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paper text:

Understanding Motivation Towards Overseas Travel of Senior Indonesians Serli Wijaya*a, Wahyuniwati Wahyudia, Claudia Benita Kusumaa, Evelyn Sugianto aHotel Management Program,

Petra Christian University, Jalan Siwalankerto 121-131, Surabaya, Indonesia *serliw @petra.ac.id **ABSTRACT**

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The ageing Indonesian population is seen as one of the most attractive markets to the tourism industry. While literature on senior travel motivation is abundant, however, to the author's knowledge, empirical studies that focus on examining Indonesian senior outbound travel behaviour is still rare. Considering the shortcoming,

the aim of this study was to identify the push and pull motivational factors

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of Indonesian seniors when visiting destination in overseas. Questionnaires were used to collect data from 264 Indonesian seniors aged over 55 years who ever had travelling abroad. The results revealed three push factors of: 1) self-exploration; 2) relaxation; and 3) relationship enhancement. The findings on the contrary revealed five pull factors namely: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and proximity; 4) local attractions; and 5) supporting travel facilities in host destination. Keywords: Travel motivation, push factors, pull factors, senior travellers, Indonesians Introduction The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach 28.8 million people or about 11.34% of the total population (BPS, 2015). Given its substantial market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry. Due to the rapid growth of this segment, hence, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market. An increase in the average life expectancy, the advancement of medical technology, the increasing income available to seniors, as well as better government pension system have raised the quality life of Indonesian seniors (Pusat Data & Informasi Kementerian Kesehatan RI, 2016). According to Mastercard's Future of Outbound Travel in Asia Pacific 2016-2021 study, outbound tourism market from the developing countries in Asia Pacific region is predicted to grow 7.6% in average within the next five years (Susanti, 2017). Abundant academic research on senior travel motivation

have been conducted in order to understand and to better serve the needs and preferences of **senior tourists**

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(Jang and Wu, 2006, Prayag, 2012). However, literature has shown that these studies mostly focused on examining the behaviour of senior groups from Western or developed countries. For instance, Utama (2016) undertook a study to explore the motivation of foreign senior travellers visiting Bali, Indonesia (Utama,

2016). To the author's knowledge,

little attention has been devoted to understanding the Indonesian senior market

1

who travelling abroad. Considering the shortcoming, this study aimed to portray Indonesian senior travel motivation when visiting destination in overseas. The findings of this research therefore is anticipated to offer a significant contribution to identify the underlying factors of Indonesian senior travellers' behavioural pattern embracing their travel motivation and their preferences on the travel destination choice. Literature Review Senior Travellers According to

Hossain, Bailey and Lubulwa (2003), the term "senior" is used for

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people with the age of 55 and above (cited in Alín, Losada, & Domínguez, 2012). The 55-65 aged group is categorised to be most likely to travel. Understanding seniors' travel motivation is essential to travel and tourism businesses that cater to this growing market. Tourism industry must consider that elderly people have more money and prefer having experiences. They tend to have a higher education attainment and more sophisticated. They have more free time, and they are more flexible with their time and can contribute to a longer tourism season, have a long length of stay, and travel during off-peak periods (Avcikurt, 2009). Further,

female seniors are more likely to be motivated by the knowledge-seeking than male seniors,

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as tourism industry needs to pay more attention to create activities and tourism destinations for female seniors. Moreover, the wealthy seniors are appropriate target for

experiences that the seniors do not have at home. Healthy seniors are more

18

likely to be effectively targeted since emotion is the main motive to travel aiming to have

happy life events such as **silver** or **golden weddings**

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(Jang & Wu, 2006). In travelling, senior travellers pay

less attention to physical-intensified and skill-oriented activities.

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Most of them seek for

general viewing or sightseeing as the primary

4

activities. Senior travellers tend to have recreational activities chosen by the younger travellers with

facility establishment and strategic planners. There is a **trend**

4

for senior travellers looking for natural sites, such as existing parks. As well, senior travellers

weighed more family recreation as their trip motivation.

