



Travel Behavior of State Civil Servants of Ministry of Tourism and Creative Economy

I Gusti Ayu Putu Wita Indrayani¹, I Gusti Ngurah Agung Suprastayasa¹,
Purwastuti Eko Sucahyo³, Armeli⁴

^{1,2}Politeknik Pariwisata Bali

Jl. Darmawangsa, Kampial, Kuta Selatan, Badung, Bali

^{3,4}Kementerian Pariwisata dan Ekonomi Kreatif

Jl. Merdeka Barat

*wita.indrayani@ppb.ac.id

ABSTRACT

This article aims to describe the tourist behavior of State Civil Servants of the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Data was obtained by distributing questionnaires via Google form to staff. Of the fifty (50) people who were asked to fill in, as many as forty-one (41) or 82% filled it out. The data obtained were analyzed descriptively and the findings from this study were that the tourist behavior of state civil servants at the Ministry of Tourism and Creative Economy varied greatly. Most of the respondents travel between 3 to 6 times a year, like nature tourism, plan their trips within a week or less and between 3 to 6 months in advance, travel between 2 to 3 days and between 4 to 6 days. Sources of information for their holidays mostly come from social media and from friends or colleagues. Most of them like to travel with their families and a few travel with friends, but no one travels alone. The results have some implication on marketing and promotion strategy to attract domestic tourists from state employees.

Keywords: ministry of tourism, travel behavior, travel pattern

Article history: Submitted April 2023 | Accepted April 2023 | Published May 2023

1. INTRODUCTION

The needs and desires of tourists vary, evolve and change, therefore understanding tourist behavior is very important so that promotional and marketing activities can be successful and effective. Tourist behavior is an individual, group or organizational activity related to the process of evaluating, planning, selecting, obtaining and using goods or services that are economically influenced by the environment (Subianto, 2007, Santoso & Kartika, 2018). Understanding and knowing the various elements of visitors will help in making the right and effective policies for marketing. Tourist behavior is important to identify to put customers in the center of marketing attention (Santoso & Kartika, 2018).

Research on travel behavior, namely to identify how travel is planned and carried out, has become an interesting study for researchers in the field of tourism (Harianja et al., 2022), Adhi et al., 2021, Chowindra, 2015). These studies generally discuss the travel behavior of a group of people based on age groups, such as the travel behavior of the younger generation (Santoso & Kartika, 2018) and the millennial generation (Wiweka et al., 2019). Several studies also discuss tourist behavior based on a particular area of origin (Hakim et al., 2022, Astuti, 2019), and based on a particular event such as travel behavior during the Covid-19 pandemic or post-pandemic (Harianja et al., 2022, Suprihatin, 2020).

However, the behavior of traveling among the State Civil Servants as never been carried out, especially in the ministry that handles the tourism sector. Therefore, this article discusses the tourist behavior of the State Civil Apparatus of the Ministry of Tourism and Creative Economy. Understanding of tourist behavior is important in tourism because it can provide an overview of what customers need and want. Thus tourism industry can provide and plan tourism programs and activities that can meet the needs of tourists.

2. METHOD

This study used a quantitative descriptive approach in which data was obtained from distributing questionnaires or questionnaires via Google form to 50 staff members who work as ASNs at the Ministry of Tourism and Creative Economy, Republic of Indonesia. The questionnaire contains questions or statements including: demographic data of respondents, frequency of travel, tourist destinations visited, preferred types of tourism, planning, length or duration of travel, sources of information, with tours and how long it takes between carrying out tourism activities and planning. Because the ministry also has Tourism State Universities in several regions in Indonesia, some of the staff or lecturers of these educational institutions were also selected as respondents in this study. The data obtained from distributing the questionnaires and then processing them were as many as 41 or as much as 82%.

3. RESULT AND DISCUSSION

Travel behavior refers to the way people make decisions and take actions related to travel. This behavior can cover a variety of factors, such as the types of trips individuals or groups take, how they plan and book their trips, and the activities they engage in while on their trips. This behavior really depends on several aspects, such as age, gender, domicile, education, and income. A detailed description of the influencing factors and behavior patterns of ASN of the Ministry of Tourism and Creative Economy can be described as follows.

3.1 Respondent Demography

Travel behavior can be influenced by various age factors. This factor is significantly represented through representatives across different generations, because each generation brings its own values, experiences and expectations to tourism activities. Profile of respondents by age can be seen in Figure 1.

