DO ASIAN AND NON-ASIAN DIFFERENT? A STUDY OF SENIOR TOURISTS' TRAVEL MOTIVATION

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Abstract. This research aimed to identify the push and pull travel motivational factors of senior tourists from Asia and non-Asia regions in choosing Bali as their destination, as well as examining any differences in the push and pull factors of both groups of nationality. Exploratory factor analysis that was continued with t-test differences analysis were completed to analyse the data. Results revealed six factors that pushed seniors to travel to Bali namely: exploring and increasing knowledge about the local culture; quality time and visiting nostalgic places with close accompanies; relaxation and having fun; spending time with family members; rejuvenation and health; and sharing about destination experience. In addition, there were four pull factors revealed: hospitality services and tourist attractions; local culture; natural scenery and climate; and quite rest area. While significant differences shown between Asian and non-Asian seniors in factors that intrinsically pushed them to travel to Bali, no significant differences appeared between senior tourists from the two groups of nationalities in considering Bali's destination attributes that pulled them to visit the island.

Keywords: travel motivation, push-factor, pull-factor, senior tourist, Bali

Abstrak. Penelitian ini bertujuan untuk mengidentifikasi faktor pendorong dan faktor penarik motivasi wisatawan usia lanjut yang berasal dari negara Asia dan non-Asia dalam memilih Bali sebagai destinasi wisata. Selain itu, penelitian ini juga bertujuan menganalisa apakah terdapat perbedaan yang signifikan antara motivasi wisatawan usia lanjut dari kedua kewarganegaraan tersebut. Analisa faktor eksploratif dan analisa perbedaan t-test sampel bebas digunakan untuk menganalisa data primer yang terkumpul. Hasil penelitian mengungkap bahwa terdapat enam faktor pendorong wisatawan usia lanjut untuk berwisata ke Bali yaitu: mengeksplorasi dan meningkatkan pengetahuan mengenai budaya lokal Bali; mengunjungi tempat-tempat nostalgia dengan orang-orang terdekat; bersantai dan bersenang-senang; menghabiskan waktu dengan keluarga; kebugaran dan kesehatan; dan membagikan pengalaman menikmati destinasi di Bali. Sebaliknya, ditemukan empat faktor daya tarik wisatawan usia lanjut memilih Bali sebagai destinasi berlibur antara lain: layanan dan atraksi wisata yang ramah; budaya lokal Bali; keindahan alam dan iklim di Bali; dan tempat istirahat yang tenang. Hasil penelitian juga mengungkap adanya perbedaan yang signifikan antara wisatawan usia lanjut dari negara Asia dibandingkan dari negara non-Asia terkait motivasi internal yang mendorong untuk berwisata, sementara itu, dari sisi faktor daya tarik, tidak ada perbedaan yang signifikan di antara kedua kelompok wisatawan usia lanjut.

Kata kunci: motivasi berwisata, faktor pendorong, faktor penarik, wisatawan usia lanjut, Bali

INTRODUCTION

Every tourist has different motivation for travelling to a region. Motivation directly drives someone's decision to travel because of the internal motives (push factors) and the attraction of destination attributes (pull factors) (Yoon & Uysal, 2003). Pull motive is mainly driven by the tangible factors of the destination for examples tourist attractions and tourism-related facilities offered by a destination. Meanwhile, push motive is an intangible factor, for examples, someone's

inner desire that pushes him to get out of his daily routine, relaxation, self-discovery, prestige, family, and friends gathering, and social interaction (Kim, 2008).

Data from the Statistics Indonesia (BPS) in 2016 recorded that the number of international visitors that travelled to Indonesia in that year reached more than 12 millions from all around the world. There was a 15.54% growth of visitors compared to the numbers in 2015 (BPS, 2016). Most of the international visitors' travel purpose when visiting Indonesia is to have a holiday. The number of tourists visiting a region is a strong indicator that the region has a great tourist attraction (Dewi, 2015). Amongst various aged groups visiting Indonesia, statistics has shown that the international travellers was dominated by young traveller groups aged 25-34 and 35-44 years old. At the end of 2014, the 25-34 and the 35-44 years old age groups accounted for 25.56% and 23.24% of the total visitors, respectively. A little bit less than the young group, in 2009 the groups of 55-64 years old and above 64 years old reached 13.75% of the total visitors to Indonesia and kept increasing in 2010. Although this number was going down by 1.63% in 2010, it kept increasing in the years after. Although still less than the group of young travellers, the number of senior tourists is steadily growing (Pusdatin Kemenparekraf & BPS, 2015)

