

DESTINATION DEVELOPMENT MODEL FOR FOREIGN SENIOR TOURISTS

I Gusti Bagus Rai Utama, Putu Chris Susanto.
Universitas Dhyana Pura, Universitas Dhyana Pura
igustibagusraiutama@gmail.com, putuchrissusanto@gmail.com

Abstract

This study aims to produce a destination development model for foreign senior tourists, involving 400 respondents and 40 tourism professionals as informants. The concept and theory as the basis of confirmation is the totality of tourism product (4A), which consists of attractions, accessibility, amenities, and ancillary services. Senior tourists tend to seek cultural attractions, art performances, festivals, natural attractions, and fair prices such as ones found in traditional markets. For amenities, seniors expect certain amenities such as: places for rest and relaxation, new facilities, places to gain knowledge and experience, places to escape the daily routine, places to meet people and interact, and senior-friendly accommodations. In terms of accessibility, seniors expect the availability of local transportation, tourism infrastructure, senior-friendly airport facilities and services. For ancillary services, seniors expect to get proper guidance and assistance throughout their visit. For local communities, the development of tourism destination specifically geared to attract seniors has a sizeable implication on the availability of employment but is difficult to develop because the facilities and infrastructure involved require significant investment.

Keywords: attraction, accessibility, amenities, ancillary services, senior tourists, tourism destination

1. Introduction

The senior tourism segment has become increasingly important for the overall tourism industry due to the target market's purchasing power and availability of leisure time. Seniors also have the willingness for overseas travel, entertainment, and recreational activities. Based on this phenomenon, a supplemental research is necessary to identify and further analyze the strengths and weaknesses of the senior tourism segment from various aspects including economic aspects, social aspects, cultural aspects, and societal impacts. Upon learning the impacts of senior tourism on local communities, destination managers should determine the right product offering mix to minimize the negative impacts of tourism development with senior tourists as the target market. Developers must identify the potential gains and losses of tourism on the local communities, specifically in terms of employment opportunities and the sustainability of tourism as a whole. This study aims to provide an important

groundwork for tourism development model for senior tourism and community-based tourism development because, at least theoretically, the development of tourism targeting seniors has a significant multiplier effect on the local community.

The limitations of the first and second stages of this three-step research process indicated the need to further the study into its third stage, particularly if Bali and Indonesia aim to capture the opportunity in the senior tourism market. The third follow-up research aims to provide confirmation on the findings from the first (2014) and second (2015) research stages.

The aim of the current study is to identify the potential advantages and disadvantages of senior tourism development for local communities, which has an implication on employment opportunities and the sustainability of tourism as a whole. This study provides an important stepping stone for the development of tourism management model for senior market, as well as for community-based tourism development that theoretically has a significant multiplier effect on the local communities in which they operate.

1.1 Research Questions

Based on the background information above, the main research questions of this study are as follows:

- 1) What are the advantages and disadvantages of the senior tourism market segment, analyzed from the economic, social, cultural, and societal impacts for local communities?
- 2) What implications do senior tourism have on employment opportunities and the sustainability of tourism as a whole?
- 3) What is the appropriate development/management model for senior tourism, based on community-based tourism development?

1.2 Research objectives

Based on the research questions formulated, the objectives of the current study are as follows:

- 1) To identify the advantages and disadvantages of the senior tourism market segment, analyzed from the economic, social, cultural, and societal impacts for local communities.
- 2) To identify the implications of senior tourism on employment opportunities and the sustainability of tourism as a whole.
- 3) To determine a sound development/management model for senior tourism, based on community-based tourism development.

2. Theoretical Framework and Concept

Tourists have different motivations for conducting their travel activities (Fandeli, 2001:41), which can be categorized into four motivational clusters: (1) physical motivation in the form of relaxation, health and wellness, sport, recreation, and romance; (2) cultural motivation in the form of desire to witness local customs and arts; (3) social motivation in the form of visiting friends and relatives, pilgrimage, and seeking new experiences in new environments (both physical and social); and (4) prestige motivation in the form of hobby, furthering study, meetings, conferences, and seminars.

