food tourism

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Why Tourists Consumed Local Food in Bali During the Pandemic

A motivation-based Segmentation Study

ABSTRACT

Local food is a tourism resource that can be leveraged for marketing purposes, such as destination branding. Therefore, understanding tourist motivations for consuming local food could assist the government in developing an effective destination marketing plan. Although Bali is Indonesia's most well-known tourist destination, there is currently limited research on what motivates tourists to consume the indigenous local food. The purpose of this study was to investigate tourists' motivations for consuming local food in Bali during covid-19 pandemic and segment them accordingly. The data was collected through an online survey of 518 tourists who visited Bali between October 2021 and February 2022. Seven motivations were discovered as causes utilizing an exploratory factor analysis: cultural, exploration, interaction, emotional, health concern, sharing, and social value. A subsequent cluster analysis divided the respondents into five segments: (1) novelty seekers, who are always seeking for new things to learn; (2) relationship keepers, who enjoy spending time with their relatives; (3) interaction seekers, who enjoy interacting with the people they meet; (4) cultural explorers, who want to learn more about the local culture and (5) collaborative tourists, who share their experiences with others. Due to the numerous distinguishing characteristics among each segment, the government would be able to effectively examine the local food attributes and provide alternative activities and services to tourists.

Keywords: *Tourist motivation, Food-related motivation, Local Food, Segmentation, Covid-19 Pandemic.*

1. INTRODUCTION

One of the activities that must be done while traveling and cannot be separated from tourism is eating. [3]. Food has its own charm for tourists who are traveling. According to [1], 91 percent of tourists explore culinary options outside of their hotel, and 50 percent of tourists eat out four to seven times throughout their vacation. Apart from the findings of [1], it is apparent that tourists gain experience by eating new meals every day. This is reinforced by the findings of Galvez et al. [5] research, which found that local food plays an essential role as one of the elements that can contribute to tourist satisfaction. Furthermore, according to [6], local food has an important role as a tourist attraction. This is due to the fact that local food and eating out habits can add an extra dimension to the tourism sector. It is noticeable that most of the tourists coming to a particular destination on holiday to enjoy a feel of the local food, culture and lifestyle while being there. Local food is distinctive in terms of preparation and presentation, and the ingredients utilized are genuine regional products. [6].

Research on motivation related to local food is growing more interesting since the motivation itself becomes the foundation of a person's behavior. [7]. Each tourist has his or her own personality traits and desires. Therefore, [1] noted that segmentation can assist in better understanding of tourist behavior and, as a result, developing an appropriate promotion plan.

food-related motivation was summarized into 5 dimensions [1] [5] [8]. The first dimension, cultural experience, is the desire to learn about and understand new cultures and culinary tourism needs are met with uniqueness and new cultural experiences from the culinary world. The second is the Excitement, the feeling of joy from tasting new local food and engaging in new activities. The third dimension complements the motivation of tourists in terms of sensory appeal which is described through the appearance, taste and smell of the food. The interpersonal relationship which is a motivation related to relationships between family, friends, people is the next dimension. Furthermore, health concern is also a motivation for tourists to consume food, which is perceived from the freshness of the ingredients and the nutritional content of the food. [1] also add another dimension, namely relaxation in which the desire to get comfortable, relax and break off from routine becomes another tourist motivation.

Bali is one of the most popular destinations for both domestic and international tourists. This is due to the way they preserve and pass on the values of their ancestors' arts and culture, as well as Balinese culinary delights [9]. The majority of Balinese cuisine consists of pork and fish

dishes, with a wide range of flavors, the majority of which are spicy [10]. However, during the Covid-19 pandemic, Bali is one of the three most impacted places [11]. The government is attempting to come up with a variety of recovery solutions for tourism regions that have been impacted by the pandemic. This pandemic has altered consumer behavior when it comes to deciding which items and services to purchase in the tourism industry. Parties involved in the tourism business must be able to foresee and comprehend the demands of a constantly changing and evolving market [12]

As a result, Food Tourism Segmentation study is intended to aid in mapping the target market's behavior in order to promote culinary tourism recovery. Tourists are segmented into smaller groups in order to better characterize their preferences. The segmentation's findings may be useful in reviving Indonesian tourism, which has been harmed by Covid-19.

