

Elderly Tourism Development: Case Studies Increasing the Motivation of Elderly Tourists to Bali

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Abstract:

The level of visiting elderly tourists in Indonesia is very high and continues to increase. Several countries are currently seriously working on elderly tourists. Indonesia's tourism industry must be able to capture these opportunities. This paper will describe the potential for elderly tourism in Bali. Next, we will describe the push factors and pull factors of elderly foreign tourists visiting Bali. There are two things that must be considered in developing tourism for the elderly in Bali, namely the readiness of destinations that suit the needs of elderly tourists and the motivation of tourists to visit a destination. The research process uses a mix method with qualitative and quantitative approaches. The main motivation for elderly tourists is to relax and rest, visit new places. Their main motivation is because they are interested in the beauty of nature, the desire to know the unique culture and history of the Balinese people, and to enjoy various types of culinary delights.

Key Word: *Elderly tourism; Tourism development; Motivation; Bali.*

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I. Introduction

Level of visiting elderly tourists in Indonesia is very high and continues to increase. This is an opportunity for the development of special interest tourism. Several countries are currently working on elderly tourists seriously and include them as one of their main markets, for example Thailand, which has been developing senior tourism (silver tourism). Senior citizens in developed countries are looking for tourist attractions to enjoy their old age.

This elderly tourism program is designed so that tourists can stay for a long time and spend their old age at ease. The activities of elderly tourists must be filled with a variety of fun activities, including gardening activities and arts and cultural activities. The development of elderly tourism must also pay attention to tour packages that are suitable for the age and character of tourists. This is important related to the provision of facilities that support the convenience of tourist activities.

The large opportunity for the elderly tourist market in Indonesia with its various problems, so the Indonesian tourism industry must be able to seize this opportunity. According to Spillane [1] and Ardika [2], Indonesia should have taken part in seizing it. the market share of this elderly tourist and for this good planning is needed. According to him, quality human resources are needed, and the availability of quality facilities to be able to provide good service. The elderly tourism industry must prepare various tourism packages that will be the preference of tourists so that they are able to guarantee a sense of security, comfort, have the right type of entertainment, health insurance, suitable prices, and offer experiences.

There are many tourist destinations in Indonesia that have the potential to develop into a highly liked tourist destination for the elderly. Suitable tourist destinations such as strategic location and clean, beautiful, and comfortable environment, as well as equipped with facilities such as hospitals equipped with personnel and complete medical equipment. The island of Bali has been recognized by the world as the most popular tourist destination with an image of natural beauty and cultural wealth. Indonesia has a great opportunity to develop tourist destinations for the elderly by utilizing culture, nature, and manmade as attractions.

Indonesia, especially Bali, is one of the centers of tourism and one of the leading tourist destinations in the world. This destination has become an icon of Indonesian tourism both nationally and internationally. The combination of natural beauty and cultural wealth, both tangible and intangible culture, is the main capital for developing tourism in this area. The potential and readiness of destinations, both in terms of the type and variety of attractions, accommodation, facilities, infrastructure, transportation, and community hospitality, is one of the considerations for elderly tourists to visit a destination.

Every tourism destination has a certain image that contains beliefs, impressions, and perceptions about a destination. To seize opportunities in the elderly tourism market, it is necessary to know what are the push and pull factors for elderly tourists to come and visit.

The development of elderly tourism is inseparable from the concept of sustainable tourism development which maintains a balance of economic, environmental, and socio-cultural interests [3]. There are two things that must be considered in developing tourism for the elderly in Bali, namely the readiness of destinations that suit the needs of elderly tourists and the motivation of tourists to visit a destination. This paper will describe the potential for elderly tourism in Bali from the aspects of attractions, amenities, and accommodation. Next, we will describe the push factors and pull factors of elderly foreign tourists visiting Bali.

II. Material And Methods

Elderly Tourists As A Potential Market Share

Definitions of Older Adults Not so long ago, people aged 65 and older who lived in developed countries were referred to as 'pensioners' or the 'elderly', which were the only terms that were used to describe them. Recently, a review of the tourism and leisure literature has found a puzzling development – there has been a lack of consistency in defining the age cohort and the specific name to describe older people's tourist behavior at different stages of the life cycle. Names such as 'baby boomers' [4], 'the senior market' [5], 'the mature market' [6], 'the grey market', 'young seniors' or young senior generation, and 'woopies' or well-off older people.