4

Their time is spent in emotional exchanges

4

especially with family members (Lee, Graefe, & Obenour, 2008). Booksberger and Laesser (2009) stated that senior travellers'™ motivations are seeing something new; getting away from routine; visiting and experiencing sights and culture; concluding a phase of life; rest and relaxation; comfort and pampering; experiencing landscapes and nature; challenging and stimulating oneself. Moreover, the statement is in line with the idea by Jang et al. (2009) that senior travellers'™ motivations are

novelty seeking; self-esteem; ego-enhancement; socialization; rest and relaxation. Push **and**

12

Pull Travel Motivation Moutinho (2000) defines motivation as an inner

state of need or a condition that directs **an individual** to do particular **types of action**

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to achieve a feeling of fulfillment. With regard to tourism, travel motivation relates to why a tourist travels to a certain place or destination. Amongst different motivation theories in the literature, Dann'™s (1977) push and pull motivation concept has been widely adopted in many studies examining traveller motivation. For instance, Jang and Wu'™s (2006) study has found

that ego-enhancement, self-esteem, knowledge seeking, relaxation, and socialization are five **push factors**

7

that motivate seniors to travel. On the other hand, the pull factors that drive senior travellers are

cleanliness and safety; facilities, event, and cost; and natural and historical sight.

7

Baloglu and Uysal (1996) and

Kim, Lee, and Klenosky (2003) argued that **push and pull factors** are fundamentally related to

17

each other since pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not visit a destination. Methodology

To achieve the aim of the study, a questionnaire survey was

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administered to 264 participants aged above 55 years old. All participants were Indonesian citizen and live in Indonesia and had ever travelled overseas at least within one year of the data collection was undertaken. The examination of senior traveller motivation was conducted based on Dann's (1977) push-pull motivation concept. Push factor motivation was measured in the items under travel motivation, while pull factor motivation was assessed in destination-oriented attributes. The push-pull attributes from the literature were refined to adjust with Indonesian seniors overseas travel context. There were three sections of the questionnaire. The first part of the questionnaire measured travel motivation of the participants. In total, 16 items related to senior traveller motivation were included indicating

their level of agreement or disagreement on a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

9

The second part aimed to explore the attributes of selecting destination choice. It contained 17 items related to travel destination choices such as availability of shopping facilities, medical facilities, local climate, travel distance and activity choices. In this part, participants

were asked to rate the importance of each destination attribute concerning **the**

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extent of importance,

ranging from 1 (unimportant at all) to 5 (very important). The last part of the questionnaire

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identified the information related to demographic profiles of the senior travellers

such as gender, age, education level, **marital status,** employment status, **and income** source. **The**

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method chosen to address the research objective was Exploratory Factor Analysis (EFA) which aimed to reduce the

number of variables in two constructs of **push** motivations **and pull**

24

motivations.

The underlying factors emerged **from EFA** were represented as **correlations among sets of many interrelated variables (Hair, Anderson, Tatham, & Black, 1998).**

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Results

A total of 246 questionnaires were usable **for data analysis.**

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In terms of socio-demographic profiles, there was an equal participation

between male and female respondents, however, **in terms of the**

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age, the majority participants were the youngest senior aged group, that was 55-60 years old (63.4%). The majority were married, whose highest education attainment was secondary school (45.9%); and worked as entrepreneurs whose average monthly income achieved above IDR 10 million (38.6%). This

can be seen in Table 1. Table 1.

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Demographic Profiles. Characteristics Descriptive statistics

n % Gender Male 120 48 .8 Female 126 51 .2 Age group

22

55-60 years old 156 63.4 61-65 44 17.9 66-70 18 7.3 Above 70 28 11.4 Marital status Married 202 82.1 Not married 6 2.4 Widow 37 15.0 Education attained Primary or secondary 113 45.9 Diploma or bachelor 101 41.1 Postgraduates 30 12.2 Occupation Retired 25 10.2 Employee 11 4.5 Entrepreneur 135 54.9

Professionals 19 7.7 Housewife 53 21.5 Monthly income Less than IDR 3 million 24 9.8 IDR 3-6,999,999 million 59 24.0 IDR 7-9,999,999 million 64 26.0 Above IDR 10 million 95 38.6 In addition, with regard to travel characteristics as shown in Table 2, the respondents picked the closest neighborhood country to visit namely Singapore, Malaysia, and China. Most participants stated that they travelled overseas for holiday purposes (61%) along with their family (74.8%). The majority of respondents expressed that their travel expenses were paid by family members. Table 2. Travel Characteristics. Characteristics Descriptive statistics n % Visited Destination Malaysia Singapore Australia Others Purpose of travel Holiday or leisure Business purpose VFR Medical treatment Religious purpose Travel arrangement Company paid Paid by family member Travel agent or tour operator Personal fund Travel accompany Friends Family Travel alone Tour group 22 80 14 130 150 27 24 31 8 9 129 54 53 26 184 16 10 8.9 32.5 5.7 52.8 61 11 9.8 12.6 3.3 3.7 52.4 22 21.5 10.6 74.8 6.5 4.1 Exploratory Factor Analysis (EFA) was conducted separately between push travel motivations, which was then followed by EFA of pull travel motivations. Using varimax rotation, the eigen value over