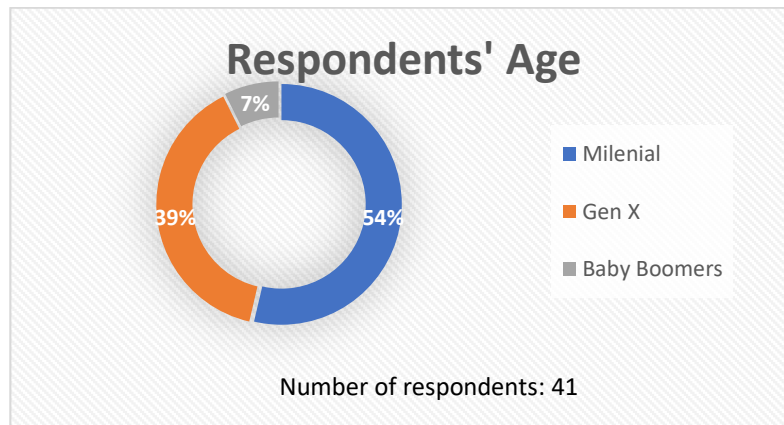


Figure 1. Respondents' age

The majority of respondents are millennial civil servants with an age range of 24 to 43 years at 54 percent, followed by generation X at 39 percent, and the baby boomer generation at seven percent. The characteristics of the millennial generation tend to prioritize travel as a means of personal growth and self-discovery. They also value experiences that allow them to connect with local cultures and communities (Dewi et al., 2020; Wang et al., 2019; Wardana et al., 2022). Preliminary research shows that they highly value sustainable and environmentally friendly tourism activities (Jamal & Newbold, 2020). They also tend to emphasize unique travel experiences and use social media more to plan and document their travels.

The characteristics of this generation are somewhat different from other generations when traveling. For example, the baby boomer generation was born between 1946 and 1964. Many baby boomers value their travel experience as a meaningful activity, so they tend to be oriented towards finding destinations that highlight culture and history (Terzić et al., 2022). They are also more interested in choosing full tour packages (including tour guides) and group travel experiences. Thus they get comprehensive information about tourist destinations. On the other hand, Generation X who was born between 1965-1980 tends to prioritize adventure and outdoor activities in building their travel experience (Herrenkind et al., 2019; Mayasari Soeswoyo & Rahardjo, 2020).

Despite these generational differences, there are also many similarities in travel culture that transcend age groups. For example, most travelers seek new experiences, connect with local cultures and create treasured memories when exploring new destinations. This is a connecting aspect between age groups in terms of different preferences when traveling.

Travel behavior may differ by gender, as men and women may have different perspectives and approaches to travel due to social norms, personal preferences, and safety considerations. Profile of respondents based on gender can be seen in Figure 2.

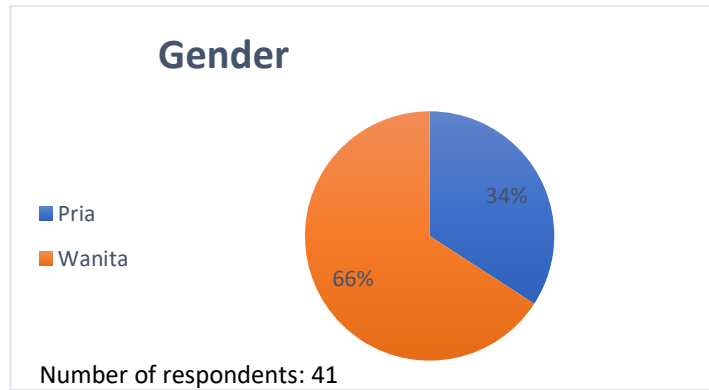


Figure 2. Gender

The majority of respondents were female civil servants at 66 percent, followed by male employees at 34 percent. From these results it can be seen that women may pay more attention to safety when traveling, as they may be at greater risk of harassment, theft or assault. This can affect how they plan their trip, choose accommodation and navigate unfamiliar destinations. Research shows that women may prioritize budgetary issues when planning a trip, such as finding affordable accommodations or flights (Chen et al., 2023). This can affect the types of travel they take and the activities they engage in while traveling.

Men and women may have different preferences for the types of activities they seek out when they travel. For example, men may be more likely to engage in adventure sports or nightlife activities, whereas women may be more interested in cultural experiences or health-focused activities. While solo traveling is more common for men, women may be more likely to seek out group travel for women only or choose guided tour packages as a way to feel safer when traveling alone (Saigal et al., 2021). Despite these differences, it is important to note that travel behavior for men and women is diverse and complex, and there is no one-size-fits-all approach to travel. Every individual brings their own unique perspectives and experiences to the act of traveling, regardless of gender.

The selection of tourist destinations also has relevance to tourist destinations. Profiles of respondents based on domicile and tourist destinations can be seen in Figure 3.