Bali is acknowledged as the most favourite tourist destination of Indonesia both for domestic and foreign tourists. The island that is rich in tourism has attracted tourists to visit exciting places, such as a beautiful beach, terraced rice fields, volcanos, and some other art attractions. Aside from that, the cultural diversity in Bali has also attracted foreign tourists (BPS, 2015). There are 10.406.759 people from overseas who visited Indonesia in 2015. Meanwhile, the number of foreign tourists who visited Bali in 2015 is 4.0001.835. This data explained that 38.5% of foreign tourists that came to Indonesia chose Bali as their travel destination (BPS Bali, 2015). One of the reasons the number of tourists that visit Bali increased is the growth of world population and the tourists' desire to travel to a place, which is a sign that Bali's tourism will also grow (BPS, 2015). There are 3,19 million foreign tourists that came directly from their country to Bali on the period of January-August 2016. That number is 22,76% higher than the previous year (Antara, 2016). This rising number of tourists in Bali is not unrelated to the involvement of the Ministry of Tourism and Creative Economy. The government increased promotions through information and technology (IT) with the help of the Ministry of Tourism, one of which is Bali's event calendar in 2016 that has been created will be delivered to the central government to be promoted overseas (Indah, 2016).

Further, the behaviour of foreign tourists can be analysed from their nationality, because there are cultural differences that will affect tourism activities (Utama, 2012). Johnson and Devonish (2008) stated that different countries of origin would influence the variables of destination perception, satisfaction rate, demographic, and chosen activities. Not only that, tourists' motivation in choosing their destination is undoubtedly different from one country to the others. Kozak (2002) also added detailed research focus on tourists demographic, such as their nationality, can explain their travel motivation and behaviour. As explained in the first part of this introduction, age group and foreign tourists' nationality, senior tourist is a minority. However, its number increased annually and so that growth phenomenon will be a new segment for the tourism industry (Utama, 2014). The elderly segments are tourists with the age of, at least, 55. This has been regulated in the Presidential Decree Number 31/1998. A segment with huge potential, supported by the condition of which most of them have retired from their jobs, thus giving them more free time than those of productive age (Utama, 2012). According to Utama (2012), the elderly have a strong purchasing power, which supported by their pension money that can be allocated for travelling. Currently, in America, a pension plan is a government regulation, seeing the fast-growing rate of retirees. Pension plan gives social benefit for the employees in the form of wage subsidies (Staab & Kleiner, 2005). This elderly population has become a new phenomenon in some countries, of which the proportion of this population has

been growing in recent time (Harper & Leeson, 2008). In 2008, Japan, Italy, and Germany were the countries that have a high elderly population with age above 65 (Kinsella & He, 2009).

This research is also supported by the phenomenon that the senior tourists that visited Bali are still not being given enough and close attention by service providers. This is supported by the result of the researcher's unstructured observation of several travel agents in Bali. According to a tour leader in Bali, service providers are still focusing on the young family segment, and there is still no travel packages that are specifically designed for the elderly, seeing that this segment has a different background, needs, and travel style than other segments. Such phenomenon will be fascinating to be examined. Based on the background above, this research aims to identify the push and pull factors of senior tourists from both Asian and non-Asian countries in choosing Bali as their travel destination. Additionally, this study also aims to analyse whether there are significant differences between the push and pull factors of Asian and non-Asian senior tourists.

LITERATURE REVIEW

Travel Motivation. Travel motivation is a motivation that causes travel when someone finds a destination to fulfil his needs and desires (Creative Based Tourism, 2011, pp. 53-54). Motivation can be based on needs, as a trigger to seek knowledge or information about a product or service (Schiffman, 2008, pp. 27). Yoon and Uysal (2003) stated that every tourist has motivations to travel. This is because each place offers various kinds of products and services to the tourists so that they have a chance to choose their travel destination (Kozak, 2002). To identify someone's reasons in visiting a place, there is a need to study the push and pull factors on why someone travels.

Tourists motivation is a result of an internal push to go out to new environments, on which they will meet someone new and experience something new (Meng, Tepanon, & Uysal, 2008). In other words, push factors are directly related to someone's inner desire to travel. This push is influenced by intangible factors, such as the desire to relax, go to an adventure, go away from their previous environment, prestige/lifestyle behaviour or pride reasons, or to look for social interactions, whether with family or friends. Some other reasons are to find new enjoyment or for educational purposes (Patterson, 2006). Several studies have been conducted to measure tourists' push factors in visiting a destination such as those by Yoon and Uysal (2005), Kim (2008), Kassean and Gassita (2013), as well as Utama (2012) that had specifically dug the motivation of senior tourists when they visited Bali. Table 1 contains a summary of several push factors that have become the findings of previous studies and had been reviewed by the researcher.