2. OBJECTIVES

The researcher seeks to know the profile of tourists who are interested in eating local food in Bali and their features, based on the explanation of the occurrence in the background, through this research on food-related motivation. Tourist segmentation knowledge can be utilized to aid in the development of promotional strategies and the provision of products or services that correspond to the needs of tourists.

Thus, the objectives of this study are as follows:

1. To analyze the motivation of tourists in choosing local food in Bali.
2. To identify segmentation groups generated from tourists related to culinary in Bali.

3. THEORETICAL REVIEW

3.1. Motivation

Motivation is a strong internal drive to accomplish a goal. Furthermore, motivation is a psychological process that might explain a person's behavior [7]. In other words, a person's behavior can be tailored to meet a specific objective.

Maslow's most popular theory of motivation states that needs are arranged in a hierarchy. Human behavior can be said to be controlled by two factors, namely internal and external factors. In addition, Maslow's theory also states that humans have a unique ability to make choices and carry out their own choices. The research that has been done has led Maslow to believe that all people have certain needs that are unchanging and genetically original. These physiological and psychological requirements are universal throughout civilizations. The theory of motivation developed by Maslow (1950) states that human needs can be classified into five hierarchical needs, namely: Physiological needs, Safety needs, Belongingness and Love needs, Esteem needs, and Self-Actualization needs [13]. According to Maslow's theory, once an individual's basic needs have been met, he or she is free to pursue higher-level needs such as security, socialization, and other needs.

3.2. Food-related Motivation

Table 1 shows the results of prior research on Food Related Motivation Dimensions.

Table 1. Food Related Motivation Dimensions

Almeida & Garrod (2017)	Kim et al. (2013)	Gálvez et al. (2020)	Su et al. (2018)
Cultural Experience	Cultural Experience	Cultural Experience	***Push Factors***
Excitement	Exciting Experience	Excitement	Cultural Experience
Sensory Experience	Sensory Appeal	Sensory Appeal	Taste of Food
Social Experience	Interpersonal Relationship	Interpersonal Relationship	Socialization
Health	Health Concern	Health Concern	**Pull Factors**
Relaxation / Escape			Local Destination Appeal
			Food Tourism Appeal
			Traditional Food Appeal

From the table above, it can be seen that there are similarities in the dimensions used by each researcher, namely excitement, sensory appeal, interpersonal relationship, health concern and cultural experience. Dimensions from kim et al are widely used as references in other studies related to local food consumption and tourist segmentation. Meanwhile, Su et al. divides motivational factors into push and pull. The purpose of this study is to provide a perspective on culinary motivation from both the intrinsic and extrinsic side. There are three push factors, namely cultural experience, socialization and taste of food, as well as three pull factors, namely local destination appeal, food tourism appeal and traditional food appeal. [14]

Someone's motivation related to culinary can be derived from the culinary experience by emphasizing factors that add to one's knowledge of a new culture. Tourists travel for the purpose of learning, experiencing

different cultures, and learning about the local culture [15]. Therefore, this goal can be achieved by delivering an authentic dining experience from the unique preparation and cooking process, different ways of eating, as well as the local ingredients used. The Excitement that is formed is the feeling when they explore new things and taste local food. Culinary also stimulates the sense of taste/sensory appeal, which is a motivational dimension that includes taste, smell, and texture. Further, the stimulation of a food can evokes memories and impressions during a culinary tour, causing tourists to return looking for the local food [16]. Culinary tourism is not only related to food but also involves interpersonal relationships / social experience / togetherness that bring closer relationships, meet new people, share experiences, share food and the relationships that are built during culinary tours are sometimes more important than the taste of the food itself [17]. Tourists that partake in culinary tourism frequently display their cuisine in the form of photographs as a means of displaying ego and prestige, as the food consumed reflects social position, and this is what is referred to as prestige [4] [18]. Undoubtedly, many travelers also consider health, nutrition, and the freshness of the ingredients when eating.

The last is the relaxation dimension. The relaxation dimension is the goal of most people to fill their vacations with relaxing activities, which can be obtained through culinary experiences and culinary tours as an activity to relieve fatigue from routine. However, escape from routine is not only from activities; daily eating habits also make them tired, and while on a culinary tour, they can find something new [4].