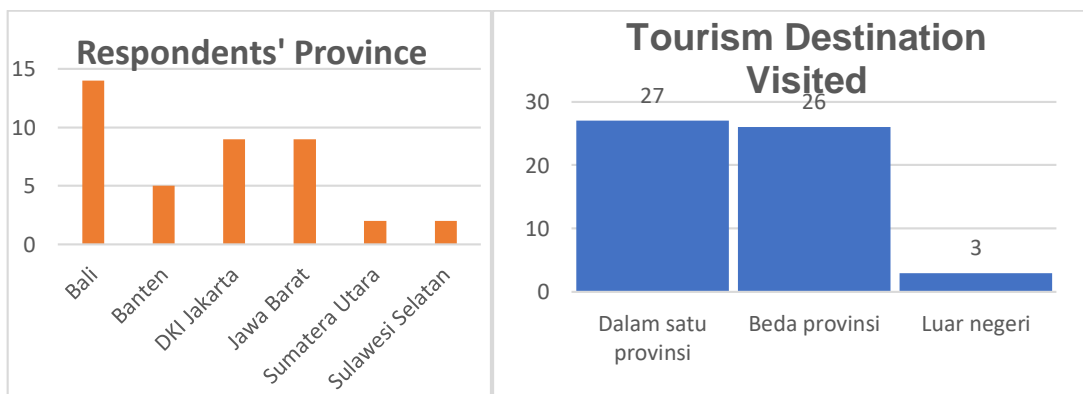


Figure 3. Respondents' Province and Destination visited

The majority of respondents were from Bali, where the tourist destinations visited were in the same province. This is because Bali is a tourist destination that has many varied tourist objects that are close to each other. This allows them not to feel the need to travel to more distant destinations due to other financial and non-financial considerations (Shamshiripour et al., 2020). In a position that is not too significantly different, it is also dominated by government employees who usually visit tourist destinations in different provinces. This may be due to the many tourist destinations in Indonesia.

Travel behavior can differ based on educational background, because education greatly determines how they determine tourist destinations and tourist activities to be carried out. Profile of respondents based on education can be seen in Figure 4.

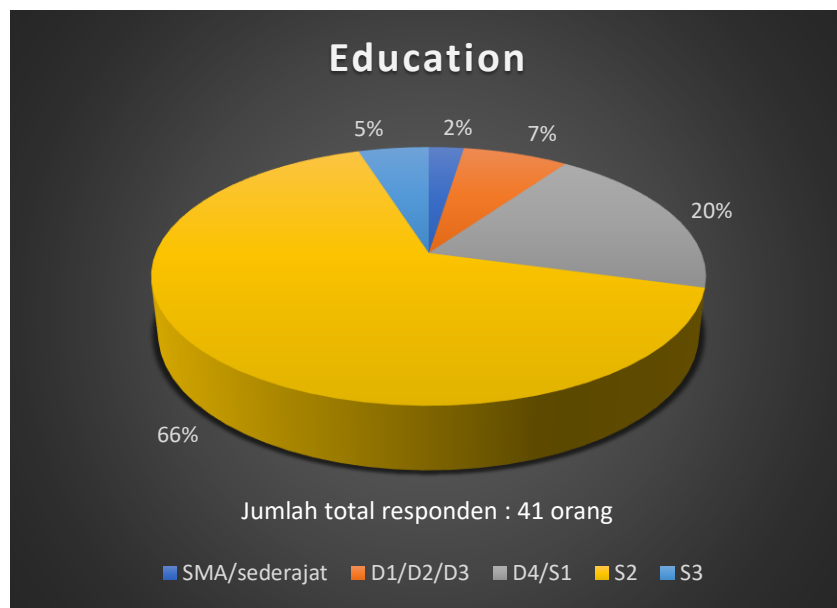


Figure 4. Respondents' Education

The majority of respondents were has master's (S2) educational background of 66 percent, followed by undergraduate educational background of 20 percent. This is because the civil servants within the Ministry of Tourism and Creative Economy are encouraged to develop themselves formally through advanced education. From this aspect it can be seen that civil servants who have a higher educational background may have more responsible behavior at tourist locations or destinations (Wardana et al., 2022).

Travel income and activities have varying relevance depending on a person's individual financial situation and priorities. Profile of respondents based on income can be seen in Figure 5.

