



MASYARAKAT KEBUDAYAAN DAN POLITIK

BENCANA, SOLIDARITAS DAN INTEGRASI NASIONAL

**Pathway to Integration or Disintegration?
Reflection on Tsunami and Transformation
in Indonesia's Relations with Aceh**
Sulikah Asmorowati

**Peran Badan Otonomi Khusus
dalam Implementasi Rekonstruksi Aceh
Suatu Tinjauan Teoritik**
Bintoro Wardiyanto

**The Impacts of the Bali Blast: Assessing Young Australians'
Perceptions and Intent to Travel**
Dian Yulie Reindrawati

**Pengaruh Struktur, Budaya, Kepemimpinan,
Aliansi Strategis Terhadap Inovasi dan Kinerja Organisasi
Hotel Bintang Tiga di Jawa Timur**
Falih Suaedi

**Asset Based Community Development:
Strategi Pembangunan di Era Otonomi Daerah**
Adri Patton

Konsentrasi Media Massa dan Melemahnya Demokrasi
Henry Subiakto

Pustakawati dan Otomasi Perpustakaan
Johny Alfian

MASYARAKAT KEBUDAYAAN DAN POLITIK

Diterbitkan oleh Fakultas Ilmu Sosial dan Ilmu Politik Universitas Airlangga, sebagai terbitan berkala tiga bulan sekali yang menyajikan tulisan-tulisan untuk lebih mempopulerkan ilmu kemasyarakatan ke tengah khalayak peminat dan untuk membuka forum belajar-mengajar yang lebih efektif.

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PENGANTAR REDAKSI

Kalau kita tengok ke belakang pada penghujung tahun 2004, beberapa negara Asia termasuk Indonesia mengalami bencana alam dahsyat yang terkenal dengan nama Tsunami. Ribuan bahkan ratusan ribu korban terpaksa kehilangan tempat tinggal, harta benda bahkan sanak saudara. Beberapa pendapat menyatakan bahwa kejadian tersebut adalah suatu peringatan, bahkan malah ada yang berpendapat azab dari Tuhan. Akan tetapi dari semua itu, sebagai manusia sudah sepantasnya untuk bangkit dan mampu mengambil hikmah atau pelajaran yang didapat dari peristiwa yang memilukan tersebut, agar tidak berlarut-larut dalam gelombang kesedihan yang berkepanjangan.

Semenjak peristiwa bencana alam atau ada yang menyebut “Rencana Alam” ini banyak sekali simpati berdatangan baik dari dalam negeri maupun luar negeri. Ada yang berupa bantuan tenaga sukarelawan, bahan-bahan pokok, pakaian, bahan-bahan rumah tinggal, dan sebagainya. Sekarang yang menjadi pertanyaan adalah sanggupkah pemerintah Indonesia mengelola segala bentuk bantuan tersebut agar tersalurkan kepada penerima yang betul-betul berhak? Mengingat *track record* Indonesia yang sarat dengan kasus penyelewengan di mata internasional.

Dalam edisi kali ini redaksi mengambil tema Bencana, Solidaritas dan Integrasi Nasional. Beberapa tulisan yang diterima redaksi mencoba untuk mengupas berbagai hal tentang hikmah besar yang mengiringi bencana alam Tsunami yaitu Solidaritas dan Integrasi Nasional. Seperti dua tulisan awal sebagai pembuka yaitu *Pathway to Integration or Disintegration? Reflection on Tsunami and Transformation in Indonesia's Relations with Aceh*, ditulis oleh Sulikah Asmorowati. Peran Badan Otonomi Khusus dalam Implementasi Rekonstruksi Aceh Suatu Tinjauan Teoritik disajikan secara tuntas oleh Bintoro Wardiyanto. Selain itu redaksi mencoba untuk mengangkat permasalahan lain yaitu: *The Impacts of The Bali Blast: Assessing Young Australians' Perceptions and Intent to Travel* oleh Dian Yulie Reindrawati. Falih Suaedi mengemukakan tentang Pengaruh Struktur, Budaya, Kepemimpinan, Aliansi Strategis terhadap Inovasi dan Kinerja Organisasi Hotel Bintang Tiga di Jawa Timur. *Asset Based Community Development: Strategi Pembangunan di Era Otonomi Daerah* oleh Adri Patton. *Konsentrasi Media Massa dan Melemahnya Demokrasi*, Henry Subiakto dan tulisan Johny Alfian tentang Pustakawati dan Otomasi Perpustakaan

Sebagai pengelola jurnal, pihak redaksi tetap berkeyakinan bahwa kehadiran jurnal ilmiah *Masyarakat, Kebudayaan dan Politik* ini semoga dapat memberikan yang terbaik serta mampu menyajikan media interaksi yang dapat menjembatani para ahli, ilmuwan sosial, pemerhati masalah sosial-politik dan berbagai pihak terkait dalam mengkomunikasikan gagasan serta ide untuk pengayaan bidang ilmu guna menjawab permasalahan pembangunan serta perkembangan masyarakat yang senantiasa berubah.