In addition, destination element also considered in the motivation of tourists to consume local culinary. It is a results of assisting the destination in determining the needs and motivations of tourists who enjoy eating. In addition, each destination has its own tale about the local culture, society, and eating habits or traditions that can be shared with tourists who visit the area. [14]

3.3. Food-related Motivation Segmentation

Segmentation is a market consisting of a group of customers who have similar needs and wants [19]. Meanwhile, market segmentation is the process of dividing heterogeneous markets into groups that can be regarded as potential tourists who have the same needs and/or similar characters who spend their money in the same way [20]. The segmentation of market can provide a greater understanding of the needs and demands of customers or markets. As a result, the company will be able to adjust and evolve its marketing plan to be more accurate considering the changing of market conditions. Segmentation allows the companies to have a systematic approach that supports companies to plan marketing programs and allocate resources more efficiently in the long run [21].

Tourist segmentation identified three categories of tourists, namely survivors, enjoyers, and experiencers. Survivors are not interested in local food traditions or local restaurants. Experiencers show their commitment to pre-trip sourcing behavior. Survivors seek information through travel fairs, television, as well as family members. In general, experiencers use external information sources such as family members, newspapers, internet, travel agencies, etc. Experiencers, in particular, read blogs such as Trip Advisors, which may be found on the homepages of travel companies [3].

Local food can be one of the main attractions and a selling point for some tourist destinations, as well as a selling point for many other tourist destinations. The findings of the previous studies demonstrate that tourists consume local food because they want to try something new and intriguing conducted by [22] [23] [24]. Furthermore, tourists are interested in trying local food to obtain an experience and also increase their knowledge [1] [22]. Tourist had tried six different local dishes, including drinks, indicating that tourists have had and tried new eating experiences. Tourists value the visual appeal of local food as well. Food scent, texture, and taste are all regarded significant in addition to appearances. Cues such as knowledge or learning process and experience, in addition to sensory factors, are all considered crucial. Something related to knowledge and experience, such as trying local food, provides an opportunity to broaden one's understanding of various cultures while also providing an authentic experience of eating local food in its area of origin. Another unanticipated factor is the desire to eat in order to relax or to get rid of nervous tension or anxiety [1]. Survivors, enjoyers, and experiencers are the three clusters identified by previous study [5]. Survivors are defined as a group of tourists with little interest in food. The second group, enjoyers, can be defined as a group of tourists with a moderate interest in food. The latter are the experiencers and can be classified as tourists with a keen interest in food. In addition, the experiencers earn more than the other two clusters and have greater daily expenses. Furthermore, the results of the tourist motivation cluster from the other study delineate that tourists who consume local food are categorized into three groups, namely Interested, Supportive and Intermediate [1]. Interested is categorized as a cluster that considers local gastronomy as the main motivation in visiting Madeira. Moreover, the cluster is more active in researching local gastronomy on the internet before visiting tourist hotspots, and is more likely to spend more money at restaurants. The second group is supporting, consisting of tourists with a low level of culinary enthusiasm. Tourists in this area are likewise less likely to spend money on nice restaurants or travel to find them. The final cluster is intermediate; it can be positioned

between the interested and supportive clusters. This cluster finds local food offers to be affordable, and it has tried twice as many meals than the supportive cluster has tried.

4. METHODS

Data collection in this study was conducted by surveying domestic tourists who have visited Bali and consumed local Balinese culinary in the last two years (from October 2021 until February 2022). The questionnaire was distributed online and 518 participating domestic tourists were collected. Participants were asked to complete a profile and a statement outlining their motivation, as well as a profile and travel behavior. The indicator of food-related motivation is made up of 40 statements modified from Almeida & Garrod [1] ; Kim et al. [8]; Su et al. [14] ; Perez Gálvez et al. [5]. On a five-point scale, respondents were asked to score each item that best reflected their motivation for consuming local culinary on a five-point scale (1 = "strongly disagree," 5 = "strongly agree.").