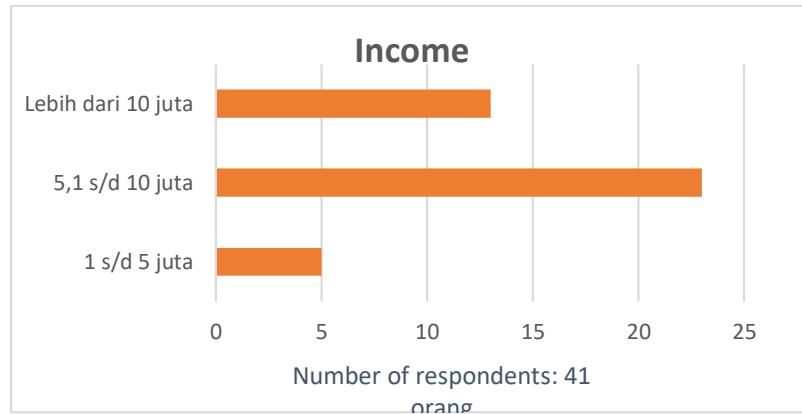


Figure 5. Respondents' Income

The majority of respondents are civil servants with an income between 5.1 and ten million rupiah, followed by an income of more than ten million rupiah. Higher income can provide more financial resources for travel, travel costs can vary widely depending on factors such as destination, time of year, and mode of transportation (Harianja et al., 2021). Even high-income ASNs may need to budget and plan carefully to get the travel experience they want. Those with higher incomes may be more likely to have jobs that allow more vacation time or flexibility in scheduling travel (Brough et al., 2021).

Overall, while having a higher salary may provide more financial resources for travel, there are many other factors that can influence a person's ability and desire to travel. In general, people with higher incomes may have more financial resources to allocate to travel, and may be able to make more frequent or longer trips than those with lower incomes.

3.2 Travel Frequency

Travel behavior can be influenced by how often people travel, such as whether they take a short weekend getaway or a longer vacation. Profile of respondents based on the frequency of travel in a year can be seen in Figure 6.

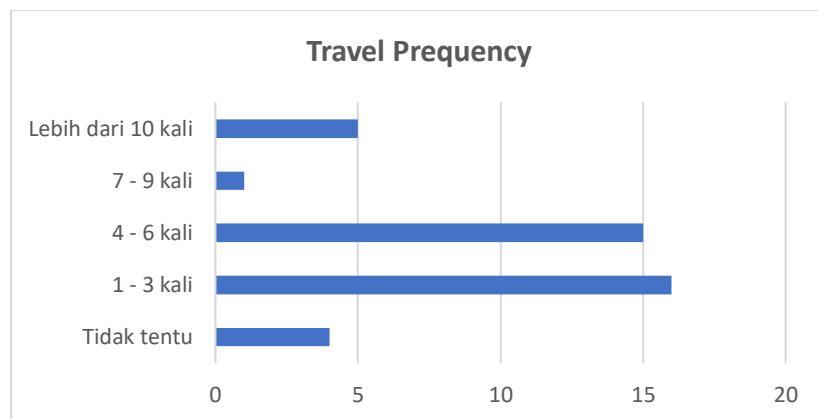


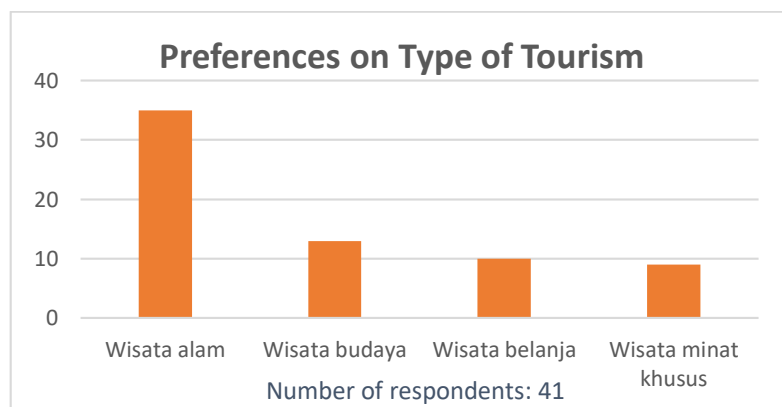
Figure 6. Travel Frequency

The majority of respondents travel 1-3 times a year, followed by those who travel 4-6 times a year with a not too significant difference. Overall, the younger generation tends to travel more than the older generation. Here are some reasons that might underlie this. First, the younger generation, especially those in their 20s and 30s, are often more financially stable than older generations of the same age (Santoso & Kartika, 2018; Wiweka et al., 2019). This means they have more income that can be spent on travel. Second, the ASN work system allows them to be more flexible with their schedules, such as remote work or work from home, making it easier to take time off to travel.

With the advent of online booking platforms and social media, planning and booking trips has become easier and more convenient. Millennial ASNs grew up with these tools and are often more comfortable using them. On the other hand, those who are younger often prioritize experiences over possessions, and travel is seen as a valuable and enriching experience for their life (work life balance). Even so, there are still older generations who also enjoy and prioritize travel. However, the older generation may prioritize other expenses, such as saving for retirement or caring for dependents, over travel. In addition, health problems and physical limitations can make travel more difficult for some older people, resulting in fewer tourist trips.