The definition of old age is still being debated by some groups in society, especially those related to the age of someone who is called old age. Seniors are defined as people aged 55 and older and were one of the most prominent targets for tourism marketers in the 1990s. Seniors have been described as everything from 'empty nesters' and 'third agers' to 'woop-ies' (well-off older people) and 'zuppies' (zestful, upscale people in their prime) [5]. These descriptions of seniors suggest that many people who are aged 55 and older perceive themselves as feeling considerably younger than their actual chronological age [7].

Increasing a person's life span greatly affects the number of elderly people in a country and is strongly influenced by advances in technology and the health system. The United Nations world body notes and estimates that the older generation has increased significantly, and it is estimated that there are two billion people in this world who will be 60 years old or more in 2050. This figure is 22% of the total world population, and this figure is reinforced by population records. Europe, Japan, and China [8]. For Australians it is estimated that there will be a greater increase in old age, namely between 24% and 26% of Australians who are at the old age group by 2051 [9]. Life expectancy has also increased in several other countries, such as in Japan the human life expectancy is 79.5 years, in Sweden the life expectancy is 78.1 years, in European countries the life expectancy is 76.7 years, and in North America the life expectancy is 76.2 years [10]. Meanwhile Veal (2001) [11] said that the increase in human life expectancy was due more to factors such as improving health and medical facilities, improving personal health and the environment.

This explanation can mean that elderly tourists are a very potential market share. According to the World Tourism Organization (WTO) (2001) [12], some of the 2020 future market trends are: an increase in the number of elderly tourists, a change from active vacations to experience-based holidays and an ever increasingly complex segmentation of the demand to comply with the different objectives or purposes of traditional travel (e. g., travel to destinations, honeymoons with sun and beach access, or cultural or cruise-related products) [13].

The population of elderly people in developed and developing countries continues to increase from year to year. Life expectancy is increasing due to increased public welfare and health which is supported by advances in technology and science. This directly affects the increase in elderly tourism globally. Opportunities for the elderly tourism market must be captured by preparing destinations that suit the needs of the elderly and knowing what motivates tourists to travel, both push and pull factors. To be able to compete with other tourist destinations, Indonesia must be able to have the right strategy for the development of elderly tourism, to achieve world-class senior tourist destinations.

Tourism Potential of Bali Island

Bali Province consists of the Bali island and the small islands around it, namely Nusa Penida Island, Nusa Lembongan Island, Nusa Ceningan Island and Serangan Island. Bali has historical heritage and continuing traditions which are cultural tourism attractions. Archaeological and historical sites, especially in the form of religious buildings from the classical period (Hindu-Buddhist) are great potentials for the cultural tourism sector in this area. The uniqueness of Balinese culture is a special attraction for tourists, which is irreplaceable and is found in other people's cultures. The unique culture of the Balinese people is one of the things that has made this area one of the most famous tourist destinations in Indonesia and abroad. The island of Bali also has the names Island of the Gods and Island of a Thousand Temples. Bali also has natural charm in the coastal areas and highlands.

Swarbrooke (1999) [14] in the Encyclopedia of Leisure and Outdoor Recreation identifies four types of attraction, namely: 1). Permanent natural features such as beaches, mountains, lakes, etc.; 2). Permanent man-made features that were not actually built for tourist purposes such as cathedrals, palaces, mosques, etc.; 3). Permanent man-made features built for tourist purposes such as zoos, cultural centers, playgrounds, etc.; and 4). Temporary non-physical features, such as events and festivals. Tourist attractions developed in Indonesian tourism include cultural tourism, nature tourism, and man-made tourism.

One of the most diverse and specific definitions from the 1990s is provided by ICOMOS (International Scientific Committee on Cultural Tourism): “Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological, or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited.” (ICOMOS Charter for Cultural Tourism, Draft April 1997) [15]. Examples of cultural tourism are historical sites, temples, historical monuments, buildings with typical/regional architecture, historic buildings, and locations such as museums, ports, mosques, churches, palaces, tombs of religious/national/historical figures. Meanwhile, the attractions of cultural tourism in Bali include art tourism in Ubud, Tanah Lot Temple, Barong dance performances in Jimbaran and various art venues and galleries that have emerged and developed on the island of Bali. This art gallery is a cultural tourist attraction because it contains many statues and paintings that implement Balinese culture. Other cultural tourism with archaeological and historical heritage attractions, can be in the form of artifacts and ecofacts from royal heritages such as the Kingdoms of Karangasem, Klungkung, Buleleng, and many others.

