



APacCHRIE & Youth Conference 2017

PROCEEDINGS

May 31st to JUNE 3rd, 2017



15th APacCHRIE CONFERENCE.

The Future of Hospitality and Tourism: Opportunities & Challenges

8th Youth Conference

Hospitality and Tourism Opportunity and Challenges among the Youth :
a highlight on the cultural heritage tourism

15th APacCHRIE PROCEEDING BOOK

**15th APacCHRIE PROCEEDING BOOK (ASIA – PACIFIC
COUNCIL ON HOTEL RESTAURANT, AND INSTITUTIONAL
EDUCATION) THE FUTURE OF HOSPITALITY AND
TOURISM : OPPORTUNITY AND CHALLENGES**

NUSA DUA - BALI

May 31st to June 3rd, 2017

Editor

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(International Bali Institute of Tourism)

APacCHRIE (ASIA – PACIFIC COUNCIL ON HOTEL RESTAURANT, AND INSTITUTIONAL
EDUCATION

STPBI – INTERNATIONAL BALI INSTITUTE OF TOURISM

**THE FUTURE OF HOSPITALITY AND
TOURISM OPPORTUNITY AND
CHALLENGES**

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ABOUT APACCHRIE

Asia Pacific CHRIE or better known as APacCHRIE is a Federation of the I-CHRIE. Members of APacCHRIE constitute all countries at the Pacific Rim who must also be a registered member of I-CHRIE. The Geographical boundary of APacCHRIE can be segmented to 4 areas as following:

1. Area I: East Asia (PRC, Taiwan, Korea & Japan)
2. Area II: Southeast Asia (ASEAN member countries & Indo-China)
3. Area III: Oceania (Australia, New Zealand & the Pacific Islands)
4. Area IV: Indian Sub-continent (India, Pakistan, Bangladesh & Sri Lanka)

APacCHRIE chapter was formed in 2002 to promote academic and research exchanges among hospitality, food service and tourism educators and industry practitioners in Asia Pacific. It became a Federation at I-CHRIE's 60th annual conference in July 2006.

APacCHRIE board members meet twice a year, once in January and the other during the annual conference, to discuss issues related to education within the Asia Pacific region.

ABOUT HOST

STPBI is a higher institution on hotel and tourism located in Bali, Indonesia. It's is our prime concern" leads STPBI to initiate variety of activities concerning the elevation of the institution quality. Further, STPBI intensively develops local and international institutions network. To ensure its quality STPBI is qualified with ISO 9001: 2008, national certification by the national accreditation board (BAN PT), and also works with AHLEI (American Hotel and Logging Institute) in certifying the educators. STPBI offers graduate program on Hotel, Tourism, and training certification on Hotel, Cruise Line, Maritime, Airline and SPA.

To support the value of local genius tourism, STPBI also actively engage in Tri Hita Karana Certification, a certification that adopts the Balinese Hindu philosophy of the balance relationship among GOD, Human, and Nature.

The basic values of the tri hita karana should always be present in all aspects of Balinese life. Basically, the tri hita karana implies a balanced relationship between human and God, human and fellow humans, as well as human and nature.

The basic idea implicitly contained in the tri hita karana is the principle of restriction. Everything created by God has a restriction, which has to be followed by the concept of control. Therefore, in order to achieve equilibrium, society must be able to exercise an effective system of control. This control has to be focused on the greed and desire of humans. Without the restriction of greed and desire, the balance of relationships in life will not be achieved. Bali's development has to be based on the restriction of human greed and desire.

STPBI- International Bali Institute of Tourism.
Jalan Kecak No. 12, Denpasar, Bali. Indonesia

WELCOME NOTE

It is our great pleasure to welcome you to 15 APacCHRIE and 8 Youth Conference 2017. This proceedings is produced based on this first APacCHRIE conference was firstly hosted by Indonesia.

We learn that hospitality and tourism are very dynamic. Learning from the past and Projecting the Future phenomena will assist us in anticipating its dynamics. This is the reason behind the selection of this 15th APacCHRIE theme “Future of Hospitality and Tourism: Opportunities and Challenges”.

We hope that you find this proceedings fruitful and thought-provoking.

I Made Sudjana, SE., MM., CHT., CHA
Director of STPBI

ACKNOWLEDGEMENT

This proceeding is compiled based on the result of the 15th APacCHRIE (Asia-Pacific CHRIE (Council on Hotel, Restaurant, and Institutional Education) 2017 conference held from 31 May to 3 June 2017 at Sofitel Hotel Nusa Dua Bali.