Table 1. Literature Review on the Push Factors of Senior Tourists' Travel Motivation

Ryan (1991, in Pitana & Gayatri, 2005)	Yoon & Uysal (2006)	Kim (2008)	Kassean & Gassita (2013)	Utama (2014)
1. Escape 2. Relaxation 3. Play 4. Strengthening family bonds 5. Prestige 6. Social interaction 7. Romance 8. Educational opportunity 9. Self-fulfilment 10. Wish-fulfilment	1. Exciting 2. Knowledge/ education 3. Relaxation 4. Achievement 5. Family togetherness 6. Escape 7. Safety/fun 8. Away from home & seeing	1. Getting away 2. Adventure and excitement 3. Discovery and learning 4. Connecting with family and friends 5. Engaging nature 6. Self-entertainment 7. Rejuvenation 8. Spending time with someone special	1. Rest relaxation 2. Nostalgia 3. Escape 4. Novelty 5. Social interaction 6. Self-actualization 7. Recognition/ prestige	1. Rest and relaxation 2. Visiting new places 3. Seeking knowledge and experience 4. Away from daily routine 5. Meeting people and socializing 6. Physical training 7. Visiting or taking a vacation with family and friends

Sources: Ryan (1991), Yoon and Uysal (2006), Kim (2008), Kassean and Gassita (2013), Utama (2014) (summarised by the authors)

On the other hand, pull factors represents knowledge or belief that pulls someone to their destination (Yoon & Uysal, 2003). Its gears are tangible factors, such as the available facilities or attractions of a place. External factors always pull tourists to visit a destination (Andreu, Bigne, & Cooper, 2000). In other words, pull factors are directly related to the attributes in a tourist destination (Meng, Tepanon, & Uysal, 2008). Pull factors give a better understanding of why tourists chose a specific destination in a particular place (Patterson, 2006). This pull factor is caused by an attraction or facility of a destination place, such as beach, recreation facilities, cultural attraction, shopping, and recreational park (McGehee, Murphy, & Uysal, 1996). Table 2 describes the summary of several pull factors that became the findings of previous studies that had been reviewed by the researcher.

Table 2. Literature Review on the Pull Factors of Senior Travelers' Travel Motivation

Yoon & Uysal (2005)	Kim (2008)	Kassean & Gassita (2013)	Utama (2014)
1) Modern atmospheres and activities	1) Lodging and transportation	1) Beautiful beaches	1) The history of Bali
2) Wide space and activities	2) Convenience and value	2) Climate and sunny weather	2) Balinese culture
3) Small size and reliable weather	3) Recreation and entertainment	3) Landscape and scenery	3) The nature of Bali
4) Natural scenery	4) Cultural opportunities	4) Mauritian hospitality	4) The prices in Bali
5) Affordable restaurants	5) Natural scenery	5) Accommodation service	5) Event and festivals
6) Different culture	6) Sun and beaches	6) Exotic atmosphere	6) Vacation or spare time
7) Cleanness and shopping	7) Family friendly	7) Authentic Mauritian culture	7) Transportation
8) Nightlife and local cuisine		8) Flora and fauna	8) Distance from the countries of origin
9) Interesting town and village		9) Local cuisine	9) Foods and drinks
10) Water activities		10) Safety and security	10) Services and facilities
		11) Ethics	11) Health services
		12) Attractions	12) Immigration services and procedure
		13) Restaurants	13) Safety
		14) Value for money	14) Travel agent services
		15) Water sports	15) Tour guide
		16) Politically stable	
		17) Epidemic free	
		18) Modes of transportation	
		19) Entertainment	
		20) Ease of access	
		21) Local beverages	
		22) Arts and crafts	
		23) Shopping opportunities	
		24) Historical and cultural sites	
		25) Technological advancements	
		26) Land-based sport	
		27) Fitness and wellness	
		28) Nightlife	

Sources: Yoon &Uysal (2006), Kim (2008), Kassean & Gassita(2013), dan Utama (2014) (summarised by the authors)

Senior Tourists. There is a lack of consistency in the definition and categorization of senior tourists. This lack of consistency is caused by the differences in policies that defined "old age". Previous research stated that a 50 years old is considered as an elderly, while others defined it when a person

is at least 55, 60, or 65 years old (Patterson, 2006, p17). United Nations (2002) defined senior tourists as tourists aged 60 or more, which is predicted to be increased by 22% in 2020. Norman, Daniels, McGuire, and Norman (2001) divided it into two categories: 1) *veteran-mature market members*, aged 65 years old and above; and 2) *Non-mature market members*, aged 50-64 years old.