The concept of nature tourism is understood as various forms of tourism activity not only carried out in the natural environment, but also in urban space; however, focused on exploring nature and on the need to protect it [16]. Nature Tourism: Responsible travel to natural areas, which conserves the environment and improves the welfare of local people. (Source: Texas Parks & Wildlife). Nature tourism is travel or vacationing to natural areas with a focus on wildlife and promotion of understanding and conservation of the environment; also called ecotourism (2003-2014 Dictionary.com, LLC.). Nature tourism is one part of the needs of human life that is uniquely fulfilled to provide balance, harmony, tranquility, and enthusiasm for life, where nature recreation or nature tourism is a form of utilization of natural resources based on the principle of natural sustainability [17]. Examples of natural tourism are beach tourism, mountains/hills, forests, islands, lakes, waterfalls, caves, valleys, natural landscapes, nature reserves, wildlife reserves, national parks, etc. In Bali, it has various natural tourist destinations, such as panoramas at Kintamani, beaches (Kuta, Legian, Sanur, Tanah Lot, Nusa Penida, Nusa Dua, Karang Asem, Pandawa etc.), Lake Batur and Lake Beratan Bedugul, Sangieh Nature Reserve, National Parks West Bali, and Menjangan Island Marine Park.

Manmade tourism is a tourism product that is deliberately created by humans for pleasure, leisure, or business. An example of manmade tourism is buildings of special value, including bridges, dams, plantations, zoos, city parks, recreational parks, etc. Some of the artificial tours in Bali are Garuda Wisnu Kencana (GWK), Bali Safari Marine Park, Tegalalang Rice Terraces, Bali Bird Park, Elephant Safari Park, etc.

Attractions are one of the causes of the growth of tourism, and can attract visitors to a tourist attraction, meaning that the development of tourist attractions tends to be developed first. A good tourist attraction must pay attention to several things such as:

- 1) Activities and objects that constitute the attraction itself must be in good condition. Attractions in the form of cultural heritage must be in a ready condition either by means of research, restoration, or conservation before being visited by tourists.
- 2) The way of presenting the appeal must be appropriate by adjusting the perspective of space, time, and socio-culture.
- 3) Attractions must be able to hold tourists long enough by increasing the types of attractions, so that tourists spend more money. The duration of tourist visits to a tourist attraction also depends on the existence of supporting facilities as well as the good environment and socio-culture of the people at the tourist destination.
- 4) The impression that tourists get when witnessing a tourist attraction must be strived to last if possible. You do this by tying the impression. on objects that do not perish quickly and can be taken home [18].

Methodology

The method used is a combination of two approaches both quantitatively and qualitatively. Its use is based on the importance of the goals to be achieved in solving the problems that have been set out in this paper. The combination of quantitative and qualitative approaches is known as the triangulation approach. The combination of these two approaches is expected to provide added value or separate synergies and can minimize the weaknesses in the two paradigms. These two paradigms will support each other where the quantitative

approach will help the qualitative approach and vice versa the qualitative approach will help the quantitative approach[19].

The quantitative paradigm is used to see the facts that have occurred in the field in the form of what is felt by the five senses of tourists who come and have come to a tourist destination. The source of knowledge is seen to consist of two, namely rational thinking and empirical data. Therefore, the measure of truth lies in coherence and correspondence. Coherent means in accordance with previous theories (rational), and correspondence means in accordance with the reality of field data (empirical).

Julia Brannen (2005) [19] revealed that the paradigm of quantitative research consists of two important aspects, namely quantitative research using enumerative induction and tends to generalize. The emphasis of data analysis from the enumerative induction approach is quantitative calculations starting from frequency to statistical analysis. Basically generalization is the application of the findings from the sample to all populations, but because in the quantitative paradigm there is an assumption about the similarity between certain objects, generalization can also be defined as universalization.