Since firstly hosted by Indonesia, this prestigious academic event provides us a room to widen networking, elevate the quality of research and at the end create collaboration for a better future of hospitality and tourism industry. 15th APacCHRIE theme of “Future of Hospitality and Tourism” invites academicians to project the shape of future of Hospitality and Tourism from many different perspectives, including Economic Tourism, Event/Convention Tourism, Food and Beverage, Human Resource, Tourism Destination, Tourism Marketing, and other related issues.

We thank you for the contribution of all authors for enabling this proceeding to be produced.

Denpasar, 26 May 2017

Ni Made Ayu Sulasmini, S.Pd., M.Pd., CHE

Conference Chair

15th APacCHRIE Conference: **Reflection on Future of Hospitality and Tourism: Opportunities and Challenges**. Held at Sofitel Nusa Dua, Bali, Indonesia from
MAY 31st - JUNE 3rd, 2017.

The Keynote Speakers:

I GDE PITANA . Deputy Minister for international marketing, Ministry of Tourism, Republic of Indonesia. I Gde Pitana is a Professor in Tourism, Postgraduate/doctorate Study Program, University of Udayana, Denpasar, Bali.

PROF. THEODORE BENETATOS. CEO & Academic Dean at the International Management Institute, IMI in Luzern Switzerland. Prof. benetatos has been with IMI for the past 8 years and was directly responsible for all postgraduate programmes. His working experience has a strong hospitality and tourism focus.

The Speakers:

DR QU XIAO. Associate Professor School of Hotel and Tourism Management The Hong Kong Polytechnic University. Dr. Qu Xiao specializes in teaching and researching in the fields of strategic management and hotel real estate.

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Understanding Motivation Towards Overseas Travel of Senior Indonesians
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ABSTRACT

The ageing Indonesian population is seen as one of the most attractive markets to the tourism industry. While literature on senior travel motivation is abundant, however, to the author's knowledge, empirical studies that focus on examining Indonesian senior outbound travel behaviour is still rare. This study initiates a novel inquiry into the push and the pull motivational factors of Indonesian seniors when visiting destination in overseas. Questionnaires were used to collect data from 246 Indonesian seniors aged over 55 years who had travelled abroad. The results revealed three push factors of: 1) self-exploration; 2) relaxation; and 3) relationship enhancement; whereas five pull factors were found namely: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and destination proximity; 4) local attractions; and 5) supporting travel facilities in host destination.

Keywords: Travel motivation, push factors, pull factors, senior travellers, Indonesians

Introduction

The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach 28.8 million people or about 11.34% of the total population (BPS, 2015). Given its substantial market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry. Responding to this, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market. An increase in the average life expectancy, the advancement of medical technology, and better government retirement system have contributed to the increased life quality of Indonesian seniors (Pusat Data & Informasi Kementerian Kesehatan RI, 2016). According to Mastercard's *Future of Outbound Travel in Asia Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia Pacific region is predicted to grow about 7.6% in average within the next five years (Susanti, 2017).

The importance of the senior travel market has been well-acknowledged by both tourism scholars and industry practitioners. Abundant studies on senior travel motivation have been conducted in order to understand and to better serve the needs and preferences of senior tourists (Jang & Wu, 2006, Kim, Raab, & Bergman, 2010; Prayag, 2012, Tung & Ritchie, 2011). However, literature has shown that these studies mostly focused on examining the behaviour of senior groups from Western or developed countries (Chen & Gassner, 2012). To the author's knowledge, little attention has been devoted to understanding travel behaviour of Indonesian seniors. Considering the shortcoming, the purpose of this study was twofold: 1) to identify push factors driving Indonesian seniors to travel overseas, and 2) to explore pull motivating factors when visiting destination abroad. The findings of this research therefore are anticipated to offer a significant contribution to portray the underlying factors of Indonesian senior travellers' behavioural pattern embracing their travel motivation and their preferences on the destination choice.

Literature Review

Senior Travellers

There is still no universally accepted consensus as to categorising the senior group. Some define senior market are those aged 55 years old and above (Patterson, 2006), whereas others such as

World Tourism Organization (WTO) and Act of the Republic of Indonesia number 13, 1998 consider those who are 60 years old and plus as seniors. This study refers to the former definition, that is, defining seniors are those aged 55 years old and above.