In tourism, 55 years old and above are considered as senior tourists (Patterson, 2006). As written in the Presidential Decree Number 31/1998, Indonesian government defined senior tourists as a foreign tourist whose age are 55 and above. This research refers to the government's standard of senior tourists, 55 years old. Martin and Preston (1994) in Patterson (2006) stated that there are currently many senior tourists that were retired at a young age, healthier, better-off, more educated, more independent, and have a more relaxing time to interact and gather with their family. Javalgi (1992), in Patterson (2006) stated that this senior citizen market has a financial power that will and is ready to be allocated for tourism activities and this market is one of the wealthiest age group in the society. The elderly tend to opt for a long holiday, far away from their home for a more extended period, and pay for more attention for their personal safety during their trip to a place (Patterson, 2006).

Relationship Between Tourists Motivation and Countries of Origin. Several previous research has studied the relationship between countries of origin and tourist behaviour. Specifically, research on motivation had been done by Kozak (2002) that research the differences in motivation between British and German tourists that visited Turkey and Mallorca. The result reveals that the dominant push factors that motivate German tourists to visit Turkey are relaxation and physical reasons. Compared with British tourists, those from Germany are being motivated by pleasure seeking/fantasy factor. Research done by Johnson and Dovonish (2008) studied the motivation of tourists that visited Barbados based on their nationality, gender, and age. Their research found that the motivations of British, American, Canadian, and Caribbean tourists are different. The Canadian is more inclined to be pushed by physical motivation factor, such as getting closer to nature, exercising, and be active physically for their fitness compared to those from the United States. The same thing also happens with cultural motivation, and the Canadian tourists have an adequately strong cultural motivation result compared to the Caribbean tourists. Compared with tourists other than those from the Caribbean, the average of British, American, and Canadian tourists visited Barbados "to enjoy good weather". British and Canadian tourists have a high motivation to "pleasure-seeking factor" than those from other countries. On the other hand, Canadian tourists have a higher desire to "mix with another fellow" than the American, British, and Caribbean tourists. Canadian and British tourists have a higher motivation to seek adventure in Barbados than those from other nationalities.

METHOD

This study is categorised as descriptive research since it aims to describe an existing phenomenon, that is: push and pull motivational factors of Asian and non-Asian tourists in choosing Bali as their travel destination. This research is also categorised as a comparative research, for the primary data obtained is used to compare the similarities and differences between two groups of data (Hassan, 2006), that is, to compare the travel motivation of Asian and non-Asian tourists. The survey was completed by using questionnaire as the research instrument. Purposive sampling technique was applied where the chosen samples had to fulfil these following three criteria: 1) senior tourists aged 55 years old and above that had ever travelled to Bali; 2) either domestic or international tourists; and 3) had travelled to Bali for holiday purpose only. Five-point Likert scale was used to measure the agreement and importance degree towards the travel destinations'

attributes, with response meanings as follows: 1 = strongly disagree to 5= strongly agree (for push factors), and 1=very unimportant to 5=very important (for pull factors). Exploratory factor analysis was utilised to obtain the underlying push and pull motivational factors, followed by independent sample t-test to identify the significant differences between Asian and non-Asian senior tourist groups.

RESULTS AND DISCUSSION

There were a total of 100 senior tourists who participated in the survey, split equally between Asian and non-Asian. The demographic profile can be seen in Table 3.

Table 3. Demographic Profile

No	Demographic Attributes	n	%
1	Gender		
	1. Male	48	48%
	2. Female	52	52%
2	Age		
	1. 55-60	45	45%
	2. 61-65	25	25%
	3. 66-70	19	19%
	4. Above 70	11	11%
3	Nationality		
	1. Asian	50	50%
	2. Non-Asian	50	50%
4	Education		
	1. Secondary school	44	44%
	2. Bachelor degree	48	48%
	3. Postgraduate (master or doctor) degree	8	8%

Table 3 shows that females dominate the gender of the elderly Asian and non-Asian. Most of the respondents are 55-60 years old (45%) while the rests are 60 and above. This shows that almost all elderly respondents that travelled to Bali did it in an unproductive age.