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THE IMPACTS OF THE BALI BLAST: ASSESSING YOUNG AUSTRALIANS' PERCEPTIONS AND INTENT TO TRAVEL

Dian Yulie Reindrawati

Dosen Program Studi D3 Pariwisata FISIP Unair

Abstrak

Tujuan penulisan artikel ini adalah: a. untuk memperoleh suatu persepsi secara menyeluruh bagi para pemuda Australia tentang Bali, gambaran mereka sekarang, niat mereka untuk pergi ke Bali di masa datang terutama sekali setelah adanya bom Bali, b. untuk memberikan pemahaman yang lebih baik tentang Bali. Hal ini sangat bermanfaat untuk mengarahkan pada segmen pasar kaum muda Australia sebagai pasar yang paling besar untuk turisme di Bali, c. sebagai masukan baik untuk dunia pariwisata Bali dan pemerintah Indonesia agar mulai bertindak sehubungan dengan harapan para wisatawan, seperti pembangunan kembali image tentang Bali serta meningkatkan jasa, keamanan, dan fasilitas. Dengan harapan para wisatawan akan datang kembali untuk mengunjungi Bali di masa mendatang, tentu saja hal ini akan mengembalikan pendapatan Indonesia dari segi pariwisata, khususnya pariwisata Bali.

Kata-kata Kunci: Bom Bali, Pariwisata, Turisme, Image

Bali is widely represented as a small island with amazing natural features and a highly distinctive culture. It is evident that this mix of natural and cultural attractions, especially, "sea-sand-sun" attractions, brings tourists to visit Bali (Noronha, 1979). As a result, as Patnistik (2002) claims, Bali is an Asia's favourite holiday destination.

In addition, Bali has also been perceived as the main holiday destination (Tourism Tasmania, 2003) and a low-cost holiday destination for Australians young people (Suter, 2003), with an average age of 20-29 year olds (Johnston, 1998). Over-

all, in 2001, visitors to Indonesia for holiday purposes was dominated by young age group of 25-34 year olds (1.450.057 people) then followed by 35-44 year olds tourists (1.364.099 people) (Central Bureau Statistics in Indonesia (BPS), 2002).

Moreover, the volume of Australians tourists' arrival into Bali in 2001 was 264.875 and 19.5% of its market (PATA, 2003). Australians tourists are considered as the third biggest number of tourist coming to Bali after Europeans and Northeast Asians (PATA, 2003). Central Bureau Statistics in Indonesia also notes that the room occupancy rate of classified hotels

in Bali was the highest compared to other main tourism destinations in Indonesia, from which can be inferred that Bali has been Indonesia's most successful tourism industry (Central Bureau Statistics in Indonesia (BPS), 2001).

However, in October 12, 2002, two bombs blast simultaneously in Kuta broke the peaceful atmosphere of Bali (Patnistik, 2002). The bombs killed 187 people; most of them were Australian young tourists. Indeed, this incident was the largest loss of Australian lives in one operation since World War II (Suter, 2003).

Discussion of Problems

This discussion of problems presents some of the pertinent facts of the aftermath of the Bali tragedy. There was a massive exodus of tourists from Bali, and beside this, roughly 440,000 international tourists cancelled their holiday to Bali (Anturi, 2003). The Central Bureau of Statistics in Indonesia (BPS) shows that in October 2002, the number of international tourists visiting Bali was only 90,000 people (Patnistik, 2002).

The incident caused Bali to be not considered as a chosen holiday destination again amongst Australians (Suter, 2003) and this severely hit the Bali tourism industry. Consequently, Indonesia as a whole, earned only US\$ 3.8 billion from tourism in 2002, against an official projection of US\$ 5.8 billion (Pikiran Rakyat, 5 Jan 2003).

Purpose Statement

The purposes of this project are:

Firstly, to gain a greater understanding of Australians young people's per-

ceptions of Bali, their current image, their intention to go to Bali in the future, to analyse the reasons why they choose Bali as their holiday destination and why not, to identify which part of Bali they are going to visit, their expectations, and subsequently to generate a series of management strategies for further developments of tourism in Bali, particularly after the Bali blast. For instance, by conducting an effective promotion campaign, which aims to create or reinforce a desirable image of Bali.

Secondly, to provide a better understanding of Australian young tourists' perceptions of Bali. This will be useful as a basic idea of targeting and segmenting the youth market as the biggest market for tourism in Bali (Patnistik, 2002).

Thirdly, to give a good input for both Bali's tourism board and the Indonesian government to take action related to tourists' expectations and needs in Bali, such as re-building an image of Bali and improving services, security, and facilities. Thus tourists will come to visit Bali again in the future and it will re-store Indonesia's revenue from tourism in Bali in future decades.

Research Questions

The questions as the focus for this research are as following:

Main Question:

What are young Australians' perceptions of Bali?

Subsidiary Questions:

- What is their current image of Bali?
- Do they intend to go to Bali for their holiday?