3.3 Destinations, Types of Tours, Travel Options

Travelers may choose different destinations based on factors such as personal interest, cultural or historical significance, or the availability of affordable travel options. When talking about nature tourism, the choice of destinations often revolves around nature-based, cultural, shopping and special interest tourism. Profile of respondents based on the type of tourism they prefer can be seen in Figure 7.



The majority of respondents prefer natural tourist destinations to cultural tourism and special interest tourism. The majority of respondents who are millennial ASN have unique characteristics in traveling. They like to gain hands-on experience on location so that they directly interact with destinations. The nature tourism in question includes national parks, beaches, mountainous areas, wildlife reserves, waterfalls, and hills. Overall, nature tourism destinations are diverse and

offer visitors the opportunity to appreciate the natural beauty and diversity of the world.

In addition, ASN who are more senior have a tendency to prefer destinations that highlight culture. Cultural tourism destinations offer visitors the opportunity to experience the unique culture and heritage of a particular region or country. Several types of cultural tourism destinations that are commonly visited are historical sites, art and architecture, festivals and events, religious sites, culinary experiences, and music and dance. Overall, cultural tourism destinations offer tourists the opportunity to experience the unique heritage and culture of a particular region or country, and can provide a deeper understanding and appreciation of the destination (Asa Akhrani et al., 2021; Cui et al., 2018).

3.4 Travel Planning

The way people plan and book their trips can also influence travel behavior, such as whether they use a travel agent, book directly with a hotel or airline, or use an online travel agent. Profile of respondents based on travel planning can be seen in Figure 8.a and 8.b.



Figure 8.a. How to Plan their Holiday

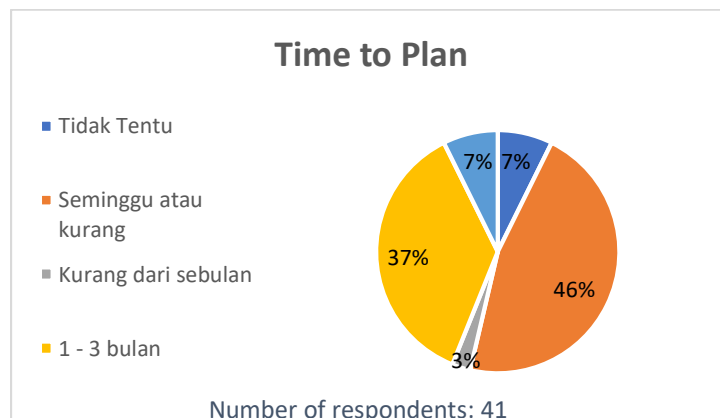


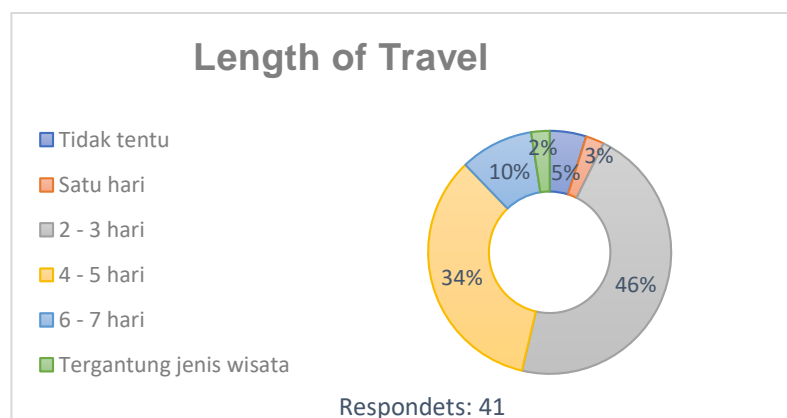
Figure 8.b. Time to Plan their Holiday

The majority of respondents carried out planning in tourism activities as much as 73 percent. ASN Millennials are known as a generation that really appreciates unique experiences and originality of destinations, and may prioritize budget travel or adventure trips. They are more likely to use social media and online reviews to plan their trips, and may be more interested in staying in alternative accommodations such as budget accommodation or camping. On the other hand, Generation X ASNs may prefer a more independent journey, but still value convenience and comfort. They may use online booking platforms and applications to plan their trips, such as Tripadvisor, Pegi Pegi, Traveloka, and others.

The majority of travel planning time interval with the implementation of tourism activities is a week or less. This means that the planning stage of tourism activities is carried out a week before the tourism activity. For short trips, such as weekend getaways or day trips, planning can often be done relatively close to the travel date. Some ASNs may plan this trip only a few days in advance. This is made possible by the use of information technology to access various necessary information regarding tourist destinations, the activities carried out, and the funds needed to carry out these various activities (Zhu & Fan, 2018).