2.1 Tourism Motivation

Motivation comes from the word “motive”, indicating something that that cause someone to perform an act in a certain way or something that stimulates desire. Further, Abraham Maslow created a hierarchical model of motivation known as the Maslow motivational theory. The Maslow model began with a basic psychological theory with the assumption that people will attempt to fulfil the most basic needs before anything else, i.e., fulfilling physiological needs before directing their behavior towards higher level needs such as self-actualization. The lower level needs should be fulfilled prior to higher level ones. For instance, if individuals decide that they have attained enough monetary rewards from their employers, then monetary rewards cease to have high motivational intensity on these individuals. When a certain need has reach its peak, that need ceases to be the main motivator of behavior. The second need will dominate. Even though the first need has been fulfilled, that need still affects behavior although with reduced intensity.

In the context of tourism, McIntosh dan Goeldner (in Pitana and Gayatri, 2005:52) differentiated tourist motivations into four categories:

- 1) Physical motivation, which refers to the motivation that relates to physical exercise, beach recreation, refreshing and rejuvenating activities, and other motivational profiles that directly relate to health and wellbeing.
- 2) Cultural motivation, which are motivational profiles that can be identified through the desire to know and experience a certain region, its music, art, folklore, dances, paintings, and religious customs.
- 3) Interpersonal motivation refers to motivational profiles that relate to the desire to meet new people, to visit friends and families, to step away from the daily routine, and to acquire new experiences.
- 4) Prestige and status motivation, which relates to attaining one’s ego and self-fulfillment, for instance traveling for business, convention, study, hobby, and education. The desire for respect, attention, knowledge, and good reputation can be fulfilled throughout the duration of the travel.

In general, individuals seek a certain balance in their lives. Psychologically, the human need for life balance can be explained by the efforts to balance work and rest, activity and sleep, movement and relaxation, income and expenses, work and family, freedom and dependency, risk and rewards, as well as various social needs. Individuals have the tendency to break from their daily routines every now and again by conducting travel and tourism-related activities to refresh their bodies and minds, to regain vitality, and to give their lives a fresh new meaning (Krippendorf, 1987:47).

Based on Maslow’s theory, travel and tourism activities can be motivated by the desire to improve health and well-being, including wellness tourism, medical tourism, and related activities. Travel and tourism activities can also be based on physiological needs, safety needs, esteem needs, as well as self-actualization needs. According to Huang and Hsu (2008: 267-287), there are human needs that do not belong to any of the five hierarchies set forth by Maslow. These needs include the need to engage in arts, the need of curiosity, and the need to be understood by peers. In fact, within the context of travel and tourism, these needs have significant impact on individuals’ decision to engage in travel activities.

The decision to conduct travel and tourism-related activities is influenced by push and pull factors, which are internal and external factors that motivate tourists in their travel decision making process. Sharpley (1994) and Wahab (1975, in Pitana and Gayatri, 2005:52) emphasized that motivational factors are the fundamental building blocks of tourism studies because motivation is the trigger of the travel and tourism process itself, even though tourists may not always be completely aware of their travel motivation.

2.1.1 Push Factors for Tourism Activities

Push factors are typically socio-psychological in nature, considered to be person specific motivational factors, while pull factors are considered to be destination specific attributes. By having push factors, individuals experience the desire to travel but have yet to decide which destination to visit. Ryan (1993, in Pitana and Gayatri, 2005:61), in his literature study found several push factors for engaging in travel-related activities as follows:

- a) Escaping boredom: the desire to release oneself from the mundane environment or to escape the overload of daily activities.
- b) Rejuvenation: the desire to refresh and rejuvenate, which also relates to the escape motivation.
- c) Enjoyment: the desire to experience happiness through various activities and games, which stems from one's innate childhood characteristics, and to detach oneself temporarily from adult and serious responsibilities.
- d) Relationship and bonding: the desire to strengthen friendship and family bond, specifically in the context of visiting friends and relations.
- e) Prestige: the desire to show off pride and prestige, by visiting specific destinations that indicate certain class and lifestyle, which also relates to the desire to increase social status.
- f) Social interaction: the desire to involve oneself in social interaction with peers or with visited communities.
- g) Romance: the desire to meet someone in a romantic manner or to fulfil sexual desires, particularly in sex tourism.
- h) Culture: the desire to see and experience something new, to learn about other people, regions, cultures, and ethnicities. This is a dominant push factor in tourism.
- i) Experience: the desire to find oneself, because one's true self can often be found when one is experiencing new areas or meeting new people.
- j) Realizing dreams: the desire to realize one's dreams, which often involves saving up resources and sacrificing other needs in order to fulfil one's travel dreams.

Fundamentally, individuals conducting travel and tourism-related activities are motivated by a combination of several factors. These motivational factors can be categorized into four main categories: (1) Physical or physiological motivation, which refers to physical motivation such as to engage in sport, relaxation, and rejuvenation activities; (2) Cultural motivation, which relates to the desire to know other cultures, customs, tradition, and arts (3) Social motivation, which includes socially-driven motivational profiles such as visiting friends and relatives, meeting with work partners, engaging in travel activities considered to increase one's prestige, being involved in pilgrimage, escaping the

daily routine, and so on; and (4) Fantasy motivation, which refers to the motivation to detach from one's mundane daily activities and to attain psychological satisfaction (McIntosh, 1977 and Murphy, 1985; in Pitana dan Gayatri, 2005:60).

Pearce (1998, in Pitana dan Gayatri) coined several motivational factors that influence tourists' travel decision making process: physiological needs, safety needs, social needs, prestige needs, and self-actualization needs. Meanwhile Jackson (1989, in Pitana dan Gayatri, 2005:62) perceived that the essential factors in determining the demand for tourism lie in geodemographic characteristics of tourists' area of origin, including but not limited to: population size, financial means, availability of leisure time, transportation system, and the available tourism marketing system.

From the reviewed literatures, the current research suggests that push factors for tourism can be predicted from the population size of the country-of-origin, its per capita income, the length of leisure time allocated for it citizens, the advancement of information technology and transportation infrastructure, well-developed tourism marketing system, social and political stability, as well as other aspects that relate to the physical and non-physical attributes of tourists.

2.1.2 Pull Factors for Tourism Activities

Several pull factors possessed by a tourism destination will draw tourists to visit a certain destination to fulfil their needs and desires. Medlik (1980) and Jackson, 1989 (in Pitana and Gayatri 2005:62 identified several pull factors and differentiated them into eleven motivational factors including: (1) destination climate, (2) tourism promotion, (3) advertising, (4) marketing efforts, (5) special events, (6) discounts, (7) friends to visit, (8) relatives to visit, (9) tourism attractions, (10) culture, (11) natural and created environment. Further, four aspects must be considered in a tourism destination's offering. These aspects are as follows:

- a) Destination appeal; refers to the attributes of a tourism destination in any shape or form that can attract visitors. Every destination has a different appeal for tourists, in terms of natural beauty, culture, or customs.
- b) Transportation or accessibility; refers to the attributes of a tourism destination that relate to the physical access for domestic and overseas tourists, both relating to the ease of access to reach the destination and ease of access for various attractions within the destination.
- c) Main and supporting facilities; relate to the attribute of amenities as the precondition of a tourism destination so that visitors can feel comfortable spending an extended period of time in said destination.
- d) Tourism institutions; relate to the human capital attribute of tourism, as well as the system and the institution of tourism in a destination, typically in the form of a tourism governing body/chamber supporting the development of the tourism destination. This aspect also includes the support of local law enforcement agencies, destination management agencies, and other supporting institutions that can create the sense of comfort and safety for tourists.