The qualitative paradigm uses analytical induction and extrapolation. Analytical induction is an approach to processing data into concepts and categories. So the symbols used are not in numerical form, but in the form of descriptions, which are taken by converting data into formulations. Meanwhile, extrapolation is a way of drawing conclusions that is carried out simultaneously during the analytical induction process and is carried out gradually from one case to another, then from the analysis process a theoretical statement is formulated.

III. Result

Elderly tourist motivation for visiting Bali

The characteristics of the elderly tourists in question are foreign tourists visiting Bali at the time of data collection who act as respondents. Data collection was carried out at tourist destinations, namely Batur/Penelokan, Elephant Cave, Kuta Beach, Monkey Forest, Kertagosa Museum, Besakih Temple, Tanah Lot, and Uluwatu.

Table no 1: Country of Origin of Foreign Respondents.

No	Country	Amount	No	Country	Amount
1	Australian	36	13	Malaysia	8
2	Austria	7	14	Mauritius	5
3	Belgium	12	15	Nepal	6
4	Canada	6	16	Netherlands	30
5	Catalonia	6	17	New Zealand	9
6	Colombia	5	18	Polish	9
7	French	21	19	Russian	5
8	Germany	18	20	Singapore	6
9	Indian	12	21	Spain	6
10	Japan	6	22	Switzerland	18
11	Kuwait	5	23	Turkey	6
12	Latvia	4	24	UK Wales	21
			25	USA	12
Total (person)					285

Foreign elderly tourists who were respondents came from 25 Asian and European countries. The most elderly tourists from Australia, namely 15.49%, then Netherland 12.68% respectively, France and UK Wales each 8.45%.

In classifying the age of elderly tourists using an age scale of 45-54, 55-64, and ≥ 65 years. The age group of elderly tourists who played the most role in this research were those aged 45-54 years, and it can be assumed that they are the ones who visit Bali the most.

Table no 2: Number of Respondents by Elderly Age Group

Questionnaire distribution locations	Age/years			Amounts	
	45-54	55-64	≥ 65		
Tourist Destination Areas	Batur/Penelokan	15	6	0	21
	Gajah cave	15	3	6	24
	Kuta Beach	48	18	9	75
	Monkey Forest	21	21	12	54
	Kertagosa museum	6	6	0	12
	Besakih Temple	9	6	0	15
	Tanah Lot	21	12	15	48
	Uluwatu	21	15	0	36

Total	156	87	42	285
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The popular tourism destinations for elderly tourists in Bali

The most preferred cultural activities are the traditions of the Balinese people by 27.37%, cultural events held in Bali by 24.21%, community activities related to religion/spiritual 18.95%, visiting archeological sites on the island of Bali 17.89%, and the last visit to the museum was 9.47%.

Table no 3:The popular cultural, nature, and manmade tourism for elderly tourists in Bali

Destination	Attraction	N	%
Cultural	Museum	27	9.47
	Archaeology site	51	17.89
	Cultural event	69	24.21
	Tradition	78	27.37
	Religion/spiritual	54	18.95
	Other	6	2.11
Nature	Marine	78	27.37
	Mountain	51	17.89
	Lake	48	16.84
	National forest	60	21.05
	Ecotourism	39	13.68
	Other	9	3.16
Manmade	Culinary	156	54.74
	Sport	36	12.63
	Education	18	6.32
	Healthy	57	20.00
	Other	18	6.32

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Meanwhile, the most popular natural activities in Bali are marine tourism (Kuta beach and the beauty of Tanah Lot) 27.37%, visiting National Parks such as the Monkey Forest 21.05%, enjoying the natural beauty of the mountains (Kintamani and its surroundings) 17, 89%, the beauty of the lake (Lakes Batur and Baratan) 16.84%, and the rest visiting and enjoying agrotourism destinations in Bali 13.68%.

Elderly tourists who visit Bali for manmade tourism activities prefer Balinese culinary tours both in cafes and restaurants spread across the island by 54.74%, then activities related to health such as yoga or therapy by 20.16%, exercise 12.63, and only a few come to Bali to carry out activities with educational purposes. This is supported by Wei & Millman (2002) [21] which states that the most popular activities carried out by elderly tourists are traveling around the city 89.3%, visiting historical sites 88.1%, eating at restaurants 85.7%, and shopping 77.4%. While activities that were less desirable were hunting and fishing 1.2%, water sports and sunbathing on the beach 1.2%, camping and hiking 3.6%.