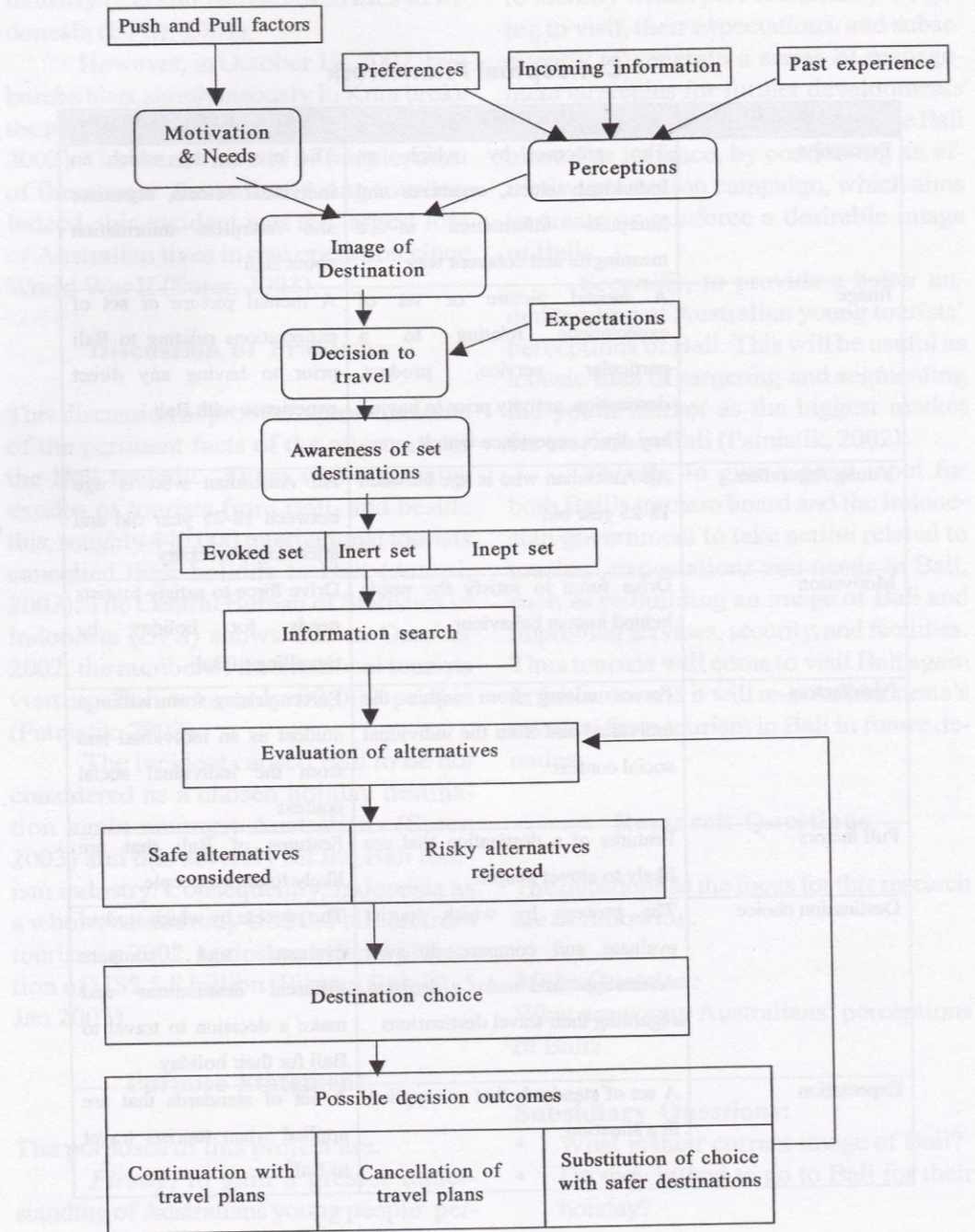
- Why do they choose Bali as their destination?
- Which part of Bali are they going to visit?
- Why don't they choose Bali as their destination?
- What would need to happen in Bali for them to change their minds?

Conceptual Framework

CONCEPT	DEFINITION	OPERATIONALISATION
Perception	The process by which an individual selects, organizes and interprets information in a meaningful and coherent way	The process by which an individual selects, organizes and interprets information about Bali
Image	A mental picture or set of expectations relating to a particular service, product, destination, activity prior to having any direct experience with it	A mental picture or set of expectations relating to Bali prior to having any direct experience with Bali
Young Australian	An Australian who is age between 18-25 year old	An Australian who is age between 18-25 year old and attending University
Motivation	Drive force to satisfy the needs behind human behaviour	Drive force to satisfy tourists needs for holiday by travelling to Bali
Push factors	Forces arising from within the individual and from the individual social context	Forces arising from within a student as an individual and from the individual social context
Pull factors	Features of a destination that are likely to attract people.	Features of Bali that are likely to attract people.
Destination choice	The process by which tourist evaluate and compare different destinations and make a decision regarding their travel destinations	The process by which student evaluate and compare different destinations and make a decision to travel to Bali for their holiday
Expectation	A set of standards that are applied in a situation	A set of standards that are applied when tourists travel to Bali

Concept Map

Figure 1: Forming Image and Decision-Making Process



REVIEW OF DESTINATION CHOICE LITERATURE

Travel Motivation and Needs

Pearce, Morrison, and Rutledge (1998) define motivation as "the total network of biological and cultural forces that give value and direction to travel choice behaviour and experience" (p.33). They differentiate motivation for travel from that of destination choice. They explain that the former seeks to understand the individual psychology of the traveller, whereas the latter describes the important features of a tourist destination and also to assess how well these features will satisfy the potential traveller's needs (p.39).