Smith (1988, in Pitana and Gayatri, 2005:62) further classified the various goods and services to be provided by a tourism destination into six main

categories: (1) transportation, (2) travel services, (3) accommodation, (4) food services, (5) activities and attractions (recreation, culture, entertainment), and (6) retail goods.

A successful tourism destination offering should be able to explicate what is being offered, the attractions within the destination, the facilities available, and the agents or agencies to be contacted for purchasing the travel packages being offered.

2.2 The Impact of Developing Senior Tourism on Local Communities

From the economic perspective, the positive effects of tourism, using Bali Indonesia as the basis of case study, are as follows: (1) tourism increase the nation's foreign currency reserves through currency exchanges occurring in the tourism destination, (2) tourism provides lucrative market potential for local-made products and services, (3) tourism increases the income of local communities, both for individuals directly working in and those indirectly affected by the tourism sector, (4) tourism widens the opportunity for employment and job creation, for sectors immediately related to tourism (such as hotels, restaurants, and travel agencies) as well as for sectors indirectly related to tourism (such as arts and crafts producers, suppliers of produce, cultural attractions, retail, and other services), (5) tourism increases the local income in real terms, and (6) tourism stimulates creativity of artists, artisan communities, and craft makers—including traditional musicians who perform specifically for tourism related activities (Antara, 2011).

3. Research Methods

3.1 Location, and Design of Research

This research is located in the Province of Bali, which offers a diverse tourism destination to a diverse group of nationalities (Disparda Bali, 2010). The determination of the senior tourists segment as the research object is based on the immense potential that this target market has for Bali.

3.2 Scope of Research

The scope of this study is tourism research using systemic approach, which refers to the approach that considers the movement of tourists, the communities that facilitate tourism, and the implications of both on the lives of the society at large create one interrelated unit in a "linked system" in which each component affect each other. Each movement of tourists into and within a destination will be followed by the provision of tourism facilities, and the interaction of both will create a logical influence for society in terms of economic, cultural, ecological, and political aspects. Therefore, a linked system of tourism is stimulated by the dynamics of its subsystems, such as the market, product, and marketing of tourism—especially for the senior tourism segment.

3.3 Identification of Research Variables and Operational Definitions

The current study is a continuation of previous research that uses the mixed methods (quantitative and qualitative) to confirm various indicators that make up the advantages and disadvantages of the senior tourists segment from the

economic, social, cultural, and societal impacts for local communities. The current study also aims to confirm the implications of senior tourism on the availability of employment opportunities and the sustainability of tourism in general. Ultimately, the study aims to determine a sound model for tourism development and management specifically designed for senior tourism based on community-based tourism.

3.4 Determination of Data Source

The source of data in this study comes from primary research in the form of direct responses by respondents (i.e., foreign senior tourists) and informants (i.e., tourism operators specifically hoteliers and other providers of accommodations for the senior market segment).

3.5 Sample

This study was conducted using the census method by including all the population as sample. Response tolerance on the feedback was determined to be 30% of all population, or 50 informants and 400 senior tourist respondents.

3.6 Research Instrument

The instrument in this study is the interview guideline, which includes a list of questions to be asked by the researcher and the answers given by the informants.

3.7 Data Collection Technique

The data collection technique utilized in this study is semi-open survey, which is a data collection technique that involves providing semi-open survey questions asking about the advantages and disadvantages of the senior tourists segment based on its economic, social, cultural, societal impacts for local communities, and the types of employment opportunities necessary to serve the senior tourists segment.

