

# **PUSH FACTORS TO CHOOSE INDONESIA FOR A VACATION: DIFFERENCES BETWEEN BACKPACKERS AND MASS TOURISTS**

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## **Abstract**

The tourism industry provides a growing source of revenue to the economies of the many countries which invest in it. Therefore, it is important for tourism marketers and stakeholders of destinations to have a better understanding of the behavior of tourists and their motivations for choosing a destination. This study explores the factors which motivate international tourists to choose Indonesia for their vacation. Analyzing travel markets by push factors signifies a relatively new but potentially powerful means of providing a more in-depth understanding of tourists' behavior. Generally there are two types of tourists - backpackers and mass tourists. These two groups of travelers can be distinguished from several aspects. There is little academic knowledge in the tourism industry in Indonesia and specifically less effort to compare these two groups in terms of their motivations. A self-administrated questionnaire consisting of three sections was distributed randomly to 370 international tourists in Jakarta International Airport (Soekarno-Hatta) and some popular tourism areas around Jakarta. Data collection was conducted from October to December 2014. Related analysis such as multivariate analysis (factor analysis and multiple linear regression) and descriptive analysis were used to answer the objectives of this research. The findings show the similarities and differences between these two groups of travelers which should be considered by tourism marketers and stakeholders of Indonesia for the development of marketing strategies.

Keywords: Backpackers, mass tourists, push factors, differences, Indonesia.

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## **INTRODUCTION**

The tourism industry provides a growing source of revenue to the economies of the many countries which invest in it. Therefore, it is important for tourism marketers and stakeholders of destinations to have a better understanding of the behavior of tourists and their motivations for choosing a destination. One of the important aspects of the tourism industry which has not received sufficient attention is the mode of travel of tourists. Generally there are two types of tourists - backpackers and mass tourists. Based on the definition of Cohen (1979), backpackers are defined as independent travelers who are trying to escape the tourist "bubble". This group of travellers is more concerned with authenticity, representing something qualitatively compared with their counterparts. On the other hand, mass tourists are viewed as less adventurous and remain largely limited to their "environmental bubble" throughout their trip.

These two groups of travellers can be distinguished from several aspects such as their age, type of accommodation they choose, length of trip, participation in activities, and their expenditure during a trip to name a few. Hence, it is apparent that backpackers are noticeably different from mass tourists. The willingness of tourists to try new experiences while on a trip suggests that they are typically motivated by a desire to experience the real life of local people (MacCannell, 1973). Previous studies have proposed different activities that tourists will participate in (Babolian Hendijani, Sambasivan, Siew Imm, & Huey Chern, 2013; Brown, 2014). In other words, travellers are looking for new experiences that highlight the destination culture. Despite research focusing on activities in the destination, still there is a lack of knowledge about the push factors driving people to travel to a destination.

Indonesia is a vast archipelago, consists of more than 17,000 islands and located on the equator. According to the Ministry of Tourism in Indonesia (2015), this country consists of more than 200 ethnic groups speaking 300 different languages. This variety in culture and natural beauty around the country has strong potential to attract tourists. The number of tourists increased from 7 million in 2010 (Euro monitor, 2012) to 9.4 million in 2014. After a successful year for tourism flows inbound in 2010, the Indonesian government has set itself more ambitious targets for upcoming years with the aim of maintaining the momentum gained from its promotion of Indonesia as a global tourist destination. The number of leisure arrivals increased at a faster rate than the number of business arrivals in Indonesia during 2011.

A considerable amount of research is still required to more effectively understand tourists' motivation to choose Indonesia and the differences in this arena between backpackers and mass tourists. Therefore, this research was conducted to provide an integrated approach to understanding the reasons why tourists with different modes of travelling chose Indonesia. The objectives of this research were twofold: 1) to identify the reasons tourists with different modes of travelling choose Indonesia as their vacation destination and 2) to know the overall satisfaction experience of backpackers and mass tourists.

**METHODOLOGY**

To understand the reasons behind choosing Indonesia for their vacation, a self-administrated questionnaire consisting of three sections was distributed to tourists at the departure hall of Jakarta International Airport (Soekarno-Hatta) and some popular tourist areas around Jakarta. The first part of the questionnaire measured the reasons of choosing Indonesia for vacation with 12 attributes using a 7-point Likert scale, ranging from 1=strongly disagree to 7=strongly agree). The attributes in this section were borrowed from previous studies (Kim, Goh, & Yuan, 2010; Kivela & Crotts, 2009). The second section with three questions measured the overall satisfaction of tourists. This was adopted from previous studies (Yu & Goulden, 2006; Jalis et al., 2009, Sirgy et al., 2011). The last section collected socio-demographic

information of the tourists and their frequency of travel to Indonesia.

Data collection was conducted from October to December 2014. After removing incomplete responses, 343 (92.80%) valid questionnaires were used for subsequent analysis. Related analysis such as multivariate analysis (factor analysis and multiple linear regression) and descriptive analysis were used to answer the objectives of this research.

**RESULTS AND DISCUSSION**

A total of 343 (92.80% response rate) responses were used in the analysis. Table 1 depicts the profile of respondents. The number of backpackers (n=254) was higher than mass tourists (n=89). The majority of respondents (61.8%) were first-time visitors to Indonesia. The results of marital status stated the number of single travelers was higher (64.1%) than married.

Exploratory factor analysis was conducted on the 13 motivation attributes to determine the underlying factors. The findings are presented in Table 1.