Table 4. Travel Characteristics

No	Travel Attributes	n	%
1	Experiences in visiting Bali		
	1. Have visited Bali before	70	70%
	2. First time visiting Bali	30	30%
2	Temporary residence in Bali		
	1. Hotel	79	79%
	2. *Guest House*	10	10%
	3. *Homestay*	4	4%
	4. Others	7	7%
3	Staying Time		
	1. Less than 3 days	10	10%
	2. 4-7 days	46	46%
	3. 1-2 weeks	30	30%
	4. More than 2 weeks	14	14%
4	Travel purpose		
	1. Vacation	97	97%
	2. Business Trip	1	2%
	3. Others	2	2%
5	Travel Partner		
	1. Alone	14	14%
	2. Couple	19	19%
	3. Family	53	53%
	4. Friends	14	14%
6	Travel Planning		
	1. Self-planning	48	48%
	2. Travel agent	42	42%
	3. Helped by their family	10	10%

As can be seen in Table 4, most senior respondents choose to temporary stay in a hotel, while few of them choose to stay in a guest house or homestay for an extended period. Some others choose an inn, family stay, and some other accommodation instruments as alternatives. The data in table 4 shows that 97% of senior respondents' goal is to take a vacation. The rest are doing a business trip or other reasons, and the researcher has made sure that tourism activities are following business trips and other reasons. It can be concluded that the motivation of senior respondents to take a vacation in Bali is the majority. The fact is that more than 50% of respondents visited Bali with their family to spend their time together. Some others choose to travel with their lover, while the rest choose to go alone and with their friends. Travel planning is one thing that a traveller will not forget to prepare before their trip. The travel profile result notes that 48% of the respondents choose to plan their trip on their own. The information on Bali tourism can be gathered from several websites or applications that provide information about tourist destinations. Not all places in Bali can be visited with lower price without the help of a travel agent. Because of that, the other 42% choose to utilize the help of travel agents while the rest 10% choose to ask their family members for help.

Table 5. The Grouping and Analysis of Push Factors

Loading Variable Names		Loading Factors	Eigenvalue	% Variance
F1: Explore and increase knowledge about the local culture				
PS1	Visiting historical and cultural places	0.884	4.981	26.217
PS6	Experiencing a Balinese culture)	0.812		
PS7	The desire to increase knowledge of new places)	0.790		
PS8	Experiencing new or different Bali's lifestyle)	0.693		
PS3	being daring and adventurous	0.614		
F2: Quality time and visiting nostalgic places with close accompanies				
PS15	Spending time with friends	0.871	1.583	13.594
PS11	To visit family origin, friends, and relative	0.676		
PS12	To visit a place recommended by friends	0.658		
PS18	Nostalgia	0.624		
F3: Relaxation and having fun				
PS13	Having fun or being entertained	0.811	1.723	9.069
PS2	Rest and relaxation	0.751		
PS14	Enjoying good weather	0.711		
F4: Spending time with family members				
PS17	Spending time with a special someone	0.876	1.585	8.342
PS10	Spending time with family	0.774		
F5: Rejuvenation and health				
PS19	Visit without any particular reason	0.747	1.426	7.507
PS16	To get physically or emotionally refreshed/being physically active	0.631		
PS5	Meeting new friends	0.551		
F6: Sharing destination experience				
PS9	Seeing many attractions in Bali	0.745	1.177	6.192
PS4	To share with others about the trip after returning home	0.687		

KMO = .609; Barlett's Test of Sphericity: Approx. *Chi-Square* = 975.056; *df* =171, *Sig* = .000; Total variance explained = 70.923%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 8 iterations

The first push factor that causes senior respondents to travel to Bali is "**explore and increase knowledge about the local culture**". This push factor reflects the respondents' desire to visit historical and cultural places, experience Balinese cultures, increase knowledge of new places, experience new or different Bali's lifestyle, and be adventurous. The influence shaped by five correlated indicators reflected the respondents' desire to experience Balinese cultures directly. Rivan (1991) has consistently proved in his research that someone's push factor in travelling to get the opportunity to increase their knowledge can be seen as "educational opportunity".

