommodation.

Online Travel Agent (OTA) is very easy for tourists to book a ticket or some accommodation. Millennial tourists in the new era that they need everything for practicality, so OTA is the choice for millennial tourists. OTA can make time feel faster because of the practicality of booking through an internet or website.

In accordance one of the characteristics of millennial tourists who like to explore some place that never been visit by the millennial tourist and the millennial tourists visit the place repeatedly. Because by visiting repeatedly it will make millennial tourists know about the situation of the place about what is good or what is not good, so they can give advice to other millennial tourists who will visit the place which mean the place is recommended or not that can be a review for other people or for that place that can be as an evaluation.

Discussion of Respondent Tourism Preferences

The preference that resulted from the discussions carried out with respondents that the Kuta area is the one of the favorite millennial tourists. That's why Kuta is one of the favorites placed because of the night tour like night clubs and make easiness for respondents want, such as hotel accommodation from budget hotels to star hotels, and transportation such as conventional taxi and online taxi that makes easy mobility for millennial tourists, as well as a variety of culinary with various types of restaurants that serve a variety of local and international food. For transportation that is often used by the millennial is an online taxi, because it is cheaper than conventional taxi.

Beside that thing mention in above, millennial tourists also obtained in the Kuta area is modern shopping place that can satisfy their desires and their needs such as Beach Walk Shopping Mall, Kartika Plaza Kuta and Krisna souvenirs. Not many people just like to enjoy the natural beauty of Bali, they also do some outbound activities in popular tourist destinations.

With the presence of Instagram, Facebook, and the other of social media that can be easily accessed

through the internet that become the main reference for millennial tourists in Jakarta. Millennial tourists prefer go to the popular places than their friends ever visited.

The situation in Jakarta which is quite different from Bali makes millennial tourists like it. In Jakarta there is a congested situation with so many tall and magnificent buildings surround Jakarta that can make some people feel bored and also tired stay in Jakarta. They took a little time to enjoy the situation in Bali which is still thick with their customs and their culture. Also millennial tourists will be feel so comfortable and enjoy that after holiday in Bali, so they will feel refreshed to go back to their activities in Jakarta.

Purpose of Tourism

Someone or a group of people who travels will have a variety of purpose, some of them they travel for refreshing or for having fun, some of them travel to health tourism, some of them travel to research or discovery tourism, some of them travel for sports destinations such as hunting, hiking, fishing, racing, and some of them travel for religious tours or visiting their family or friends, and some of them travel for business, and the other they travel to their special interest tours such as rafting, diving, snorkeling, surfing, and other tourist destinations and the other necessity.

Tourist Needs and Motivation

(1). Hierarchy of Needs Theory (Maslow, 1998) declare that to fulfill the needs and also the job satisfaction from the biological and psychological aspects that must aimed with the good work motivation. (2). Mc.Clelland's Needs Theory, emphasizes that a person's needs will be formed through a learning process and also from interaction. (3) Whereas according to Pearce more emphasis on leisure. People travel to enjoy or refresh for a while to get rid of fatigue.

Tourist Activities

Tourist activities is all activities that carried out inside and outside the tourist area. Activities can be form of adventure or nature tourism activities or the others. From the interviews that have been conducted, show that the most popular visited place by Jakarta millennial tourists is a club or a cafe that frequently discussed online and offline.

Transportation

Transportation is a one of the important components for tourist and very vital to do travel activities to reach tourist destinations, so that the way choosing the transportation modes can be adjusted to their needs that will be used. In this case the transportation mode intended is 3 types of transportation used by tourist, there are land transportation, sea transportation and air transportation.

Accommodation

Other than transportation, tourist components that are important to is accommodations or places used to stay in temporary wherever they travel. The tourists tend to choose hotel accommodation in accordance with their desires, needs and budget as long as they travel.

Culinary

In traveling, eating is one of the obligations that must be fulfilled every day. In this case the restaurant gives an important role in providing needs of each traveler. As with accommodation, food selection is also adjusted to their desires, needs and budget that they have, ranging from little food shop to restaurants can be their choice to be creative in culinary. There are so many food variants that must be tried for every tourist who visits Bali. Some of them are local favorites such as; chicken betutu, suckling pig, chicken mixed rice Bali, lilit satay, lawar, jinggo rice, serombotan, tipat blayag, topeng rice and others. Besides foods Bali also has a typical culinary souvenir such as; milk pie, pia legong, Bali nut, Kintamani coffee, grapefruit, chocolate and others, which can be souvenirs for tourist that visit Bali and that made a distinctive feature of Bali.

CONCLUSION

Respondent's Travel Pattern

In terms of frequency of visits, the majority of respondents that travel to Bali on average twice in the past two years. Besides in terms of intent and purpose, the majority of respondents that travel to Bali is to enjoy their favorite and most popular attractions. Respondents travel companions during their trip to Bali, the majority is family or friends. The average length of respondents' visits to Bali is 3 to 5 days.

Respondent's Preferences

Tourist attractions that are most visited by the respondents is visiting the popular places of millennial tourists gathering such as cafes or clubs in Bali that made such a beautiful memory to keep it. The type of accommodation that the most respondents choose as a place to stay is a two or three stars hotel. The most widely used transportation of respondents during they visit Bali is an online taxi because it is much easier to get and cheaper than conventional taxi. The island of Bali is a tourist area that chosen by almost all respondents as a favorite area that is enjoyed and made body and mind relax, refresh and revive before to go to work again.

SUGGESTION

Based on the results and discussion, it is expected that conventional travel agents and online travel agents make tour packages that are in accordance with the millennial tourists needs by studying their needs and desire because of increasing numbers of millennial tourist. Other than that, in the tour package also includes physical aspects and hotel facilities, as well as providing hotspots, simplifying the reservation of booking system by working with the accommodation provider website, providing complete web-based information. Besides that, the factors of comfort, safety, infrastructure and also the food menu must be considered to be in line with expectations and desires.

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