Moreover, a tourist destination may be chosen because of its promise to satisfy psychological needs and values (Gnoth, 1997, cited in Ross, 1998). According to Field (1993), tourist needs can be defined as being physical (realistic, necessary, and practical), such as needs for wheel chair access for a disabled person or baby changing facilities; while emotive needs related to tourists' feelings, for example: time service, feeling comfortable, help and assistance, feeling important, feeling appreciated, being recognized and remembered, and respected (Field, 1993).

Moreover, Crompton (1979) has articulated nine motives to explain tourism motivation -seven classified as socio-psychological or push factors and two classified as cultural or pull factors. Push factors are forces arising from within the individual and from the individual social context; while pull factors refer to features of a destination that are likely to attract people. The motives are: Escape from a perceived mundane environment, Explo-

ration and evaluation of self, Relaxation, Prestige, Regression, Enhancement of kinship relationship, Facilitation of social interaction, Novelty - pull, and Education

The most commonly quoted of motivation theories is that of Maslow. He proposed a five-level hierarchy of needs, comprising of:

"Physiological needs (hunger, thirst, sex, sleep, air), safety needs (freedom from threat or danger, a secure; orderly and a predictable environment), love (feeling of belonging, affectionate relationship, friendship, group membership), Esteem needs (self respect, achievement, self confidence, reputation, recognition, prestige), Self Actualization Needs" (Ross, 1998, p.20).

The Process of Perception

Mill and Morrison (1985) state that a travel decision is made based on how an individual perceives information, as information will come from two sources; the commercial environment and the social environment. The commercial environment refers to information coming from companies, destination countries, or tourist business, while the friends, relatives, and reference groups characterise the social environment (Mill and Morrison, 1985).

In addition, there is a connection between perception and behaviour. How travellers behave is based upon their perception of information received. The decision to choose a destination will be based upon two factors: the destination's attributes will help satisfy his/her needs, and the satisfaction of those felt needs must be important for him/her (Mill and Morrison, 1985).

Perception is defined as the process by which an individual selects, organizes,

and interprets, information in a meaningful and coherent way (Moutinho, 2000). After processing the information, the tourist will have a "total thought" of a destination. Thus, the tourist will form an image of it (Moutinho, 2000).

According to MacKay and Fesenmaier (1997, cited in Sirakaya, Sonmez, Choi, 2001), an image has been defined as "a compilation of beliefs and impressions based on information processing from various sources over time resulting in an internally accepted mental construct" (p. 126). Crompton (1979, cited in Ross, 1998) defines a vacation destination image as an image that a person has of a destination.

Images are believed to develop on two levels: organic (formed internally as a result of actual experience or visitation) and induced (formed from externally received and processed information such as from advertisements, publicity, or news report) (Gartner, 1989).

Based on consumer decision theory, images and perceptions of destination play significant roles in destination choice decisions (Ahmed, 1991, cited in Sirakaya, *et al.*, 2000). The reason for this is that "information available to tourists before they visit a tourist region is usually supplemented by their own mental image of that region. Moreover, motivation and perceptions work together to construct each individual's image of a tourist destination and the associated series of expectations related to the experience at the destination (Hall, 1995).

Obviously, destinations depend heavily on positive images. The reason for this is that destinations with positive images are more likely to be chosen than others. In contrast, those with less

favourable images may never achieve their maximum tourism potential (Ectner and Ritchie, 1991). As a result the image becomes a crucial factor in travel choice and tourism marketing.

Decision Making Process

Decision-making studies, particularly the theory of risky decision-making are used to place young Australians' perception and their intention to travel to Bali in a theoretical perspective. A reason for using risky decision-making study is that risks can be an important element in decision-making, especially for destination with terrorism risk (Sonmez, Graefe, 1998), like Bali. Indeed, risks carrying high costs - such as terrorism- appear to provoke serious consumer reaction (Richter and Waugh, 1986).

Prospect theory (Kahneman and Tversky, 1979, cited in Sonmez, Graefe, 1998) proposes that risky decision-making occurs in two stages: prospects are narrowed down to several alternatives and evaluated before the best option is selected (those considered undesirable are eliminated). When the theory is applied to touristic decisions involving terrorism risk, prospects are represented by potential destinations. The two stage process involves evaluating destination alternatives according to safety from terrorism threat before choosing one and eliminating risky others. According to the theory, individual's perceptions of risks influence the attractiveness of prospects being evaluated. As terrorism becomes the biggest issue in Bali at the moment, the choosing of Bali as holiday destination depends on the Australian tourists' perception of terrorism risks in Bali.

Influence of Terrorist Risk on Tourist Decisions

The Bali bombing confirmed that terrorism is now a major security problem. Subsequently, young Australians' perceptions and their intention to travel to Bali are influenced by the degree of terrorist risk.

Prior to terrorist acts on tourists, the concept of terrorism, political instability, and war appear unrelated to tourism. However, the threat of danger caused by terrorism has intimidated potential tourist severely. The effects of terrorism on tourism have become a more serious concern. Therefore, issues of tourist safety and risk are critically important.

It is widely believed that the potential of risk in a destination significantly impact on tourist behaviour, particularly in a decision making process (Cook, 1990, cited in Sonmez, 1998). Studies have found that tourists modify their behaviour, substituting risky destinations with safer destinations (Mansfeld, 1996, cited in Sonmez, 1998). Australian young people may be putting Bali into an inept set (destinations that are associated with unpleasant experiences, Pearce *et al.* 1998) instead of an action set.