3.5 Travel Duration

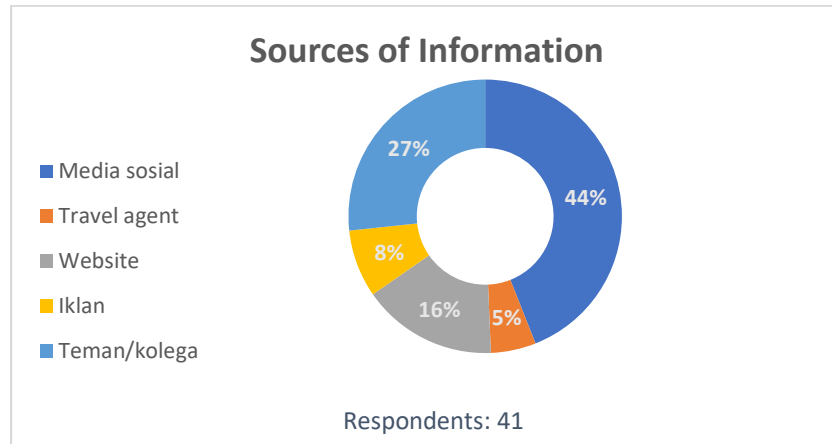
Travel duration can vary between generations based on factors such as work schedules, financial means and personal preferences. Profile of respondents based on the duration of the tour can be seen in Figure 9.



The majority of respondents carried out tourism activities for two to three days as much as 46 percent. This finding indicates that ASNs may have more limited vacation time due to their career stage, and may also have higher family demands such as caring for children or aging parents. They may be more inclined to take shorter trips or weekend getaways to accommodate their schedule (Adhi et al., 2022; Ahmad et al., 2022), to create a work life balance.

3.6 Sources of Information

Profile of respondents based on travel information sources can be seen in Figure 10.



The majority of respondents use social media as their source of information in planning or making travel trips by 44 percent. Social media has become the main source of tourism travel activities. Social media platforms, such as Instagram and Pinterest, provide a constant stream of travel inspiration through sharing photos, videos and stories from other travelers. This can trigger a desire to explore new destinations and try new experiences. Social media also provides a lot of information for travelers, such as accommodation recommendations, restaurants and activities from other travelers.

Many social media platforms now allow unlimited bookings for travel-related services, such as flights, accommodation and sightseeing tours. This can make the booking process quicker and more convenient for travelers. It was further revealed that social media platforms also allow tourists to connect with other tourists and local residents, who can enhance the travel experience by providing tips, recommendations, and opportunities to make new friends (Dale & Ritchie, 2020). Lastly, social media allows tourists to document and share their own travel experiences, which can inspire others and create a sense of community during a trip. It can also help travelers reflect on their own experiences and memories, and can provide a way to stay connected with others after the trip is over. Overall, social media has become a major source of travel activity as it provides travelers with a wealth of inspiration, information, and connections, all in one place.

3.7 Travel Partner

The findings in this study are that the majority of respondents have a tendency to travel with their families. Profile of respondents based on travel information sources can be seen in Figure 11.

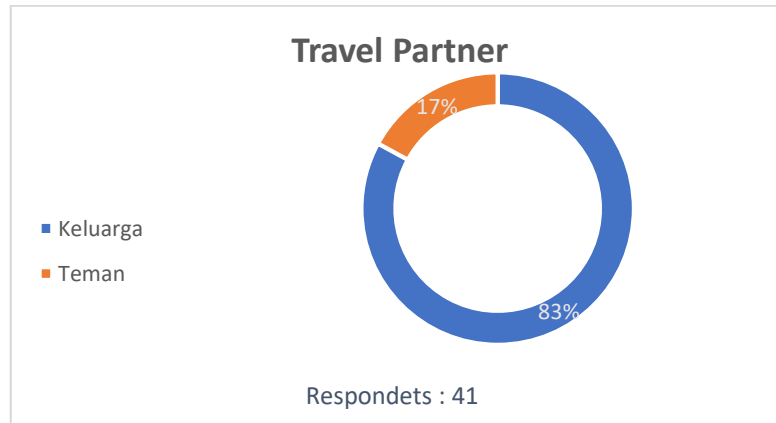


Figure 11. Partner to Travel

Traveling with family can be an extraordinary experience for the staff for many reasons. Traveling as a family creates opportunities to create shared memories that can last a lifetime. Exploring new destinations, trying new activities, and experiencing new cultures together can strengthen family bonds and create a sense of unity and togetherness (Zhu & Fan, 2018). On the other hand, traveling with family can also provide opportunities to learn and grow. Knowing and being involved in different cultures and customs can broaden horizons and encourage new perspectives. It can also provide opportunities for the employees children to learn about history, geography and language in a fun and interesting way.