3.8 Data Analysis

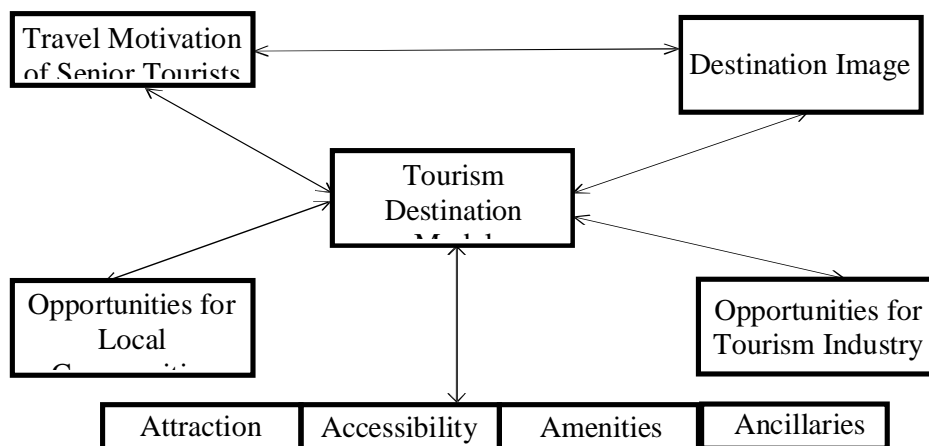
The research questions are analyzed using a mixed method of quantitative and qualitative statistical methods. The mixed method aims to form a complete picture of the advantages and disadvantages of the senior tourists segment based on its economic, social, cultural, and societal impacts for local communities. Then, the analysis continues by discussing the necessity for specific employment opportunities to serve the senior tourists segment. According to Moleong (2010:248), the steps of qualitative data analysis must begin with reading the data, then marking keywords and key ideas in the data. The next step involves studying the keywords to find recurring themes from the dataset. By creating a list of keywords, the researcher can then attempt to signify those keywords and to adjust the model that has been formed by the quantitative analysis.

In the current study, quantitative analysis is used to complement the qualitative analysis by using descriptive statistical analysis in the form of tables and graphs to visualize the research findings. Ultimately, the mixed method should determine a sound model of destination development model for senior tourism that benefits the local community.

4. Findings and Analysis

The term “senior tourists” refer travelers in the age group of 55 and above. This age criteria refers to the common term (i.e., “older tourists”) used in the United States (Clench, in Petterson, 2006). The Indonesian government has determined that the senior tourism market as a lucrative target market for several reasons: the improvement in health science has allowed individuals to enjoy higher life expectancy, the increase in life expectancy significantly increases the number of seniors worldwide, seniors are often provided with substantial retirement income sustained by effective social welfare system, and as such seniors have higher spending power than their younger counterparts. The senior market segment are also often referred to as DINKS (Double Income, No Kids). The travel pattern for this segment is typically signified by much longer leisure time.

4.1 Design of Destination Development Model for Senior Tourism



*Figure 4.1
Design of Destination Development Model for Senior Tourism*

4.1.1 Push Motivators for Senior Tourists

The main push motivation of respondents (i.e., foreign senior tourists) to visit Bali is the rest and relaxation, as indicated by Table 4.1.

**Table 4.1
Respondents’ Opinions on Push Motivational Factors**

Code	Indicator	SD	D	N	A	SA	% +
X _{1.1}	Rest and relaxation	6	8	28	148	210	90%
X _{1.2}	Visiting new places	10	17	50	172	151	81%
X _{1.3}	Gaining experience and knowledge	6	8	64	173	149	81%
X _{1.4}	Escaping the daily routine	6	5	72	155	162	79%
X _{1.5}	Meeting people and socializing	9	17	78	148	148	74%
X _{1.6}	Increasing health and wellness	15	44	125	134	82	54%
X _{1.7}	Visiting family and friends	55	47	87	106	105	53%

Code	Indicator	SD	D	N	A	SA	% +
X _{1.8}	Physical exercise	33	66	125	107	69	44%

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree, *) Dominant positive

Additionally, other push indicators such as being compelled to visit new places, encouraged to gain new knowledge and experience, compelled to escape the daily routine, compelled to meet people and socialize, encouraged to improve my health and fitness, and encouraged to visit family and friends tend to have positive effects on the push factors of senior tourists visiting Bali. Meanwhile, the motivation for physical training or exercise is considered the lowest push motivational factor compared to the other seven motivators.