1.0 was used for factor inclusion, and a factor loading of 0.40 was adopted as the standard to include items in a factor. 2

Moreover,

Bartlett’s test of sphericity and the Kaiser- Meyer-Olkin (KMO) were calculated to determine whether sufficient correlations existed among the examined variables. 3

First, the EFA measurement for push factors illustrated that the value of

Kaiser Meyer-Olkin (KMO) test was .877, and Bartlett’s test of sphericity was highly significant 8

(Chi square = 1,930.587, df = 136, p = .000), indicating a good result for the 16 variables was permitted to analysed further. Three push motivation

factors with eigenvalues greater than 1. 0 were derived to represent the 13

original 16 variables, explaining 59.304% of the total variances. Second, the EFA calculation for pull factors showed that value of

Kaiser Meyer-Olkin (KMO) test was .798, and Bartlett’s test of sphericity was highly significant 8

(Chi square = 1,868.587, df = 136, p = .000), indicating a good result for the 17 variables was permitted to analysed further. Five pull motivation

factors with eigenvalues greater than 1.0 were derived to represent the 13

original 17 variables, explaining 67.41% of the total variances. The results as illustrated in Table 3 show that the participants were driven to travel by three push motivation factors, namely: Factor 1) self-exploration; 2) relaxation; and 3) relationship enhancement. First, self-exploration that encouraged the participants to travel encompasses locals' way of life, expanding knowledge, what locals do, learning culture, and meeting new people. Second, relaxation factor showed the participant travel motivation was pushed by the desire that the participants wanted to travel for spending time with their family, to enjoy life, to visit other places besides their home country (Indonesia), to escape from routines, to visit new places, and to improve health stamina. The third push factor was relationship enhancement, represented the participant motivating factor was to show that travelling was part of their hobbies, to visit friends and relatives, to attend nostalgic events overseas, to enjoy themselves with travelling somewhere rather than being lonely, and to have spiritual experiences. Table 3. Push Factors Influencing Seniors to Travel

Factor name	Factor Eigen Variance	Reliability	loadings values (%)
Factor 1. Self exploration	6.298	0.812	0.806
Locals way of life	2.098	0.764	0.725
Expand knowledge	12.342	0.654	0.586
Locals do	0.809	0.753	0.691
Learning culture	0.684	0.642	1.686
Meet new people	9.915	0.763	0.727
Factor 2. Relaxation	6.604	0.663	0.604
Family time	0.580	0.579	0.853
Enjoy life	0.858	0.774	0.774
Places not in Indonesia			
Escape from routine			
Visit new places			
Healthy stamina			
Factor 3. Relationship Enhancement			
Do hobbies			
Visiting friends and relatives (VFR)			
Nostalgic			
Attending events			
Lonely			
Spiritual experience			

Further, Table 4 demonstrates the findings revealed that the participants were driven by five pull factors including: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and proximity; 4) local attractions; and 5) supporting travel facilities in host destination. First, in regard with facility and hygiene factor, aspects of transport, hygiene, accommodation, and safety aspects of the destination were influenced participant's motivation to select a destination. Second, destination familiarity factor consisted of whether the visited destination has familiar food, language, local cuisines, and climate to their home country (Indonesia). Third, value for money and proximity represented aspects of travel cost, currency value, and distance proximity of the destination. Fourth, local attractions contained cultural attraction, natural attraction, and the availability of the information center of the visited destination. The fifth pull factor revealed was supporting travel facilities in host destination that were shaped by the

availability of shopping facilities, special events, and health facilities of 5

the destination. Table 4. Pull Factors Influencing Seniors to Travel. Factor name Factor Eigen Variance Reliability loadings values (%) Factor 1. Facilities and hygiene Transport Hygiene Accommodation Safety Factor 2. Destination familiarity Familiar food Language Local cuisine Climate Factor 3. Value for money & proximity Cost Currency Distance Factor 4. Local attractions Cultural attractions Natural attractions Information centre Factor 5. Supporting facilities in host destination Shopping facilities Special events Health facilities .812 .806 .785 .631 .814 .614 .609 .570 .843 .771 .589 .901 .863 .466 .826 .793 .528 5.564 32.727 .815 1.930 11.352 .750 1.617 9.510 .763 1.273 7.488 .744 1.077 6.333 .720 Discussion This research attempted to discern travel motivation of the Indonesian seniors and their preferences to the decisions of overseas destinations. Generally in this study, senior participants were internally motivated by