It is crucial for every business to satisfy the customers with products and services that meet their needs and preferences. To do so, companies need to understand the behaviour of their target market thoroughly, as different segment has different needs and preferences, including the senior segment as well. There are false perceptions attached about older people. They are often stereotyped as somewhat frail, often unwell, and are generally uninterested in trying new travel activities (Wijaya, 2008). In fact, not all those perceptions are true. In many cases, today's seniors much differ from their previous cohorts. Their behaviour in consuming products and services including tourism products and services has changed as well (Chen & Gassner, 2012). Huang and Tsai (2003) explained that many seniors nowadays have changed their traditional ways of thinking from giving their savings to children into willingness to spend on their own interests. Seniors have more free time since they are retired. As such, they are more flexible with their time and this flexibility brings continuity in terms of market demand flow that is not limited with tourism seasonality pattern (school holiday, on leave work). Seniors tend to have a long length of stay when visiting a destination (Avcikurt, 2009).

Push and Pull Travel Motivation

Moutinho (2000) defines motivation as an inner state of need or a condition that directs an individual to do particular types of action to achieve a feeling of fulfillment. With regard to tourism, travel motivation relates to why a tourist travels to a certain place or destination. Motivation is a basis for understanding why tourists behave in certain ways as it reflects the intrinsic needs of each individual. In the reality, tourist's motivation can be very wide range and complex. They might seek to satisfy not only one single need but also a number of distinct needs simultaneously (Gonzalez & Bello, 2002). Therefore, it is important to know what major motivators which drive tourists for traveling.

Amongst different motivation theories in the literature, Dann's (1977) push and pull motivation concept has been widely adopted in many studies examining traveller motivation. The push factors relate to the internal needs and preferences of travellers such as ego-enhancement, self-esteem, knowledge seeking, relaxation, and socialization (Jang & Wu, 2006). On the contrary, the pull

factors are characteristics pertaining to the visited destination and this may include the level of cleanliness, safety; facilities, event, and cost; and natural and historical sight (Kim, Lee, & Klenosky, 2003). Baloglu and Uysal (1996) argued that push and pull factors are fundamentally related to each other since pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not visit a destination. In other words, the push factors give travellers a reason to visit to a certain destination whilst the pull factors describe their selection of destination (Johann & Padma, 2016).

Understanding senior's travel motivation is essential to travel and tourism businesses that cater to this growing market. Johann and Padma (2016) stated that senior travellers' motivations are seeing something new; getting away from routine; visiting and experiencing sights and culture; concluding a phase of life; rest and relaxation; comfort and pampering; experiencing landscapes and nature; challenging and stimulating oneself. Moreover, the statement is in line with the idea of Jang, Bai, Hu, and Wu (2009) who found in their study that senior travellers' motivations were: novelty seeking; self-esteem; ego-enhancement; socialization; rest and relaxation. Lee, Graefe, and Obenour (2008) in their study discovered that compared to the younger travellers, the seniors paid less attention to physical-intensified and skill-oriented activities. However, the senior respondents did not mind to undertake less rigorous physical activity such as viewing or sightseeing at natural sites and parks. Additionally, senior respondents weighed more family recreation as their trip motivation. Their time was spent in emotional exchanges especially when dealing with their family members. Moreover, Jang and Wu (2008) pointed out the presence of emotional reason behind travel decision of the seniors. For instance, for senior couple groups, one of the main motives for travelling is aiming to celebrate a happy life event such as silver or golden wedding anniversary.

Methodology

To achieve the aim of the study, a researcher-administered survey was undertaken to 246 participants aged above 55 years old. All participants were Indonesian citizen and live in Indonesia and had ever travelled overseas at least within one year of the data collection was undertaken. Travel motivation items in the questionnaire were developed based on previous studies examining push-pull motivation concept. Push factor motivation was measured in the items under travel

motivation, while pull factor motivation was assessed in destination-oriented attributes. The push-pull attributes from the literature were refined to adjust with Indonesian seniors overseas travel context.

There were three sections of the questionnaire. The first part of the questionnaire measured travel motivation of the participants. In total, 16 items related to senior traveller motivation were included indicating their level of agreement or disagreement on a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The second part aimed to explore the attributes of selecting destination choice. It contained 17 items related to travel destination choices such as availability of shopping facilities, medical facilities, local climate, travel distance and activity choices. In this part, participants were asked to rate the importance of each destination attribute concerning the extent of importance, ranging from 1 (unimportant at all) to 5 (very important). The last part of the questionnaire identified the information related to demographic profiles of the senior travellers such as gender, age, education level, marital status, employment status, and income source.