The second push factor is **quality time and visiting nostalgic places with close accompanies**. This factor stressed on push factor to visit a travel destination with family or friends. Aside from that, the respondents agreed that visiting a travel destination place can be a type of nostalgia towards the place that has their memories of the past. This factor supported Kim's research (2008) where "family friendly is considered as a factor that pictured activities with family and closest people, while the push to nostalgia is on Kassean and Gassita's research (2013).

The third push factor is **relaxation and having fun**. As the name implies, this factor surfaced because of the desire to relax that is revealed from the statement "enjoying good weather",

where this statement is a part of the activities to relax. Aside from that, this factor is also a "having fun or being entertained" indicator. This factor is a reflection of respondents' push factors, go out from their daily routine to reduce stress. One of the factors that consistently appeared on the research of Riyan (1991), Yoon and Uysal (2006), Kassean and Gassita (2013), and Utama (2014) stated that the relaxation and having fun factor is always closely related to someone's desire to travel to a specific place.

The fourth push factor is **spending time with family members**. The respondents' age influenced their desire to spend more time with their family. It can be seen from the result of this research, where 53 respondents travel with their family. By having the indicators that refer directly to the activities to spend time with the closest people, family or a special someone, then this factor may accurately show the push factor that influences respondents to travel to Bali with their family. The fifth push factor is **rejuvenation and health**. Utama (2014) has health factor in his research, but the researcher added rejuvenation that means youthfulness because of the "meeting new friends" and "visit without particular reasons" indicators, which are the activities to go out from daily routines, could cause a more significant desire to socialize. Aside from that, visit without particular reason is an indicator of an impulse to visit Bali without any specific desire. More accurately, the birth of a desire to visit Bali in their spare time.

The sixth push factor is **sharing destination experience**. Usually, this factor is closely related to the conversation with family or friends. This factor appears from two indicators where respondents stated that after they visited Bali, they return to their country to tell their experience in Bali to their family or closest people. The researcher created this new factor because this factor is still not yet found in previous research; thus, this is a discovery as the result of this research.

Table 6. The Grouping and Analysis of Pull Factors

Indicators		Loading Factors	Eigenvalue	% Variance
F1: Hospitality services and tourist attractions				
PL3	Convenient travel accommodations such as hotel and transportation	0.837	5.092	33.949
PL4	Availability of information about a destination	0.770		
PL11	Familiar travel destination	0.706		
PL12	Safety and security	0.706		
F2: Local Culture				
PL2	Local cuisine	0.629	2.473	16.483
PL7	Shopping opportunities	0.566		
PL13	Bali's unique culture	0.699		
PL14	Adequate infrastructure	0.658		
PL15	Interesting town/village	0.807		
F3: Natural scenery and climate				
PL1	The tour guide, accessible travel agent, and affordable travel packages	0.790	1.273	8.484
PL8	Beautiful scenery and landscape	0.738		
PL9	Warm and sunny weather	0.756		
PL10	Beautiful sea and beaches	0.685		
F4: Quiet rest places				
PL5	Comfortable rest areas	0.872	1.095	7.301
PL6	Cultural and historical attractions in Bali	0.528		

KMO = .780; Barlett's Test of Sphericity: Approx. *Chi-Square* = 671.654; *df* =105, *Sig* = .000; Total variance explained = 66.218%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations

With regards to pull motivational factor, the first factor that pulls the respondents to visit Bali is **hospitality services and tourist attractions**. This factor is created from the researcher's questions on the attributes of travel destinations, such as lodging and transportations, information on travel destination places, as well as the safety requirements of the travel destination places by the respondents. This is a factor that is considered necessary by the respondents to visit Bali. The ease of obtaining information is hoped to make it easier for tourists to visit interesting places in Bali. This factor is indeed related to previous research, such as Kim's (2008) that stated that lodging and transportation are closely related to travel destination services. Aside from that, Kassean and Gassita (2013) described this first factor as accommodation services and Mauritian services. Utama (2014) noted that things that senior tourists paid attention to when they visited Bali are transportation, facilities, and services.

The second pull factor is the **local culture**. The combination of urban and rural beauty with the local activities and cuisines in Bali, where these two things combined when the respondents visited an urban or rural area, they will automatically be involved with the activities and enjoy the food of the locals. Interesting and becomes an essential factor for the respondents, because the activities and typical food around the area where they live will increase their impression on Balinese culture.

The third pull factors are **natural scenery and climate**. This factor refers to respondents' agreement to have affordable natural travel packages in Bali, considering that there are many tourist spots in Bali that still have not been touched by many tourists. Aside from that, this factor becomes an important factor because not all tourist destinations in Bali can be visited without the right timing; thus travel agents are needed to maximize the traveller's trip in Bali.