4.1.2 Pull Motivators for Senior Tourists

The strongest pull motivator for respondents (i.e., foreign senior tourists) to visit Bali is being interested in the culture of Bali, as indicated in Table 4.2. Other strong motivators include being interested in the history of Bali, nature of Bali, prices in Bali, various types of food and beverages available in Bali, events and festivals in Bali, as well as the keenness to take advantage of vacation or leisure time in Bali. Meanwhile, indicators such as being interested in the security of the island of Bali, in the health facilities in Bali, in the services of qualified tour guides, in the quality travel agency services, and in the ease and service of the immigration procedures are found to be weak indicators of pull motivation for foreign senior tourists visiting Bali.

Table 4.2
Respondents' Opinions on Pull Motivational Factors

Code	Indicator	SD	D	N	A	SA	% +
X _{2.1}	Culture of Bali	3	5	41	140	211	88%
X _{2.2}	History of Bali	3	10	52	142	193	84%
X _{2.3}	Nature of Bali	3	12	48	127	210	84%
X _{2.4}	Prices in Bali	2	8	77	148	165	78%
X _{2.5}	Event and Festivals	9	23	65	165	138	76%
X _{2.6}	Advantage of Leisure Time in Bali	6	16	95	133	150	71%
X _{2.7}	Improvement in Transportation	11	31	99	124	135	65%
X _{2.8}	Distance from Country-of-Origin	23	24	110	133	110	61%
X _{2.9}	Balinese Culinary	14	32	109	144	101	61%
X _{2.10}	Hotel Facilities and Services in Bali	32	55	119	93	101	49%
X _{2.11}	Health Facilities in Bali	31	44	136	115	74	47%
X _{2.12}	Immigration Services	28	59	132	102	79	45%
X _{2.13}	Safety and Security in Bali	29	52	144	95	80	44%
X _{2.14}	Quality of Tourism Agencies	35	56	143	102	64	42%
X _{2.15}	Services of Qualified Tour Guides	55	77	120	74	74	37%

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

4.1.3 Destination Image According to Foreign Senior Tourists

The quantitative descriptive depiction in Table 4.3 shows that indicator $Y_{1.6}$ is a weak indicator for destination image, according to foreign senior tourists visiting Bali surveyed in this study, because the responses for this particular indicator tends to show the dominant mode of Disagree (D), Neutral (N), and Agree (A). On the contrary, indicator $Y_{1.3}$ (the unique culture of Bali), $Y_{1.1}$ (Bali as a destination for recreation and leisure), $Y_{1.4}$ (friendliness of the Balinese people), $Y_{1.5}$ (complete tourism infrastructure), $Y_{1.2}$ (Bali as a natural destination), and $Y_{1.7}$ (comfortable atmosphere) are strong indicators of Bali's destination image according to foreign senior tourists visiting Bali, because the responses tend to have high mode for the answer categories of Strongly Agree (SA) and Agree (A)—i.e., higher than 60%.

Table 4.3
Frequency of Responses on the Destination Image Variable

Code	Indicator	SD	D	N	A	SA	Frequency of A and SA
$Y_{1.3}$	The Unique Culture of Bali	1	4	47	160	188	87%
$Y_{1.1}$	Destination for Recreation and Leisure	4	15	63	155	163	80%
$Y_{1.4}$	Friendly People	4	12	71	144	169	78%
$Y_{1.5}$	Complete Tourism Infrastructure	5	13	91	143	148	73%
$Y_{1.2}$	Natural Destination	10	38	81	139	132	68%
$Y_{1.7}$	Comfortable Atmosphere	3	22	105	140	130	68%
$Y_{1.6}$	Stability of Social and Political Condition	14	60	123	145	58	51%

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

4.1.4 Market Opportunities for Tourism Industry

To capture the market opportunities that lie within the rapid growth of the senior tourism segment, destinations must create and innovate an array of product offerings that meet the needs and preferences of senior tourists. Senior-friendly destination management must include the provision of infrastructure and facilities specifically geared towards providing access and comfort for senior tourists.