Finally, travel motivation and needs, and perceptions, which include how someone is inclined to perceive incoming information and destination images, including their perceptions of any terrorism threat to a destination are all significant factors influencing future tourism in Bali. Thus, analysis of those variables is necessary to create a desirable image in Bali and attract tourists to visit Bali again in the next decade.

METHODS

1. Review of Literature

The purpose of the literature review is to provide a base for comparison between the secondary data, and the results obtained from the primary research. In this research, the literature explains the theories that underpin the research project of travel motivation and needs, the process of perception, the decision-making process, and the influence of terrorist risk on tourists' decisions.

2. Questionnaire based survey

The aim of the questionnaire is to gather information on a sample of the population and quantify the responses (Veal, 1997). The information collected related to perceptions of young Australians thinking of travelling to Bali, their current image of Bali, and their attitudes to choosing a holiday destination. The information, once collected, was compared with the theoretical information.

Population/Sample

The research population for this project is a major market for Bali – young Australians between 18-25 year olds. The sample that represented the population of this research is 200 University students, who either travelled to Bali in the past or expressed an interest to travel internationally.

DISCUSSION OF FINDINGS

Motives to Travel to Bali

Seven questions established the respondents' motivation to travel to Bali. Based

on Crompton's motivation theory, the questionnaire survey in this project includes questions about push and pulls factors of the young Australians' motivation to travel to Bali and their reason for choosing a certain destination. The importance of these questions is giving a clear understanding of the students' motivation, expectations, and needs for holidaying in Bali as well as the important features of Bali as a holiday destination.

First, the young Australians were asked about what motivates them to choose Bali. For decades, Bali Island has been famous for its fascinating natural scenery and exciting culture. These beauties have enchanted tourists from all over the world. According to previous research, most international tourists visit Bali because of its culture (Noronha, 1979). However, for all ages of both males and females young Australians, they are more motivated by natural beauty of Bali rather than its culture as 63.4% and 44.2% responded thus. One of comments written is that a busy student and Sydney's metropolitan life encourage them to "fresher their minds" by enjoying the beautiful view in Bali.

As young travellers are generally "budget-minded tourists", good value for money becomes the second thing that most young Australian think as their motivation to travel to Bali (56.4%). This also may because a big difference of the exchange currency rate of the Australian dollar into Rupiah makes Bali an affordable and cheap holiday destination for Australians. This confirms Johnson's (1998) findings that cheap flights, hotels, and nightclubs are the principal things that draw young people to holiday in Bali.

According to Francillon's research

(1975, cited in McCarthy, 1994), there are a number of tourist types coming to Bali based on their motivations; *firstly*, the elderly tourists, such as Japanese, come to Bali for the scenery, the lakes, the terraced rice paddy and the volcanoes; *secondly*, the young tourists, especially Australians, visit Bali for beaches and surf; *thirdly*, the four-day tourists, which are defined as tourists who stay in Bali for no more than four days (Francillon, 1975, cited in McCarthy, 1994), are attracted by the Balinese culture, art, music, and dance; and *fourthly*, the cultural tourists is well informed tourists who come to Bali merely for culture. In this survey, beaches and surf are the third things (49.1%) that are a magnet for young Australians to visit Bali.

Consistent with the previous findings, when asked about interested attractions in Bali, the students pointed out that enjoying the beach activities, such as swimming, surfing, and snorkelling are the most preferred actions in Bali (67.7%). Enjoying nature and tropical climate are the next preferred attractions. Interestingly, religious ceremonies sites and Balinese villages are not considered attractive by the respondents.

The information above is very significant for understanding the features of Bali that are likely to attract tourists. Thus marketing promotions in the future can emphasise the salient things that motivate them to go to Bali. As expressed by many people in "other" answer, shopping and traditional Balinese festivals are also important things that the Tourism Board can promote to visitors, especially to young Australians.

Moreover, young travellers consider that to relax, to escape temporarily from a daily life and to experience something

are their dominant expectations whilst taking a holiday. As discussed in the literature review, a destination may be targeted because of its perceived promise to service the dominant motive and to satisfy psychological needs and values. Therefore, Bali's images and features should be well-matched with the Australian teenagers' dominant motivation in order to receive preference in their destination choices.

Reason(s) Not to Travel to Bali

Except those who are eager to travel to Bali, thirty-four young people (16%) choose not to holiday in Bali. Wanting to go to another place seems the biggest factor why they do not want to travel there (55.9%). Some said that they prefer to go Fiji, Europe, and Thailand rather than Bali. Others stated that they do not like travel internationally, especially to Asia. Environmental degradation, poor infrastructure, and lack of cleanliness in some tourist facilities (e.g. public toilets) are also considered as reasons why they do not go to Bali.

Further, fear of terrorism is the reason most often chosen by young Australians' not to travel to Bali (47.1%). This finding supports the theories presented in the literature review that the potential risk in a destination will impact in decision making process (Cook, 1990, cited in Sonmez, 1998). Thus, people avoid visiting Bali and choose other places, which are considered safer and less risky than Bali.