Before the data collection process, validity and reliability tests were carried out with 30 participants, there were 40 indicators that were made which were considered valid if the Pearson Correlation test had a sig value <0.05 and reliable if the Cronbach's Alpha value was more than 0.6 [25]. The validity test that this indicator passes has 38 valid indicators. There are 2 indicators that do not meet the validity test requirements, namely "Local cuisine that looks attractive is important to me" and "Local cuisine that has a pleasant texture is essential to me" because the sig value is more than 0.05. As a result, these 2 indicators were not included in subsequent research, leaving only 38 indicators to be used in this study. Exploratory factor analysis with varimax rotation was used to decrease the amount of data collected. Then, using non-hierarchical cluster analysis and the K-means cluster test, segmentation was performed.

5. FINDINGS & DISCUSSION

Based on the results of the data processing, the majority of respondents are female (58%), aged 17-23 years (68.7%), and are still students (64%). In addition, the majority of respondents in this study came from the islands of Java (72.3%), Kalimantan (10.2%), and Sulawesi (8.7%). The education status of the respondents is dominated by Senior High School students/Vocational students or equivalent (45.2%), and the average monthly income is mostly Rp. 2,000,000-Rp. 5,000,000 (23.6%). Almost all respondents traveled to Bali for holiday purposes (78.8%) and often traveled together with family/relatives (54.8%).

5.1. Tourist's Motivation towards Bali Local Food

Researchers performed factor analysis to reduce 38 indicators from this study and discovered the most contributing motivational factors for increasing local food consumption to find out whether the data can be processed further, provided that the KMO value must be > 0.6 and Bartlett's Test of Sphericity (Sig) must be < 0.05 [25]. The results obtained meet the requirements, namely the KMO value is 0.851 and the Sig value is less than 0.05. Other mandatory requirements that must be met so that the variable can be continued are MSA must be > 0.30 and communalities have an extraction value > 0.30 [25]. The results of the MSE value and the extraction value of all the indicators studied are more than the minimum requirements so that they can be processed further. The results of the factor analysis can be seen in table 2.

Table 2. Factor analysis of food-related motivation of Domestic tourists in Bali

Factor	Mean	SD	Factor Loading	Eigen Value	Variance explained	Cronbach's Alpha
1. Culture	**4.19**	**0.83**		11.022	29.004	0.842
Allow to discover new things	4.27	0.783	0.753			
Get opportunity to understand local culture	4.10	0.879	0.714			
Enable to learn local culinary tastes	4.35	0.735	0.656			
Give a special experience	4.24	0.839	0.607			

Increase knowledge about different cultures	4.16	0.836	0.599			
Makes me see the things that I don't normally see	3.93	0.936	0.513			
Discover the taste of local Balinese culinary	4.36	0.716	0.500			
Enjoy local culinary directly at the place is an important thing for me	4.11	0.888	0.382			
2. Exploration	**4.32**	**0.79**		3.667	9.650	0.816
Taste good is important	4.45	0.757	0.666			
Bali has interesting culinary tourism destinations	4.24	0.817	0.656			
Give me opportunity to taste different kinds of culinary delights	4.21	0.819	0.654			
Distinct from what I usually eat in my hometown.	4.35	0.813	0.630			
Help me to discover local specialties	4.34	0.794	0.495			
It is important to have distinctive taste from similar cuisine in my hometown	4.26	0.828	0.491			
Give an authentic experience	4.38	0.695	0.466			
3. Interaction	**3.39**	**1.18**		1.917	5.045	0.864
Provide opportunity to interact with local chefs	3.24	1.218	0.855			
Provide opportunity to meet chefs or restaurant owners	3.19	1.21	0.854			
Provide opportunity to improve my cooking skills	3.42	1.224	0.727			
Provide opportunity to share eating experiences with people in Bali	3.72	1.053	0.670			
4. Emotional	**4.28**	**0.80**		1.523	4.009	0.83
Make me feel very happy	4.33	0.787	0.796			
Make me feel very joyful	4.35	0.791	0.777			
Make me feel enthusiastic (excited)	4.33	0.787	0.749			
Give me pleasant experiences	4.55	0.644	0.631			
Make me feel more relaxed	3.87	0.975	0.535			
5. Health concern	**3.66**	**1.00**		1..388	3.653	0.76
Make me stay healthy	3.37	1.062	0.723			
Bali local culinary is nutritious	3.58	0.968	0.686			
Takes me away from crowds and noise	3.13	1.166	0.556			
Escape from routines	3.72	1.139	0.554			
Contain fresh ingredients produced in Bali	4.08	0.83	0.495			