Traveling with family can provide an opportunity to establish togetherness and quality time (bonding and quality time). In the life of Ministry of Tourism and Creative Economy employees which has busy activities, it may be difficult to find time to be together with family members in a meaningful way. Traveling as a family can help facilitate these connections and create shared experiences that strengthen family ties. Overall, traveling as a family can be a great way for ASNs to create memories, learn and grow, and strengthen family bonds.

4. CONCLUSION

The purpose of this study was to find out the travel behavior of State Civil Apparatuses at the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The findings from this study are that the travel behavior of ASNs from the Ministry of Tourism and Creative Economy varies greatly. Most of the respondents travel between three to 6 times a year, like nature tourism, plan their trips within a week or less and between 3 to 6 months, travel between 2 to 3 days and between 4 to 6 days. Sources of information for their holidays mostly come from social media and from friends or colleagues. Most of them like to travel with their families and a few travel with friends, but no one travels alone. The results of the study has some implication towards the marketing of tourism destinations for domestic tourists.

DAFTAR PUSTAKA

Adhi, V. K., Gunawan, J., & Hakim, N. S. (2022). Investigasi Karakteristik Demografi dan Perilaku Berpergian Wisatawan Domestik di Masa Pandemi COVID-19. *Jurnal Sains Dan Seni*, 2.

- Ahmad, N., Harun, A., Khizar, H. M. U., Khalid, J., & Khan, S. (2022). Drivers and barriers of travel behaviors during and post COVID-19 pandemic: a systematic literature review and future agenda. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-01-2022-0023>
- Asa Akhrani, L., Azhar, M., & Psikologi Universitas Brawijaya, J. (2021). *Wisata Super Premium Labuan Bajo: Mengkaji Peran Langsung Dan Tidak Langsung Terhadap Visiting Intention Ditinjau Dari Destination Image Dan Tourist Expectation* (Vol. 12, Issue 1).
- Brough, R., Freedman, M., & Phillips, D. C. (2021). Understanding socioeconomic disparities in travel behavior during the COVID-19 pandemic. *Journal of Regional Science*, 61(4), 753–774. <https://doi.org/10.1111/jors.12527>
- Chen, X., Hao, Y., Duan, Y., Zhang, Q., & Hu, X. (2023). Gender and Culture Differences in Consumers' Travel Behavior during the COVID-19 Pandemic. *Sustainability*, 15(2).
- Cui, Y., He, Q., & Khani, A. (2018). Travel Behavior Classification: An Approach with Social Network and Deep Learning. *Transportation Research Record*, 2672(47), 68–80. <https://doi.org/10.1177/0361198118772723>
- Dale, N. F., & Ritchie, B. W. (2020). Understanding travel behavior: A study of school excursion motivations, constraints and behavior. *Journal of Hospitality and Tourism Management*, 43, 11–22. <https://doi.org/10.1016/j.jhtm.2020.01.008>
- Dewi, R., Rizkidarajat, W., & Ankarlina. (2020). Generasi Milenial Dan Perilaku Berwisata Di Kabupaten Banyumas. *Pengembangan Sumber Daya Perdesaan Dan Kearifan Lokal Berkelanjutan X*.
- Harianja, R., Putra, R. R., Mustofa, A. N. A., Pratami, M., Syahputra, A., & Hutama, S. T. E. W. (2021). Perilaku Berwisata Wisatawan Nusantara Pasca Pandemi Covid-19. *Pariwisata Budaya: Jurnal Ilmiah Pariwisata Agama Dan Budaya*. <http://ojs.uhnsugriwa.ac.id/index.php/parbud>
- Herrenkind, B., Nastjuk, I., Brendel, A. B., Trang, S., & Kolbe, L. M. (2019). Young people's travel behavior – Using the life-oriented approach to understand the acceptance of autonomous driving. *Transportation Research Part D: Transport and Environment*, 74, 214–233. <https://doi.org/10.1016/j.trd.2019.07.023>
- Jamal, S., & Newbold, K. B. (2020). Factors associated with travel behavior of millennials and older adults: A scoping review. *Sustainability (Switzerland)*, 12(19). <https://doi.org/10.3390/su12198236>
- Mayasari Soeswoyo, D., & Rahardjo, S. (2020). Studi Komparasi Perilaku Wisatawan Nusantara Generasi-X dan Milenial Era Revolusi Industri 4.0 di Indonesia. *Tourism Scientific Journal*, 6(1), 110–126. <https://doi.org/10.32659/tsj.v6i1.131>
- Saigal, T., Vaish, A. Kr., & Rao, N. V. M. (2021). Gender and class distinction in travel behavior: evidence from India. *Ecofeminism and Climate Change*, 2(1), 42–48. <https://doi.org/10.1108/efcc-09-2020-0030>
- Santoso, S., & Kartika, L. N. (2018). Motivasi Dan Perilaku Wisatawan Generasi Muda Saat Berwisata Di Yogyakarta. *Motivasi Dan Perilaku Wisatawan Generasi Muda*, 13(1).
- Shamshiripour, A., Rahimi, E., Shabanpour, R., & Mohammadian, A. (Kouros). (2020). How is COVID-19 reshaping activity-travel behavior? Evidence from a comprehensive survey in Chicago. *Transportation Research Interdisciplinary Perspectives*, 7. <https://doi.org/10.1016/j.trip.2020.100216>