Push and Pull Factors of elderly foreign tourists visiting Bali

The development of tourism in a destination is strongly influenced by the demand side. By knowing the potential number of trips, a reflection of the tourist profile will be obtained which includes demographics, travel patterns, travel motivation, etc. The basic motivation for someone to travel is to get rid of boredom from the routine activities that they do every day, both physically and mentally. According to Sharpley (1994) Wahab (1975) in Pitana (2005) [22] emphasize that: Motivation is very basic in the study of tourists and tourism, because motivation is the "Trigger" of the process of traveling, although this motivation is often not fully realized by the tourists themselves.

Basically a person traveling is motivated by several things, these motivations can be grouped into four major groups as follows: (1) Physical or physiological motivation, namely motivation that is physical or physiological in nature, among others for relaxation, health, comfort, participating in activities sports, leisure and so on. (2) Cultural Motivation, namely the desire to know the culture, customs, traditions, and arts of other regions. This includes interest in various objects of cultural heritage. (3) Social or interpersonal motivation, namely social motivation, such as visiting friends and family, meeting work partners, doing things that are considered to bring prestige, making pilgrimages, escaping from boring situations and so on. (4) Fantasy Motivation, namely the motivation that in other areas a person will be able to escape from the tedious daily routine and that gives psychological satisfaction to McIntosh (1977) and Murphy (1985) in Pitana (2005) [22].

Travel motivation for elderly tourists to a destination can be divided into two, namely push and pull factors. These two factors complement each other and form a combined motivation which is a factor of the

attributes of a tourist destination. The push and pull factors for carrying out tourism activities are very important to be known by anyone who is involved in the tourism industry [22].

The motivation of elderly tourists to travel to Bali is an accumulation of push and pull factors that complement each other. These push factors and pull factors will form a combined motivation which will become a tourist destination attribute factor why elderly tourists visit a tourist destination. Push factors are factors that cause elderly tourists to travel, and pull factors are factors that cause elderly tourists to be interested in traveling. Push factors encourage people to leave their points of origin and settle elsewhere, while pull factors attract migrants to new areas.

Table no 4:Opinions of elderly tourists on the Push Factors for visiting Bali

PUSH FACTOR	N	Min	Max	Mean	Std. Deviation
Rest and relaxation	285	3	5	4.40	0.706
Visit new places	285	3	5	4.39	0.657
Gain a new knowledge and experience	285	2	5	4.33	0.750
Out of the daily routines	285	3	5	4.19	0.641
Improve my health and fitness	285	1	5	3.71	0.836
Visit family and friends	285	1	5	3.34	1.226

Table no 5:Opinions of elderly tourists on the Pull Factors for visiting Bali

PULL FACTOR	N	Min	Max	Mean	Std. Deviation
Cultural attractions	285	2	5	4.32	0.673
Natural attractions	285	3	5	4.56	0.560
The appropriate price	285	1	5	4.15	0.785
Event and festivals	285	1	5	4.03	0.805
Various types of food and beverage	285	3	5	4.24	0.648
Facilities and services quality	285	3	5	4.07	0.672
Security and comfort services	285	3	5	4.11	0.644
Service quality of travel agency	285	1	5	3.84	0.842
Service quality of tour guide	285	1	5	4.00	0.851

Rest and relaxation is the main push factor for elderly tourists traveling to Bali, as seen from the weight value of 4.4 which means strongly agree, then visiting new places, gaining experience and knowledge. Visiting family or friends is the driving factor that has the lowest score (3.34/enough).

The pull factor for elderly tourists visiting Bali is mainly because of its natural tourist attractions (4.56/strongly agree), besides that because of the availability of cultural tourism attractions and a variety of types of food. The quality of travel agent services is still lacking.

Strategy to increase the motivation of elderly tourists to visit Bali

To increase the motivation of elderly tourists to visit Bali, it is necessary to develop strategic steps. James Anderson (1979) [23] defines the public policy process as follows: 1) Formulate the Problem; 2) Formulate policies; 3) Policy/adoption determination; 4) Implementation; 5) Evaluation. This is a strategic policy formulation model with regular, short, and good steps. To develop a strategy to increase the motivation of elderly tourists to visit Bali, three strategic steps will be used, namely Results Formulation (first analysis), Problem Formulation, Strategic Step Formulation, Implementation, and Evaluation. This strategy was developed by the author to solve the problems in this paper in short steps. Implementation and evaluation will not be discussed here because the purpose of this paper is limited to determining strategic steps to increase the motivation of elderly tourists to visit Bali.