Places to eat in Bali are comfortable to visit	4.11	0.851	0.420			
6. Sharing	**4.07**	**0.94**		1.276	3.359	0.738
Like to take pictures of local food to show friends/relatives	3.89	1.044	0.635			
Happy to share experiences while consuming local culinary delights to others	4.09	0.867	0.580			
Give advice about local food experiences to people who want to travel	4.18	0.896	0.545			
Smells nice is important	4.35	0.816	0.518			
Bali has fine dining restaurants that serve local cuisine	3.84	1.067	0.478			
Give experiences to enrich knowledge	4.05	0.923	0.473			
7. Social value	**4.14**	**0.94**		1.120	2.948	0.749
Enjoy time together with friends and family/relatives	4.23	0.878	0.802			
Increases friendship or kinship	4.05	1.01	0.772			

Culture is the first factor to develop. This factor is made up of eight indicators that describe how tourists are motivated by culture and the desire to learn new things. The value of the variance of this first factor is 29,004, indicating that the cultural motivation factor can explain 29 percent of the factors that attract domestic tourists to consume local food in Bali. This value also demonstrates that cultural considerations are the primary motivators in which tourists expecting cultural understanding from their dining experience. This cultural factor implies that domestic tourists in Bali are eager to try new things and learn about the local culture through local cuisine. Considering that Bali is such a culturally rich island, prior research found that cultural experience is one of the factors that attract tourists to consume local culinary [1] [8]. Whereas, the main tourist motivation is culture, because tourists want to seek out local cuisine to learn about eating etiquette in various places [8]. However, another previous study showed that the culture factor is not the most important aspect, rather sensory experience is [1]. This is due to the fact that various things where the destination under investigation has an advantage in the atmosphere.

The exploration factor comes in second. This factor is made up of seven indicators that pertain to tourists' need for a special, authentic, and unique experience. The second factor has a total variance of 9.650, implying that the exploration factor can explain 9.7% of the reasons that lead domestic tourists to eat local food in Bali. This outcome could be due to the variety of local Balinese culinary specialties, which entices tourists to try new taste and visit new locations to eat in Bali. Furthermore, traditional Balinese food plays a significant role as a tourist attraction [6], because food can be the focus of experience for a tourist who wants to enjoy not only the natural beauty but also the traditional food supplied.

Interaction factor is the third thing to consider. This factor is made up of four indications that are all about interactions, such as interacting with local cooks and meeting chefs or restaurant owners. Respondents desire to be more active in interacting with parties they meet when consuming local culinary in Bali, as evidenced by this factor. The third factor has a total variance of 5.045, indicating that the interaction factor can explain 5 percent of the factors that inspire domestic visitors to eat local food in Bali. The findings of this study are in line with earlier research, with this factor being included in the socialization and interpersonal relations factors [14]. This factor, however, is not limited to long-term friendships, but also includes temporary interactions in the tourist eating experience.

The fourth is the emotional factor. This factor is made up of five indicators related to tourists' emotions or moods, such as being very happy, very joyful, and enthusiastic. As a result, there are some similarities between these indicators, particularly from an emotional standpoint. The fourth factor has a total variance of 4,009, implying that the emotional factor can explain 4 percent of the reasons that motivate domestic tourists to eat local food in Bali. This factor is similar to that found by the previous researches, with minor differences. Apart from pleasure, joy also involves motivation to break free

from habits, noise, and everyday eating patterns [8]. This part is referred to as emotional because this study is largely concerned with personal sentiments, pleasures, joys and emotions.

The fifth factor is the Health Concern. This factor is made up of six indicators connected to tourists' health concerns. The fifth factor has a total variance of 3.653, which signifies that the health concern factor can explain 3.7 percent of the reasons that lead domestic tourists to eat local food in Bali. These findings resemble those previous studies [1] [5] [8]. Some of the additional elements of motivation include avoiding crowds and not dwelling in a routine. This is supported by the fact that the majority of respondents visit Bali for vacationing, indicating that Bali is viewed as a tourist destination for relaxation rather than a business metropolis. This element of relaxation is considered part of maintaining mental health. Therefore, the fourth factor is given the same name, namely health concern.