The method chosen to address the research objective was Exploratory Factor Analysis (EFA) which aimed to reduce the number of variables in two constructs of push motivations and pull motivations. The underlying factors emerged from EFA were represented as correlations among sets of many interrelated variables (Hair, Anderson, Tatham, & Black, 1998).

Results

A total of 246 questionnaires were usable for data analysis. In terms of socio-demographic profiles, there was an equal participation between male and female respondents, however, in terms of the age, the majority of the total sample was the youngest senior aged group, that was 55-60 years old (63.4%). The majority were married, whose highest education attainment was secondary school (45.9%); and worked as entrepreneurs whose average monthly income achieved above IDR 10 million (38.6%). With regard to travel characteristics, the respondents picked the closest neighborhood countries to visit namely Singapore, Malaysia, and China. Most participants stated that they travelled overseas for holiday purposes (61%), and travelled together with their family (74.8%). The majority of the respondents expressed that travel expenses were paid by their family members.

Exploratory Factor Analysis (EFA) was conducted separately between the push travel and the pull travel motivations. Using varimax rotation, the eigenvalue over 1.0 was used for factor inclusion, and a factor loading of 0.40 was adopted as the standard to include items in a factor. Moreover, Bartlett's test of sphericity and the Kaiser- Meyer-Olkin (KMO) were calculated to determine whether sufficient correlations existed among the examined variables.

With regard to the push motivational factors, the EFA showed that the value of Kaiser Meyer-Olkin (KMO) test was .877, and Bartlett's test of sphericity was highly significant (Chi square = 1,930.587, $df= 136, p = .000$), indicating a good result for the 16 variables was permitted to be analysed further. Three push motivation factors with eigenvalues greater than 1.0 were derived to represent the original 16 variables, explaining 59.304% of the total variances. The variables are ordered and grouped by the size of loading to facilitate interpretation. The results showed that the participants were driven to travel by three push motivation factors. The first factor was named **Self-explorations** since it displayed a predominance of items which were linked with participants' desire to equip themselves with new knowledge and experiences while travelling. This was achieved through their willingness to explore such activities as meeting new people, knowing way of life of the local people, and learning new culture in host destination. **Relaxation** was the name of second push factor which corresponded to the participants' desire to enjoy leisure time with their family, to enjoy life, to escape from routines by travelling to new places they never visited before, and to improve health stamina. The third push factor was labelled **Relationship enhancement**, which illustrated that the desire to improve the quality of their relationship by visiting friends and relatives who live overseas, to enjoy travelling with friends rather than being lonely, to recall their memories towards nostalgic moments in their lives, and to encounter with spiritual experiences that is expected to enhance the quality of their relationships with others.

Following the EFA results of the push motivational factors, the calculation for the pull factors demonstrated the value of Kaiser Meyer-Olkin (KMO) test was .798, and Bartlett's test of sphericity was highly significant (Chi square = 1,868.587, $df= 136, p = .000$), indicating a good result for the 17 variables to be permitted for further analysis. Five pull motivation factors with eigenvalues greater than 1.0 were derived to represent the original 17 variables, explaining 67.41% of the total variances. The findings revealed that the participants were driven by five pull factors. Factor 1 is called **Facilities and Hygiene**- it encompassed destination attributes related to transport,

hygiene quality, accommodation, and safety security aspects. Factor 2 was labelled **Destination Familiarity**- which consisted of the availability of food that is familiar to the senior participants, language that can relatively be easy to understand so that it helped the participants to communicate while they were travelling in the destination, and the climate that was not far different from the one in Indonesia. Interestingly, while some participants pointed the familiarity issues influencing their destination selection, some other participants highlighted the availability of local cuisines as the pull factor that drove participants to select the destination. **Value for Money and Destination Proximity** was the third pull factor which represented aspects pertaining to travel expenses. This could include travel cost from Indonesia to the selected destination and vice versa, the currency value, and distance proximity between home and visited destination. Factor 4 was **Local Attractions**- contained the variety of cultural attractions and natural attractions that the participants could visit while in the destination, and the availability of the information center of the visited destination. The fifth pull factor revealed was **Supporting Travel Facilities in Host Destination** that were shaped by the availability of shopping facilities, health facilities, and various special events held in the destination.