Another often mentioned constraint is lack of disposable money (26.5%). Even though Bali is perceived as the cheapest holiday destination in Asia (Noronha, 1979), some respondents, however, stated that available money for holidays in Bali can be a constraint for them.

For those who study full time and do not have income, money becomes the biggest issue for holidaying overseas. Based on the informal interviews, some full time students also have a part-time job. Lack of skill in saving money and the competition for use of saved money may turn out to be other barriers for travelling. However, this applies to all destinations, not just Bali.

As well, some do not know very much about Bali's attractions and negative advice from other people show as other constraints. Both of them have the same percentages amongst the respondents at 11.8%. Some respondents (2.9%) also mentioned about a lack of information. In terms of marketing action, even though the percentages are not high, these findings show that not all Australian young travellers are familiar with Bali. This is very ironic that on the one hand Bali is recognised as young Australian holiday destinations, on another hand; some young people do not know much about Bali.

The facts above have strong connection to the finding that many of the respondents only recognise Kuta as a tourist attraction in Bali (37.3%). Conversely, few students are familiar with other destinations in Bali as 45.6% per cent of cases respondents "don't know the name" of any other place in Bali. There are two possibilities in this case; *firstly*, the students forget the name. Some only said that they are going to a beach or a temple without knowing or remembering the name. *Secondly*, lack of promotion of other tourist attractions in Bali. This survey's results can give "a ringing bell" to the Bali tourism board to start taking some action to introduce other areas, not just Kuta. However, this is understandable, as Kuta is the precinct for young people.

Other answers identified are "Not really knowledgeable the areas, except Kuta", "any place in Bali, except Kuta and Denpasar", "to go to a place which is less commercial areas" are supposed to be a proof that Australian young travellers wish for visiting another place, not only Kuta beach.

Sanur, Ubud, Jimbaran are areas recognised by 15.5%, 15%, and 11.9% of respondents respectively. Others, like Candi Dasa, Besakih, Sangeh, and Seminyak are not popular amongst the students as they have less than 10% of respondent recognition. Therefore, since Bali tourist attractions other than Kuta, it is very good idea to develop and promote them.

Finally, all tourist motivation inputs will give direction to Bali's tourist industry by recommending the most appropriate type of destination in Bali and what sorts of attractions they are interested in. This information is also necessary to raise the development of tourism in Bali and its promotion in the future, especially in targeting young Australians.

The Process of Perception

As discussed in the literature review, how tourists perceive the incoming information and how inclined they are to act on that information are necessary for a travel decision. These help explaining the fact that considering what happened in Bali, nowadays Australians more love Bali than before (Suara Merdeka, 2003). The news in media, particularly about the Bali blast and court process, has increased Australians' knowledge about Bali and created empathy to the Balinese. One of respondents also wrote that there is a tendency of the information given by Australian

media (particularly tabloid press and commercial TV channels) to be biased; anti Indonesia and pro Australia. This arouses her sympathy and curiosity to visit Bali and find out what is really going on and its current situation.

Moreover, since perceptions are built by past experience, incoming information, and preferences, all tourism organisations in Bali could work together to give positive impression to tourists so that it can build their positive perceptions. It is very good for tourism to Bali that positive perceptions are in much higher proportions than negative perceptions. In little details, high percentage of respondents perceived Bali as an interesting destination (18.6%), followed by inexpensive (15.9%), attractive destination (13%) and relaxing (11.6%). A very small minority of young travellers, nevertheless, perceived Bali as an expensive (0.2%), reassuring (0.4%), unattractive (0.5%), and stressful (0.7%).

Moreover, the motivation and perceptions work jointly to construct individual image of Bali. These images and expectations will result in decision to travel to Bali in the future.

Importance of Destination Image

The top two elements of the image of Bali are *the affordable price* and *safety and peace*. These findings are consistent with those of motivations to have good value of money while holidaying within a safe environment. Indeed, there will be a very small number of tourists who travel to the world's danger spots. For the vast majority of travellers, however, personal safety and security is a primary consideration in selecting a destination or even in choos-

ing to travel at all (Hall & Oehlers, 2000). In terms of distances, respondents think that length of travelling and time away from home for the journey are not at all important for travel to Bali because the distance between Bali and Australia is not really far, only five hours from Sydney. Thus, people can go there whenever they want for short break holiday.

This research also found that 36.5 per cent of young Australians spent AUD\$1.501-2.000 for 2 weeks holiday in Bali and 18.5 per cent spent AUD\$2.001-3.000. The increasing working hours policy for students which allow the students to work full time on holiday, has gained them a greater share of wealth (Tourism trade, 2003) which means that can afford holidays overseas. As well, the government also promotes the benefits of taking a holiday to the general public. This encourages people to spend more time on holidays for avoiding stress in life (Tourism trade, 2003). On the other hand, again, due to its close proximity and higher Australian dollar currency rate to Rupiah, cause AUD\$1.501-2.00 is perceived as sufficient amount for 2 weeks holiday in Bali for most young Australians.

The Image of Bali as a Holiday Destination

Before the Blasts

In terms of destination image, the analysis focuses on the images of Bali before the blasts as well as the images after the blast. Beautiful natural environment (35.1%) and relaxed destination (21.9%) appear as dominant images amongst respondents before the blasts.