three push factors of: 1) self-exploration; 2) relaxation; and 3) relationship enhancement. On the other side, the participants were driven by five pull factors considered as the external factor, mostly referring to the destination characteristics. This pull factors were: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and proximity; 4) local attractions; and 5) supporting travel facilities in host destination. Besides, the push factor of exploring new things was highly supported with pull factors, for instance good facilities for accommodation and other needs and also with high level of hygiene and safety. Those facilities were very complete to shop, to join special events, and health facilities. Singapore, Malaysia, and Australia were chosen by most of the respondents with the reasons of short distance from Indonesia, so the trip was reasonable in terms of cost. The money changers for the currency in those countries could easily be found in Indonesia. The three mostly chosen destinations were also popular for their attractions to fulfill the travel willingness to learn the culture and nature, with the support of information center availability. Moreover, the push factor of relaxation was strongly supported by the pull factors of good facilities, hygiene, and local attractions. The pull factors of the destination, currency, and cost familiarity could also bring the seniors to the ease in travelling abroad. As well, the push factor of relationship enhancement was easier and far more interesting with the existence of pull factors of destination familiarity and local attractions offered by the host countries. Pyo, Mihalik, and Uysal

(1989); Baloglu and Uysal (1996); Klenosky (2002); Jang and Wu (2006);

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Prayag and Ryan (2011) agreed

that push and pull factors are fundamentally **related to each other.** Pull factors occur **as**

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a result of the push factors. Kim et al. (2003) found out that key tourist resources such as beautiful

natural resources, and cultural and historical resources

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were significantly correlated with

push factors such **as escaping from everyday routine and**

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family togetherness. Moreover,

Klenosky (2002) stated that a single pull factor such as beaches can be driven by multiple push factors such as socialization, escape, looking good, and healthy

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(cited in Prayag, 2012). The findings also show

that there are relationships between push and pull factors. The

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main factor driving seniors' decision to travel abroad is holiday or leisure as they escaped from their daily working activities with mostly having been arranged and accompanied by their families. The push factors like enjoying themselves and family time are related to the factor of escaping daily routine activities in the workplace. As enjoying themselves, the respondents were eager to express their hobbies, for instance doing exercise to get better health stamina at the same time while travelling; and also exploring new things for example what locals do, more knowledge of new place, new culture, and new people for personal and spiritual purposes. At the moment of exploring themselves, the respondents travelled to enjoy time alone or to spend time joining nostalgic events. This self exploration activity would be supported by the good facilities and hygiene, local attractions, and travel facilities offered by the host countries. The self exploration would also be easier when the senior travellers had confidence to travel abroad by being familiar with the destination, cost, currency, and distance. Besides, the push factor of exploring new things was highly supported with pull factors, for instance good facilities for accommodation and other needs and also with high level of hygiene and safety. Those facilities were very complete to shop, to join special events, and health facilities. Singapore, Malaysia, and Australia were chosen by most of the respondents with the reasons of short distance from Indonesia, so the trip was reasonable in terms of cost. The money changers for the currency in those countries could easily be found in Indonesia. The three mostly chosen destinations were also popular for their attractions to fulfill the travel willingness to learn the culture and nature, with the support of information center availability. Moreover, the push factor of relaxation was strongly supported by the pull factors of good facilities, hygiene, and local attractions. The pull factors of the destination, currency, and cost familiarity could also bring the seniors to the ease in travelling abroad. As well, the push factor of relationship enhancement was easier and far more interesting with the existence of pull factors of destination familiarity and local attractions offered by the host countries. Conclusion

The results of this study contribute to a better understanding of

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how this senior group is

influenced by both internal and external factors when visiting a

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destination. Such an understanding is crucial for relevant stakeholders such as tour operators both in Indonesian seniors' home country and tourism service providers in host destination in designing travel itinerary and activity as well as tourism product and services that suit with this segment. Multivariate analysis in the form of exploratory factor analysis was used to investigate 264 senior respondents.

The results of this study contribute to provide Indonesian seniors' push
and

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pull factors motivating the decisions to travel overseas, as the results can be used by hospitality industries to

grab the market segment of senior travellers by developing strategies based on the travel motivation factors to attract this market to travel using the accommodations offered. The results show that Indonesian senior travellers are driven by push factors of self-exploration, relaxation, and relationship enhancement; and pull factors of facilities, hygiene, destination familiarity, value for money and proximity, local attractions, and supporting travel facilities in host countries. In this case, it is found out

that there are relationships between push and pull factors in travel motivation, since this

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phenomenon is in line with the idea that Pyo, Mihalik, and Uysal

(1989); Baloglu and Uysal (1996); Klenosky (2002); Jang and Wu (2006);

1

Prayag and Ryan (2011) stated

that push and pull factors are fundamentally related to each other.

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