The fourth pull factor is a **quiet rest area**, which is formed by two indicators, "quiet rest area" and "cultural and historical attraction in Bali". This factor is newly formed by the researcher, where the respondents' statement of their interest to visit Bali because of the desire to rest near places with a strong Balinese culture.

Table 7. The Result of the Difference Test on Asian and Non-Asian Senior Travelers' Push Factors in Traveling to Bali

	Push Factors Components	Avg.	Sig. (2 Tailed)	Significance Level	Notes
1	*Explore and increase knowledge about the local culture*	Asia: 3.37 Non-Asia: 3.80	0.054	0.05	No significant differences
2	*Quality time and visiting nostalgic places with close accompanies*	Asia: 2.52 Non-Asia: 3.25	0.814		No significant differences
3	*Relaxation and having fun*	Asia: 4.67 Non-Asia: 4.74	0.408		No significant differences
4	*Spending time with family members*	Asia: 4.02 Non-Asia: 3.43	0.000		There were significant differences
5	*Rejuvenation and health*	Asia: 3.08 Non-Asia: 3.91	0.225		No significant differences
6	*Sharing destination experience*	Asia: 4.07 Non-Asia: 4.05	0.005		There were significant differences.

Related to **explore and increase knowledge about local culture,** the desire to dig and seek new knowledge about a new place shows that travelling to study new cultures in new places is a pull factor for both Asian and non-Asian respondents. There are no significant differences, but this factor becomes a stronger push for non-Asian respondents with an average of 3.80, different push strength with non-Asian respondents with an average of 3.37.

The second pull factor that is not significantly different is **quality time and visiting nostalgic places with close accompanies**. This factor consists of indicators that are directly related to activities done with the closest people. One of the indicators that dominated this factor is "spending time with friends", which is stronger on non-Asian respondents with loading factor value of 3.25, compared to Asian respondents with an average of 2.52. Spending time with the closest persons is considered as a factor that is firmly push the respondents to travel to Bali, not only the beauty of nature can merge in Bali, but also people togetherness.

Relaxation and having fun, a push factor for the senior respondent from Asia and non-Asia, senior respondents prefer to travel with these push factors than the younger traveller (Jonsson & Devonish, 2008). Relaxing and being entertained with travel activities has become a need for the respondents when they travel, this factor pushes the desire to be away from daily routine. Not only with a healthy lifestyle, nowadays, travelling has also become an alternative for **rejuvenation and health**, so, according to these two classes of respondents, this push factor also becomes a foundation for the respondents to decide on travelling to Bali. Travelling activities is not only for fun, but also becomes a medium for senior tourists to stay healthy, but physically and spiritually, through the travel activities of their choice.

Different from the four factors above, the researcher found two supporting factors with significant results: **spending time with family member**s and **sharing destination experience**. These two factors show a significant result less than 0.05, so there is a significant difference between Asian and non-Asian supporting motivation to have a vacation to Bali.

Spending time with family members shows significantly different result between Asian and non-Asian senior; this difference is affected by Asian respondents' average of 4.02 and non-Asian respondents' average of 3.43. It can be acknowledged that the desire to spend time with family members is a push factor that appears when the respondents are travelling to Bali. However, both groups of respondents show different intentions on this factor as a reason that pushed them to travel to Bali. This significant difference is supported with an informal interview that the researcher had done after spreading questionnaires to some tourists, the researcher then found that spending time with family members is highly valued by the Asian tourists. Their tightly-scheduled working hour takes away the time that they could spend with their family, and because of that, Asian tourists consider it essential to do a family bonding while travelling. On the other hand, non-Asian tourists consider family gathering a common thing to do, and even their culture teaches them to be responsible for themselves (personal interview, 2017).

Sharing destination experience or the intention to tell their travel experiences with others after they return to their country of origin is a push factor that pushes others to visit a tourist destination in another time. This factor requires significant differences between Asian and non-Asian respondents' mean difference (Asian: 4.07; non-Asian: 4.05). This finding indicates that not all Asian nor non-Asian respondents have an equally strong push to share their experiences with others after their trip is made.