*Table 1: Communality, factor loading and reliability of motivation items*

Item	Communality	Factor 1	Factor 2	Factor 3
Increase knowledge	.773	.872		
Novel experience	.750	.832		
Local culture	.621	.705		
Similar interest	.679	.654		
Different people	.597	.652		
Adventurous	.647	.631		
Getaway	.741		.852	
Fun	.702		.810	
Nature	.607		.688	
Rest/relax	.689		.683	
Family	.646			.790
Try local foods	.607			.674
Reliability		.863	.808	.463

The result of Bartlett's test of sphericity was 1902.154 ( $p=.000$ ), suggesting that it is appropriate to conduct factor analysis. The Kaiser-Meyer-Olkin measure of sampling adequacy was .830, which indicates the factor model is acceptable. Kaiser's varimax rotation revealed three factors (variance explained=67%) were extracted from the 12 items. The first factor was named as 'new experience' and with six items demonstrated the most variance (41.58%) and had a coefficient reliability of .863. Tourists stated that having new experiences motivated them to choose Indonesia for their vacation. This finding is supported by previous studies (Jalis et al., 2009; Kivela & Crotts, 2009; Babolian Hendijani et al., 2013). The second factor was 'to get away from routine'. This factor accounted for 14.82% of the variance in the data. With a reliability of .808, this factor had four items. Escaping a regular routine to rest and relax in a new environment was proven in previous research (Cusak, 2000; Ryu & Han, 2010). Factor 3 with two items was named 'family gathering' which explained 10.75% of the total variance with a reliability level of .463. Since the reliability of this factor was low, the items of this factor were calculated separately in the consequent analysis.

### The Effect of Motivation on Satisfaction of Backpackers and Mass Tourists

Findings shows there is no significant difference ( $p<.05$ ) between overall satisfaction between backpackers and mass tourists. Results identified that these two groups of tourists were highly satisfied with their trip to Indonesia. The level of satisfaction among backpackers was slightly higher (mean=5.78) compared with their counterparts (mean=5.75). The results reveal that there are differences of motivation to choose Indonesia among travellers who came with different mode of travelling. This could help marketers and stakeholders by providing the basis for developing ideas for advertising strategies for these two types of travelers.

Multiple linear regressions were performed to estimate the coefficients of the linear equation involving the four motivation items that best predict the satisfaction of tourists. The regression model of backpackers (Table 2) was significant ( $F=22.668$ ,  $p=.000$ ). For backpackers 'new experience' ( $\beta=.410$ ,  $p=.000$ ) and 'getaway from routine' ( $\beta=.154$ ,  $p=.016$ )

were significant factors which affected the satisfaction of tourists. Motivation factors among back packers explained 26.8% ( $R^2=.268$ ) of total variance in the tourists' satisfaction. This is in contrast with findings from previous studies by Larsen, Ogaard and Brun (2011). This study proves that to have a rest and relax can be an important factor for backpackers to choose a destination.

Table 2: Regression model of motivation on satisfaction among backpackers and mass tourists

Motivation items		Backpackers			
Mass tourists					
		$\beta$	$\rho$	$\beta$	$\rho$
$\beta$	$\rho$				
New experience		.410	.000	.379	.012
Getaway from routine		.154	.016	.045	.718
Family/friends		-.049	.387	-.029	.806
Try local foods		.054	.391	.061	.670

The regression analysis also showed that 'new experience' was the only significant aspect positively contributing to the satisfaction of mass tourists ( $\beta=.379$ ,  $p=.12$ ). Motivation factors explained approximately 19.2% ( $R^2=.192$ ) of total variance in tourists' satisfaction. Findings of this study also proved that looking for a new experience is one of the important motivation factors for tourists with different mode of travelling to choose a destination (Lee & Crompton, 1992).

This study has made different contributions to the current knowledge on this topic. First, it shows different motivation factors which affect the satisfaction of tourists with different modes of travelling. A previous study also revealed that the satisfaction of tourists is an important factor for the success of a destination (Jang & Matilla, 2005). Thus, it is important to know which motivation attributes drive tourists to choose Indonesia and make their trip more memorable and satisfying. Research has also found that tourist satisfaction should be a basic parameter to use to evaluate the performance of a tourism destination (Yoon & Uysal, 2005). If tourism marketers are able to know which components of a product or service can affect the satisfaction of tourists, they may be able to change the tourist experience by developing appropriate marketing strategies to maximize their satisfaction level.

Therefore, marketers should be more innovative when they want to promote this destination and highlight unique experiences provided by Indonesia. Thus, tourism marketers should use their knowledge of determinants that affect outcome variables to develop products and services which will satisfy tourists' desires.

## CONCLUSION

The main aim of this research was to identify the reason behind choosing Indonesia as a vacation destination. Findings from this research provide support for the existing social definition of different reasons to choose a destination among tourists based on their mode of travelling. Previous studies also revealed that backpackers and mass tourists have some similar and dissimilar behavior in choosing destinations. Each of these two segments of travellers contains a significant share of the vacation market. Moreover, significant differences happened among some of the measured variables in terms of motivation to choose a destination. Findings of this research will help the Ministry of Tourism of Indonesia, tourism organizers, stakeholders, and NGOs to have a better understanding about different tourists markets and conduct effective marketing strategies and advertising for these two sectors of the target market.

The current study is not without limitations. First, tourists were surveyed in Jakarta International Airport. It will be more comprehensive if researchers can collect data from other areas of country which will attract more international tourists such as Bali island. This study only focused on the motivation factors of tourists to choose Indonesia. Therefore, future studies should examine the activities participated by tourists during their stay in Indonesia to have a better understanding of tourists' behavior. It is suggested future studies examine the cultural background of tourists, as this information will prove useful determining whether there are linkages between cultural background of tourists and their motivation to choose a specific destination.

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