Results Formulation is a data formulation obtained from the results of an analysis of the push and pull factors of elderly tourists visiting Bali. The results of the analysis of the 6 push factor indicators of elderly tourists visiting Bali show that 4 indicators show agree and strongly agree and 2 indicators are stated to be sufficient but overall agree. This means that the elderly tourists who participate agree that the 6 indicators are push factors that motivate them to visit Bali. The results of the analysis of the 9 pull factor indicators for elderly tourists visiting Bali show that 3 indicators strongly agree. So overall it is stated that the 9 indicators have a positive effect on the motivation of elderly tourists to visit Bali.

The problem formulation is the formulation of the data obtained from analyzing the data from the analysis of push and pull factors. The results of the analysis of the push and pull factors of elderly tourists visiting Bali have a positive effect. However, if we look in more detail, it will be seen that there are still elderly tourists who disagree or even strongly disagree, which can be seen in the table of the results of the pull and push factor analysis. This negative opinion will affect the motivation of tourists to visit Bali. The indicators "Gain a new knowledge and experience", "Improve my health and fitness", and "Visit family and friends" are stated to have no effect on the motivation to visit elderly tourists. Of the 9 pull factor indicators, it shows that "Natural

attractions", "Cultural attractions", and "Various types of food and beverage" have the most positive influence in attracting elderly tourists to visit Bali. However, there are 4 indicators that are still stated to have no effect or have a negative effect, namely "The appropriate price", "Events and festivals", "Service quality of travel agencies", and "Service quality of tour guides".

Strategy formulation is strategic steps to fix problems that negatively affect the motivation to visit tourists. The strategy to increase motivation that encourages and attracts elderly tourists to visit Bali is to develop steps to eliminate the negative influence.

Strategic steps increase the push factor:

- 1) Create new and unique activities to improve the quality of tourism activities that can provide memorable knowledge and experiences.
- 2) Create interesting and easy-to-understand storytelling and improve the quality of storytellers in each tourist attraction.
- 3) Take advantage of today's developing technology to fully inform the story behind tourist attractions.
- 4) Improve the quality of human resources and a friendly community.
- 5) Create tourism activities that can give the impression that tourism resources and the people in Bali are their friends so that it can motivate them to come back with the excuse of visiting friends.
- 6) Create tourism activities that can increase the intimacy between fellow tourists so that they can motivate them to return to Bali to meet old friends.

Strategic steps increase the pull factor:

- 1) Carry out an evaluation and analysis to determine a more appropriate price and proceed with compiling regulations to regulate the price of tourism products to suit the quality and quantity of activities that tourists get.
- 2) Coordinate with related parties so that tourism service providers can provide appropriate prices.
- 3) Find the root of the problem that causes tourists to feel dissatisfied with events and festivals so that the right steps are found in solving them. The possible causes are still unknown in this study. The assumption of the cause is the lack of quality, creation, or service.
- 4) Take action to improve the service quality of travel agents and tour guides by providing training and knowledge on how to deal with and serve elderly tourists because they are a potential and special market that must be given special treatment as well. The government and the community of travel agents and hookers, and academics must be involved in it.

Implementation is an activity in implementing strategic steps that have been formulated. This stage will not be discussed, but the implementers of this strategy are stakeholders in Bali and are supported by the central government.

Evaluation is an activity carried out to find out how the impact of implementing this strategy is on increasing the motivation of elderly tourists visiting Bali. evaluation should be carried out by independent institutions such as research organizations or academics/universities.

IV. Discussion

Bali Province is a tourism destination that has been recognized internationally because of its cultural uniqueness, both tangible and intangible. Visiting historic sites and the unique culture of the people in tourist destinations in this region are part of the activities of foreign and domestic elderly tourists. Communities in destinations cannot be separated from the growth of culture and civilization. It can be said that the historical picture reflects the culture of a region or nation. Regarding the development of a culture, Linton (1984) [24] states, all cultures consist of two parts, namely: (1) a strong cultural core zone, which is a whole and quite stable, and (2) an ever-changing alternative zone that surrounds the core zone. The core cultural zone provides basic forms and patterns to culture at every point in its history, whereas the existence of alternative zones provides certainty for growth and adaptation.