Sharing is the sixth factor. This factor is made up of six indicators that relate to the desire to share information. The sixth factor's total variance is 3.359, implying that the sharing factor can explain 3 percent of the reasons that motivate domestic tourists to eat local food in Bali. This motivational factor is intriguing since it originates not only to enjoy the pleasure of eating for yourself, but also to help others. The rapid development of internet and social media has resulted in a rapid interchange of information. The majority of respondents in this study are young, and they value the ability to interact in the digital world. Moreover, the covid-19 pandemic has made people closer and even don't want to be separated from the digital world [26].

The last factor is social value. This factor is made up of two relationship indicators, such as spending time together and establishing friendships. The seventh factor has a total variance of 2,948, implying that social factors can explain 3 percent of the factors that inspire domestic tourists to eat local food in Bali. The elements of this factor were previously classified as interpersonal relationship factors [1] [5] [8]. The profile of respondents who usually visit Bali with family/relatives/friends indicates that the motivation to build relationships with family and friends is a significant element, according to the findings of this survey. Culinary is considered as offering not just a physical function but also a social function.

5.2. Segmenting Tourist's Motivation towards Bali Local Food

After completing the factor analysis and finding 7 new factors, the researcher continued with the results of the 7 new factors to be used as the basis for conducting cluster analysis. The researcher uses the k-mean technique which determines the number of clusters that will be formed, conducts trial and error when dividing the factors into 3 to 7 clusters. However, by looking at the results of the ANOVA significance and the cluster pattern, the best results were shown by 5 clusters.

Tabel 3. Clustering food-related motivation of tourists

	Cluster					*ANOVA Result*
	1 Novelty seekers	**2 Relationship keepers**	**3 Interaction seekers**	**4 Cultural explorers**	**5 Collaborative tourists**	**F-Value**
N	70	78	197	89	83	
Culture	-0.479	-0.368	0.321	**0.187**	-0.213	14.93
Exploration	**0.988**	-0.079	0.248	-1.265	0.009	97.65
Interaction	-0.195	-0.682	**0.578**	-0.256	-0.293	37.87
Emotional	0.382	**0.477**	0.277	**0.117**	-1.554	115.60
Health Concern	-0.815	-0.019	**0.422**	0.018	-0.315	27.01
Sharing	**0.155**	-1.003	0.298	0.045	**0.057**	30.06
Social Value	-1.119	**0.721**	0.345	-0.754	**0.255**	86.15

The results of the cluster analysis show that there are 5 groups of 7 new factors. Furthermore, social value factors are dominant in cluster 2 with 78 respondents, which is dominated by social value factors. Cluster 3 is the largest

with 197 respondents with the most dominant interaction factor. Cluster 4 has the most dominating culture factors, with 89 respondents. The last cluster consists of 83 respondents, with social value and sharing being the most the most dominant factors

5.2.1 Novelty Seeker

Exploration is the most powerful motivational driver in Cluster One. Therefore, this cluster exhibits characteristics such as a desire to learn new things as part of their enjoyment of local cuisine. Members of this cluster prioritize culinary experiences that offer a unique and fascinating taste and ambience. Members of this cluster are grouped together because they share a common interest in finding authentic and unique experiences through the local cuisine they consume; hence this cluster is named novelty seeker. This cluster represents 70 people out of the total respondents and is dominated by women aged 17-23 years old from East Java with the last education of Senior High School/Vocational School or equivalent. The majority of the respondents in the first cluster had a monthly salary of IDR 2,000,000 - IDR 5,000,000 and plan to travel to Bali with their families for a vacation.

5.2.2 Relationship Keeper

Social and emotional values are the most dominant factors. The members of this cluster travel to Bali and go for local culinary delights in search of enjoyment, excitement, and experience with people closest to them. Relationship seekers are members of this cluster who prioritize spending time with close family while eating local cuisine. This cluster consists of 78 respondents. This cluster has a nearly equal number of males and women, all of whom are between the ages of 17 and 23. Furthermore, this group is domiciled in East Java with the last education level of Senior High School or Vocational School, with a monthly income ranging from Rp. 2,000,000 to Rp. 5,000,000. The purpose of the trip to Bali was to spend time with family.