Beside actual visitation, the image

can be developed by advertisements, publicity or news report (Gartner, 1989). The images of a beautiful natural environment and relaxed destination are the things that are stressed by Bali promotion campaigns to attract tourists either from overseas or domestic. Every advertisement and journalist's report says how beautiful Bali is. They try to "sell" the natural beauty of Bali to tourists. This, then, will develop an image of a land of great beauty to the readers about Bali. Thus, it makes sense that the images pre blasts were of its natural beauty.

According to the Australian historian Adrian Vickers, Bali was the place where Asia and the Pacific met together, and for this reason it was related with two images: the beauty of the South Pacific as imagined by the West, and the mysteries of India (Vickers, 1989, cited in Yamashita, 2003). Because of its link with the Pacific, Bali was considered as a substitute for Tahiti, where the local culture had already vanished because of conversion to Christianity. This was why Bali assumed the role of the "Last paradise". According to the Mexican artist Miguel Covarrubias, the author of the famous book *Island of Bali*, Bali's image consisted of "brown girls with beautiful breasts, palm trees, rolling waves, and all the romantic notions that go to make a South Sea Island paradise (Covarrubias, 1937, cited in Yamashita, 2003).

Interestingly, all images that the respondents have before the blasts are positive. However, small percentages (7.7%) of respondents consider Bali as an uninteresting destination, which includes too commercialism, too touristy, crowded, unclean beaches, too much pollution, and too many hassles from street vendors. This

may because they had a bad experience there, someone else told to them or maybe because of media reports about Bali. Besides, because the survey was conducted after the blast, thus, more or less, the image pre the blasts are influenced by what have already happened. For example, some reports about Bali, especially after the blasts, were negative, so that it can influence the reader's image of Bali.

Moreover, since a patriarchal society like Bali accepts a certain degree of promiscuity in men, conditions are ripe for a thriving sexual scene. Some female tourists welcome the attention of Balinese guides, and pay for meals, expenses and gifts. In fact, tourists Bali are considered as a "hunting society" where men guides in Kuta achieve status amongst their male friends through bedding tourists (Mccarthy, 1994). Therefore, it is understandable that some respondents, in "other answers" mentioned that they have the negative image of Bali as a sex tourism island.

After the blasts

As the type of questions about images is open-ended, they give the opportunity to respondents to describe their images widely. Many respondents consider Bali is still beautiful and they have a high confidence to travel there. They give an explanation that their images of Bali are not really changing because of the blasts. In someway they realize that there is something change in Bali, but it will not affect their willingness to travel there. As noted by one of respondents:

Before : "Bali is an exotic environment and a rich culture. It is a very attractive island"

After : "Bali is an economical destination, although it won't be as alive and busy as before, but it is still an amazing and beautiful island to go to experience its people and culture" (Source: questioner no. 29)

On the other hand, big percentage of respondents stated that it is dangerous and unsafe to travel. It is clear that their positive images of Bali turn to negative. As mentioned by one of respondents:

Before : "Interesting and friendly people. Beautiful natural setting"

After : "Same as above, but if another destination had the same attractions, I would choose the safer option" (Source: questioner no. 52)

Another respondent express his image and fear to travel to Bali obviously.

Before : "Bali presents itself as a destination of hospitable, friendly people with strong cultural heritage, which both are attractive features that draw tourists"

After : "Bali appears to have people with hatred against the West. These people will not hesitate to translate that hatred into acts of fanaticism... Thus, it is dangerous for me to travel there – possibility of terrorist attacks towards westerners, like Australians" (Source:

questioner no. 132)

This really disadvantages the Bali tourism. The scare of terrorism causes them to change and find a safer destination. If this condition keeps going, the paradise in Bali will no longer exist.

Even though tourists have positive image of Bali, it does not mean that willing to travel will happen automatically. According to Mill and Morrison, as cited in literature review, the decision to choose a destination will be based on the destination's attributes will help satisfy his/her needs and the satisfaction of those felt needs must be important for him/her. Apparently, for few young Australians, Bali is perceived not satisfied some of their needs, for example needs to relax. In view of the fact that relaxes is the highest need for taking a holiday, it is reasonable if travelling to Bali does not happen.

Feeling Safe and the Possibility to Holiday in Bali in the Future

As shown in Maslow's hierarchy of needs, if lower order needs are not met, again, travel does not happen. The bombs in Bali have resulted in a drop of visitation to Bali as well as other parts of Indonesia. This has reinforced the need to satisfy lower order needs, especially safety and security, before travel to any areas in Bali is seriously considered.

This survey results that the most dominant feeling amongst the respondents is "moderately safe", followed by "quite safe" and "somewhat safe". Only small percentage of them stated that it is "not at all safe" as well as "extremely safe" to go to Bali. It may be interpreted that for some respondents, they are still afraid to

visit Bali. They do not feel secure for obvious reasons. But mostly, they are afraid of a possibility of bombs again in the future; as well they do not believe that Indonesian government can handle the terrorist actions very well, even though they have been very successful in finding and charging those responsible. They think for whatever reason that Indonesian government cannot protect safety and security interest while they are travelling there. Fortunately for tourism to Bali, they are in a minority.