Discussion

This research attempted to discern travel motivation of the Indonesian seniors and their preferences to the decisions of overseas destinations. The findings revealed that overall, senior participants were internally motivated by three push factors of: 1) self-exploration; 2) relaxation; and 3) relationship enhancement. On the other side, the participants were driven by five pull factors considered as the external factor, mostly referring to the destination characteristics. This pull factors were: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and destination proximity; 4) local attractions; and 5) supporting travel facilities in host destination. **Self-exploration** appeared to be the most important push factor motivating the participants to travel overseas. In this study, self-exploration factor comprised the attributes relating to the desire to challenge the participants' with travel activities that can enhance their knowledge by encountering with new culture and new people including the locals. This finding is similar to Jang et al. (2009) who found that novelty seeking was one main motive that drove seniors to visit new places. **Relaxation** was appeared to be the second most important push factors motivating

participants to travel overseas. The emergence of this factor is unsurprising since most previous studies also highlighted the same factor, in which seniors were driven by the desire to get rid of the boredom of the daily routine life and have a relax leisure time for a while (Jang & Wu, 2008; Jang et al., 2009; Johann & Padma, 2016). **Relationship enhancement** was emerged as the third contributing to participants' push factors to travel overseas. It is not uncommon to see that after taking a holiday and visiting new places or attending certain types of events, the relationship quality can become better.

In terms of the pull motivating factors, this study has revealed five factors related to the destination that influenced participant selection. First, **facilities and hygiene** factor was merged from transportation, accommodation quality, hygiene and safety attributes. This finding confirms previous research completed by Kim, Lee, and Klenosky (2003) who also revealed this factor. The second factor was **destination familiarity**. In the survey, participants mentioned Singapore and Malaysia as top two destinations visited. This is unsurprising given that these neighbourhood countries have the same cultural root with Indonesia, thus, the language, the food, the climate of these countries are expected to be similar to Indonesia. Moreover, **value for money and destination proximity** was found to be the third pull factor for the participants to select a destination abroad. As shown in the survey, the most frequent countries to visit were Singapore, Malaysia, and China. These three countries are relatively closed to Indonesia, hence, the short distance for taking trips from home to the destination and conversely would directly affect travel expenses paid by the participants.

In fact, Indonesia's currency value is considered very low compared to the values of other countries, thus, travelling to Europe and North America regions will be considered as exorbitant trip. Interestingly, the emergence of factors 2 and 3 (destination familiarity, and value for money and proximity, respectively) are rarely uncovered in the previous studies. As mentioned earlier in the literature review, most research on senior travellers focused on examining seniors from Western or developed countries. Senior people from these regions might not have encountered with problems related to language and travel expenses since they are relatively more open to the differences and new challenges. According to Reisinger and Turner (2001), as member of high uncertainty avoidance cultures, most Asian travellers are worried about the exposure to language difficulties or other cultural differences when travelling overseas. As a consequence, the two pull factors of destination familiarity, and value for money and destination proximity should be taken

into account by tourism and travel providers when catering to the Asian (including Indonesian) seniors.

The fourth pull factor emerged in this study was **local attractions**. This included both natural and cultural attractions, as well as the availability of information centres to provide services to the participants in case they needed any assistance. Last pull factor appeared from the analysis was **supporting facilities in the**

destination. This encompassed attributes of destinations of shopping facilities, health facilities, and special events. This result confirms the past studies that also found the role of destination attractions and supporting facilities as the significant pulling factors for the seniors to choose a destination (Avcikurt, 2009; Prayag, 2012) .

To conclude, the results of this study has contributed to a better understanding of how the senior travellers in particular Indonesian seniors is influenced by the push and pull factors when visiting a destination overseas. Such an understanding is crucial for relevant stakeholders such as tour operators both in Indonesian seniors' home country and tourism service providers overseas in designing travel itinerary and activity as well as tourism product and services that suit with this segment. This study is an exploratory in nature, therefore, it has limitation in terms of the sampling size and the variables examined. Further research could be undertaken to incorporate more respondents to improve the generalisability of the findings. Other variables such as travel satisfaction and revisit intentions could be added in providing better insights as to Indonesian senior market travel behaviour.

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We believe

Pulling a good network together
takes effort, sincerity and time.

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