For the tourism industry, the accommodation facility suitable for seniors is budget luxury accommodation, three-star hotels and lodging that offer comfort and facilities with senior guests in consideration. A majority of senior tourists tend to favor internationally recognized hotels. However, some senior tourists also choose the types of accommodation already bundled in the travel package that they purchase.

Facilities expected by senior tourists include comfortable rooms with special facilities and consideration for seniors. Another finding suggests that several hotels specifically designed to accommodate people with disabilities also appeal to senior tourists. Seniors expect health facilities and guidance to be available throughout their stay. In terms of transportation, seniors prefer

comfortable private rental cars. For long distance travels, they prefer to travel by air. Many seniors also use the facilities of travel and tourism agencies in the form of travel packages.

4.1.5 Opportunities for Local Communities

The main motives for senior tourists to visit Bali tend to be influenced by the culture of Bali, the fair prices in Bali, friendly locals, complete tourism facilities and infrastructure. Some tourists even consider Bali their second home. Senior tourists tend to express satisfaction of their experiences vacationing in Bali. In terms of their willingness to recommend Bali as a tourism destination, seniors tend to be in favor due to the friendliness of the locals, fair prices, and the available tourism infrastructure. Bali's tropical climate is often cited as a reason for recommending Bali as a tourism destination for friends and family.

For local Balinese communities, the development of senior tourism has an implication on the availability of employment opportunities and the sustainability of tourism as a whole, specifically in terms of the development of community-based tourism—which has great multiplier effect for local communities. The opportunities to be captured by Balinese local communities, which already have the reputation as friendly and accommodating people as well as cultured and tolerant society, include providing guidance and services for senior tourists, cultural and art shows, culinary experience, and other services.