In terms of motivation, even though all the psychological needs are fulfilled in Bali, as there are sufficient facilities provided for tourists, but if safety needs are not satisfied, again, travel to Bali will not occur. This could be one explanation why a large amount of respondents choose "somewhat likely" of going to Bali in the future and only small per cent of them are "very likely" to go there. This is a very miserable fact for the Bali's tourism in the future. However, this is also a challenge for them of how to attract visitors to come back again to Bali. Thus, the tourism board has to work hard, especially creating a safe environment

Decision Making Process

Based on prospect theory and tourist's decision making study as presented in the literature review, tourists consider various potential destinations before they narrow them down to the best option for their holiday. This research, however, does not really focus on the stage of the choice model, but uses the theories to explain the respondents' behaviour in choosing their holiday destination. As well, the theories will also help to explain the relationship between

the image of Bali and their behaviour.

As drew in the concept map, the awareness set of destinations include those individual have learned about information search. High proportions (54%) of young Australians gather information from friends and relatives (word of mouth), followed by travel features on TV, radio, movie (51.4%) and travel agent (37.3%). Just 11.9 per cent get information from tourism exhibitions and promotions. However, when referencing to different gender, males demonstrate a significant interest in searching information through TV, radio, and movie, while females prefer travel agent. This might implicate an effective marketing media for this market.

It is relevant to note that word of mouth has an important role in transmitting information that will influence someone's decision to travel to Bali. It is supported by another finding that advice from other people is also found as a significant element in changing someone's mind not holidaying in Bali. The difficulty in word of mouth marketing is that it is hard to control. Once, people have a bad experience or a negative perception, then they will tell other people, and vice versa.

Word of mouth and enormous media exposure about the blasts through books, magazines, newspaper, and the Internet, have had a substantial influence on images and tourists' safety and security needs in Bali. In fact, the manner in which the media as an image filter between the tourist destination and generating regions is therefore critical in influencing images of safety as well as their awareness of terrorism and risks in a destination (Sonmez and Graefe, 1998).

The awareness may also be developed by another external factor, such as

travel advisories. International coverage of what happened in Bali pushed some governments to issue traveller advisories warning to avoid travel to Bali or Indonesia" and caused long haul arrivals plunged 80 per cent. As well, according to the National Statistic Bureau (BPS), Indonesia lost potential foreign exchange of US\$ 850 million caused by the travel bans of only three countries: USA, UK, and Australia.

However, the Australian government has already changed its policy of travel warnings (Bali for the world, 2003). The Japanese government also eventually downgraded its travel advisory while the governments of the Netherlands (in consultation with Dutch industry) and Spain have removed theirs. Many other governments have maintained their advisories and these forms a massive problem for key source markets for visitors to Bali and Indonesia (PATA, 2003). Additionally, travel producers wishing to sell Bali are often constrained by their government's regulations (or insurance companies), which advise against travel into an area of perceived high risk (PATA, 2003).

Considering that travel to Bali could be hazardous, many potential tourists opted for other, presumably safer destinations. Around 22.6% of respondents stated that they thought about holidaying in Bali and then changed to another destination. However, as the findings show, a substantial number of travellers remain confident about holidaying and travelling to Bali. This numbers are expected to increase when confidence in Bali's safety and security infrastructure improves. This is confirmed by the project's survey results that demonstrate that the main reason for young Australians to change their mind to travel to Bali is because they are afraid of a terrorist attack.

RECOMMENDATIONS

Terrorism is the biggest issue in Bali at the moment, as the survey suggests. This is the main reason for young Australians to cancel their travel plans to Bali. Thus, as recommended by more than forty per cent of respondents, creating safety environment and improved security measures to prevent terrorist attack in the future is very vital. The security models, including access to ports and airports and street security should be enhanced. Importantly, the improvement of this security measures has to be communicated and adopted by all tourism industry members and implemented consistently throughout Indonesia and Bali as a priority.

Another thing is, enforce the law more strictly, especially for terrorist leaders. The original perpetrators of the Bali's incident have been traced to an extremist fundamentalist Islamic group on the island of Java (possibly supported by Al-Qaeda organisation through their Southeast Asia network). The cooperative efforts of international consortium law enforcement agencies have resulted in the arrest of key perpetrators and sentence them to jail. The Indonesian police's success and expertise in tracking down and the

successfully prosecuting those responsible can help the increase in confidence in travelling to Bali.

The other important component that is perceived to occur is the increasing promotions, including the availability of information on remoter places in Bali. This survey's finding gives more support and evidence of the necessity of introducing other remote areas that are still "untouchable". This also gives a challenge to build and develop these areas well.

Regarding the new sites, there are nine tourist objects in Bali that have just been explored and not introduced to tourists yet. For example, *Pura Puncak Sari*, *Pura Puncak Jati*, *Bukit Buluh*, *Bukit Buung*, *Bukit Tengah*, *Gunung Kawi*, *Tegal Besar* beach, the historical site of *Kori Batu* and the centre of small industry in *Satra* village (Bali Post, 2003). The majority of these objects are located at the Klungkung precinct (East Bali) with beautiful natural view and unpolluted air. Since young Australian tourists are proof to be bored with Kuta and Sanur beach, this new sites could be promoted as alternative objects for them to visit Bali again. Thus, in the future Bali will regain its status as a great world-class holiday destination.

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