Table 8. The Result of the Difference Tests on Asian and Non-Asian Senior Travelers' Pull Factors in Traveling to Bali

	Pull Factors Indicator	Avg.	Sig. (2 Tailed)	Significance Level	Note
1	Hospitality services and tourist attractions	Asia: 4.13 Non-Asia: 4.40	0.163	0.05	not-significant
2	Local culture	Asia: 3.53 Non-Asia: 4.04	0.088		not-significant
3	Natural scenery and climate	Asia : 4.75 Non-Asia: 4.66	0.156		not-significant
4	Quiet rest places	Asia : 3.95 Non-Asia: 3.90	0.933		not-significant

The researcher was not only doing a comparative analysis of push factors, but the pull factors in this research also produced exciting results. It is found that there is no significant difference in all pull factors between both Asian and non-Asian respondents. This finding is quite interesting because both Asian and non-Asian respondents consider that Bali as a tourist destination has influential pull factors that compel them to visit it.

As evidence, Bali received the best destination award in 2017 from Trip Advisor, which shows that Bali has natural attractions, culture, and cuisines that influence the world. This award beats the destinations of other prominent nations such as Europe, the United States of America, and other Middle East countries. Sitting in the first place of Trip Advisor lists serves as a proof that Bali, which is becoming more advanced in the tourism world, is still protecting their characteristics by preserving their own culture and history (Nursastri, 2017). Thus, the desire of senior respondents to rest and live in a place that is close to the Balinese culture has become a kind of attractiveness by itself.

CONCLUSION

The result of factor analysis reduces 19 push factor indicators into six new factors, those are: explore and increase knowledge about new the local culture; quality time and visiting nostalgic places with close accompanies; relaxation and having fun; spending time with family members; rejuvenation and health; and sharing destination experience. Further, the researcher found that the result of factor analysis also reduces 15 pull factors into four new factors: hospitality services and tourism attraction; local culture; natural scenery and climate; and quite rest area. These four factors are considered relevant by the respondents as attractions to travel to Bali.

Next, to answer the fifth research question, whether there is any significant difference in the push factors between Asian and non-Asian senior tourists or not, the researcher sees the significance value of the six factors that have been created previously in the factor analysis. The comparative analysis shows that there are four factors that have significant differences in the push factors between Asian and non-Asian senior tourist when choosing Bali as their travel destination. These four push factors are: **explore and increase knowledge about the local culture**, **quality time and visiting a nostalgic place with close accompanies**, **relaxation and having fun**, and **rejuvenation and health**. Meanwhile, two factors that have significant differences in the push factors between Asian

and non-Asian senior tourists are **spending time with family members** and **sharing destination experience.**

The sixth research question, "are there any significant differences in the pull factors between Asian and non-Asian senior tourists?", Is answered through the researcher findings that found that there are no significant differences in all pull factors in this research between Asian and non-Asian senior tourist. Those pull factors are: **hospitality services and tourism attraction**, **local culture**, **natural scenery and climate**, and **quiet rest area**. So, it can be concluded that Bali has the same level of attractiveness for Asian and non-Asian senior tourists to choose Bali as their travel destination.

Based on the research findings that have been described before, the researcher realized that this research has some limitations. Because of that, the researcher gives some recommendations for future research. This research, which is chosen in Bali, is similar to the research that has been done by Utama (2014). However, things that differ this research with Utama's (2014) is that in this research the researcher did a comparison test on tourists' push and pull factors based on their nationality. Hopefully, this research can be used as a guide for other researchers in various travel destinations in Indonesia, considering that the number of senior tourists is increasing over the time and will be acknowledged as a promising market in the future. There are still many popular travel destinations in Indonesia that have yet to be researched on; thus if these destinations are being studied more deeply, there may appear some factors or even interesting findings that may be different from those found in Bali.

Research is also expected to contribute not only for knowledge development but also to implicate the management. For travel-service companies. The results of this research are expected to inspire a special travel package for senior tourists that can support their travel activities so that they can have a memorable and fun trip to Bali. Tour service providers are expected to give senior tourists a travel package that revolves around rest and relaxation activities. In the middle of 2017, Bali was chosen as the number one favourite destination in the world, Trip Advisor's version. This shows that Bali attracts more people as time goes on. Other than that, it is expected that soon the Ministry of Tourism will start to look at the senior segment where the majority of these tourists need several facilities such as healthcare, itinerary, and stay permit.

Further, referring to this research, the Ministry of Tourism needs to pay more attention to adequate infrastructure, considering that this is the weakest indicator. Other things related to adequate infrastructures, such as traffic jam in Bali. It is hoped that by repairing and improving the image of infrastructure in Bali, as a travel destination, Bali can increase the number of their visiting tourists so that it can increase the country's revenue from this tourism segment.

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