4.2 Destination Development Model for Senior Tourism

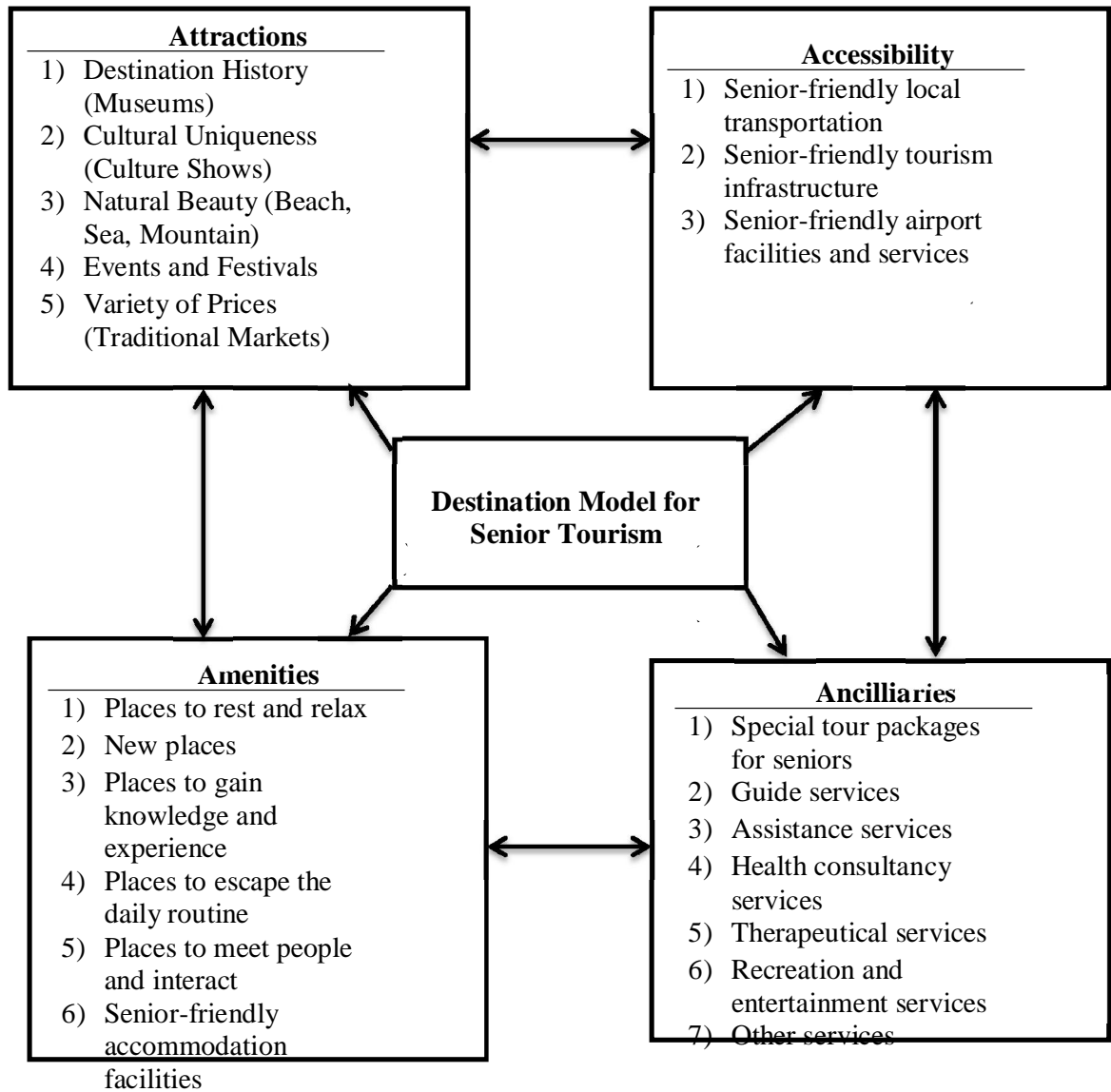


Figure 4.2
Destination Model for Senior Tourism

5. Conclusion and Recommendations

To capture the market opportunities that lie within the growth of the senior tourism segment, destinations should create and innovate tourism-related businesses and product offerings that cater to the needs and preferences of senior tourists. Senior-friendly destination management must include the provision of infrastructure and facilities that can be enjoyed by seniors. To create the right tourism innovation, research on the behavior senior tourists as tourism consumers is warranted.

The destination model for senior tourism based on the research conducted can be described as follows:

The destination model expected by seniors include the appeals of cultural tourism, art performances, festivals, natural beauty, and the availability of variable and fair prices such as in traditional markets. In terms of amenities, seniors expect that a destination already provides amenities such as: places to rest and relax, new places, places to gain knowledge and experience, places to escape the daily routines, places to meet people and interact, as well as senior-friendly accommodation facilities. When it comes to accessibility, seniors expect the availability of senior-friendly local transportation, tourism infrastructure, and airport services. In terms of ancillary services, senior tourists have different expectations when compared to tourists from other age groups. Seniors expect the provision of senior-specific tour packages, guide and assistance services, health consultation services, therapeutical service, and other services.

The study conducted indicates that accommodation services and various other services specifically geared towards senior tourists have been limited and have not become a priority for tourism operators, because the operators consider that the senior tourism segment is a small segment for Bali as a destination. Conversely, the investment required to capture this market segment is significant.

Locals also assume that senior tourists are no different than any other tourists. As such, there is no need to treat senior tourists in a special manner. For local communities, however, the development of senior tourism destinations could have a great implication on the availability of employment opportunities and the sustainability of tourism in the area as a whole, specifically when the tourism development is community-based. In reality, community-based tourism is very difficult to develop and implement due to the significant investment required for facilities and infrastructure, for instance providing senior-friendly accommodation that share many similarities to providing disabled-friendly accommodation. Additionally, providing healthcare services for senior tourists in accordance to international standard is also prohibitively expensive for the local communities.

In terms of destination image, the ability of a destination to satisfactorily give optimum service for seniors could have a positive impact on the destination's international image. As such, the role of government is necessary to capture the market opportunities of senior tourists. The government's role include the provision of facilities and infrastructure, the improvement of immigration services and friendly airport services, as well as other conveniences specifically designed with senior tourists in mind.

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