- Terzić, A., Petrevska, B., & Demirović Bajrami, D. (2022). Personalities shaping travel behaviors: post-COVID scenario. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-02-2022-0043>
- Wang, Z., Chen, X., & Chen, X. (Michael). (2019). Ridesplitting is shaping young people's travel behavior: Evidence from comparative survey via ride-sourcing platform. *Transportation Research Part D: Transport and Environment*, 75, 57–71. <https://doi.org/10.1016/j.trd.2019.08.017>
- Wardana, M. A., Mahendra, I. W. E., Semara, I. made T., Wijaya, N. S., & Lestari, D. (2022). Extended Theory Of Planed Behaviour: Kepercayaan Mengkontruksi Perilaku Berwisata Wisatawan Pada Masa Pandemi Covid 19. *Jurnal Ilmiah Hospitality*, 2.
- Wiweka, K., Sandi Wachyuni, S., Agus Rini, N., Nyoman Adnyana, I., Pramania Adnyana, P., & Sahid, P. (2019). Perilaku Berwisata Wisatawan Generasi Milenial Di Jakarta Pada Era Revolusi Industri 4.0. In *Jurnal Sains Terapan Pariwisata* (Vol. 4, Issue 3).
- Zhu, J., & Fan, Y. (2018). Daily travel behavior and emotional well-being: Effects of trip mode, duration, purpose, and companionship. *Transportation Research Part A: Policy and Practice*, 118, 360–373. <https://doi.org/10.1016/j.tra.2018.09.019>
- Adhi, V. K., Gunawan, J., Hakim, S., & Domestik, W. (2021). Investigasi Karakteristik Demografi. *Jurnal Teknik Its*, 10(2), C119–C124.
- Astuti, D. (2019). Perilaku Berwisata Penduduk Sumatera Barat Ditinjau Dari Faktor Sosial Ekonomi. *Jurnal Pariwisata Pesona*, 4(2), 126–131. <https://doi.org/10.26905/jpp.v4i2.2529>
- Chowindra, C. (2015). Studi Deskriptif Perilaku Generasi Muda Surabaya dalam Melakukan Aktivitas Berwisata. *Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 4(1), Hal. 1-11. <http://journal.ubaya.ac.id/index.php/jimus/article/view/997>
- Hakim, I. N., Eddyono, F., & Abdullah, S. (2022). Intensi Perilaku Berwisata Alam Masyarakat DKI Jakarta. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 6(2), 179–202. <https://doi.org/10.34013/jk.v6i02.702>
- Harianja, R., Putra, R., Mustofa, N. A., Pratami, M., Syahputra, A., & Hutama, S. T. E. W. (2022). Perilaku Berwisata Wisatawan Nusantara Pasca Pandemi Covid-19. *Jurnal Ilmiah Pariwisata Agama Dan Budaya*, 7(1), 34–44. <https://doi.org/https://doi.org/10.25078/pariwisata.v7i1.184>
- Santoso, S., & Kartika, L. N. (2018). Motivasi Dan Perilaku Wisatawan Generasi Muda Saat Berwisata Di Yogyakarta. *Jurnal Riset Manajemen Dan Bisnis*, 13(1), 47. <https://doi.org/10.21460/jrmb.2018.131.303>
- Subianto, T. (2007). Studi Tentang Perilaku Konsumen Beserta Implikasinya Terhadap Keputusan Pembelian. *Jurnal Ekonomi Modernisasi*, 3, 165–182.
- Suprihatin, W. (2020). Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat). *Jurnal Bestari*, 19(1), 56–66.
- Wiweka, K., Wachyuni, S. S., Rini, N. A., Adnyana, I. N., & Adnyana, P. P. (2019). Perilaku Berwisata Wisatawan Generasi Milenial di Jakarta Pada Era Revolusi Industri 4.0. *Jurnal Sains Terapan Pariwisata*, 4(3), 313–334.