5.2.3 Interaction Seeker

The third cluster is dominated by the interaction factors. This cluster member consumes local culinary in Bali to be able to interact with the parties encountered such as restaurant owners, chefs, and local communities. Furthermore, this cluster member is concerned about nutrition and the health consequences of consuming it. As a result, this cluster is known as an interaction seeker. This cluster has the largest number of 197 respondents and the majority of them are women aged more than 23 years old who live in East Java and have completed Senior High School or Vocational School. Moreover, most respondents are students with incomes below Rp. 5,000,000. The next trip to Bali will be with family.

5.2.4 Cultural Explorer

There are 89 people in this fourth cluster, which is driven by cultural and emotional factors. This cluster members have the characteristics such as an eagerness to learn about the culture and about something genuine. Thus, this cluster is named cultural explorer. Members in this cluster are dominated by women aged 17-23 years who live in Central Java with the last education level of Senior High School or vocational school and bachelor degree with an income below Rp. 2,000,000 per month with the aim of vacationing with family.

5.2.5 Collaborative Tourist

This last cluster contains 81 people with the majority of whom are motivated by social value and sharing. Members of this cluster enjoy activities that allow them to share information with others, such as giving advice or posting photographs and information about travel on social media. As a result, this group is referred to as collaborative tourists. This cluster is approximately balanced between males and women between the ages of 17 and 23, and they all dwell in Central Java. Furthermore, with the last education level of Senior High School or vocational school, with a monthly income above Rp. 5,000,000, with the intention of vacationing with their families.

4. CONCLUSION

The role of local culinary in the development of tourism is very important. Therefore, the government needs to develop a strategy to be able to emphasize not only the natural beauty of the destination, but also the local culinary available. On the other hand, the COVID-19 pandemic has changed people's behavior and lifestyle. Thus, the clustering of tourists' local food-related motivations proved to be a valuable insight in segmenting the markets.

The results of the factor analysis showed that the seven dimensions of motivation among Domestic tourists in Bali are culture, exploration, interaction, emotional, health concern, sharing, and social value. The "culture" dimension had the largest proportion of the total variance, at 29%. From this, we conclude that most domestic tourists in Bali are strongly motivated by local culture which serves as the main distinguishing theme for a destination. These findings are consistent with previous study, that cited 'culture' as the most important motivation in consuming local food [8]. Other prominent dimensions of motivation were health concern, emotional and social value. These findings are thematically similar to those reported in previous research [1] [5] [8]. Moreover, the 'sharing' factor is an interesting finding in

this study whereas Bali should facilitate tourists regarding their needs to share their culinary experience

The findings also suggest that the domestic tourist in Bali can be divided into four segments based on tourists' motivations toward local food, namely: novelty seekers, relationship keepers, interaction seekers, cultural explorers, and collaborative tourists. Each segment has different needs such as novelty seeker who likes to experience something new and innovative. Therefore, Bali tourism bodies or travel agent should consider the authentic restaurants and cuisines on their travel experience. While relationship keepers, need more 'quality time' activities with their family or friends. Interaction seekers love the activities that giving them opportunities to meet the local people. Furthermore, cultural explorers would like to have deeply experience in local culture. At last, it is essential for collaborative tourists to be always connected with their device in order to share their culinary journey.

These results have important implications for governments, local communities, tourism agencies and food and beverage industry engaged in food tourism marketing and development. The profiles of the domestic tourists can be used to effectively design and market their Bali's local food and tourist's culinary experience. Profiles of the different local food motivational market segments provide detailed information on the niche markets for Bali.

Continuous research on food tourism is needed, to monitor the changing demands and preferences of tourists and to assess present and future marketing strategies. Furthermore, to give recommendation to the further research, this study limitations need to be addressed. The sampling method need to be proportional to allocate the number of samples across the country. Moreover, it will be interesting also to apply the same study to the international tourists. Lastly, due to the methodology of data collection by online survey respondent bias and refusal bias were evident in this study.

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