Tourism development is one of the sectors in development both related to the economy and the environment, so it must also apply the concept of sustainability in its development. The World Tourism Organization (1997) [25] states "meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to the management of all resources in such a way that is economic, social, and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems".

Sustainable tourism is: 1) an integrated and organized effort to improve the quality of life through regulation, provision, development, utilization and maintenance of natural and cultural resources that are ecologically viable as well as economically viable, as well as ethically and socially just to the community; 2) is

a tourism development that adapts to the needs of tourists while still paying attention to sustainability and providing opportunities for the utilization and development of natural resources for future generations.

The readiness of the destination from the availability of facilities is assessed as the readiest in terms of the availability of restaurants, then souvenir shops. Bali is also considered to have good security facilities. The availability of clean water facilities and waste management is considered very poor, so it needs attention from the local government and tourism industry managers. Tourists also stated that the availability of facilities for persons with disabilities was also not very good. Many supporting facilities in tourist destinations are available with the aim of making visitors feel comfortable in carrying out their activities, but there are not many special facilities for the elderly.

The Regional Government of Bali still stipulates that the development of cultural tourism in Bali is a community culture based on Hinduism. Various traditions and cultures developed in Bali as a tourism industry are those that are still based on the Hindu religion which is based on the concept of Tri Hita Karana. The diversity of types of food and drinks provided in various cafes and restaurants in Bali also motivates elderly tourists to visit Bali. This is very relevant to the manmade tourism activity that they like most is culinary tourism. Prices in Bali are still considered appropriate, as well as cultural events, facilities and service quality as well as the quality of tour guides are the factors that attract them to come to Bali because they still provide positive value. Elderly tourists consider that travel agency services in Bali are not of good quality. They think they are less interested in travel agency services.

There are no tourist destinations in Bali that specifically provide facilities for elderly tourists, but the number of tourist visits from this age group is quite high. From this analysis it is known that there are several factors that make them interested and encourage them to visit various tourist destinations in Bali. The desire to relax and rest to spend and fill their retirement time is the main driving factor and the natural beauty and cultural diversity of Bali are the main pulling factors that motivate them to travel to the island of Bali.

Elderly tourists need destinations with special treatment to meet their needs according to their conditions. This is of course very different, when compared to destinations for all ages. Destinations that have a positive image can be an attractive motivation for elderly tourists to become tourist attractions and push factors for tourists are the desire from within tourists to visit.

Although the island of Bali is not a big island and not too wide, it has many and varied tourist destinations. The island of Bali is still considered to have cultural appeal with various new innovations created by its supporting community. Bali's nature is still an attraction that is almost as strong as Balinese culture, as well as culinary, Balinese history, and prices which are still an attraction for older Australian tourists.

The magnitude of tourism potential for the elderly in Bali has not been supported by the quality of service, both services from travel agencies and services from tour guides. Destinations in Bali have the power as a cultural destination with all its manifestations (Bali has a unique culture, history, and art). Bali also still has the power of imaging as a comfortable destination for vacations (Bali has a good atmosphere/ambiance), and Bali is also considered to have a good social environment (Bali has a good social environment).

V. Conclusion

The development of elderly tourism in Indonesia is certainly expected to contribute to the development of tourism in Indonesia. To achieve these expectations, a destination must be prepared that meets the standard requirements of elderly tourism in accordance with the objectives of the elderly to carry out tourism activities. Destination readiness is one of the motivations that attract tourists to visit.

The main driving motivation for tourists is to relax and rest, visit new places, gain new knowledge and experiences, and are driven by the desire to get out of the daily routine. While the main motivation for attracting elderly tourists to visit Bali is due to the attractiveness of magnetic natural beauty, the desire to know the history and unique culture of the Balinese people, and the desire to enjoy various types of food and drinks available in Bali. The priority things that are expected by elderly tourists from various countries are issues related to guarantees of security, comfort, entertainment, health, price, and experience. To increase the motivation of elderly tourists to visit or travel to Bali is to understand what the desire or purpose of traveling is. Prepare tourism activities according to their age. Continue to provide guidance to improve the quality of actors and the tourism industry.

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