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Pull and Push Factors for Tourists to Choose Wellness Tourism in Bali Eling Spirit

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Abstract

Wellness tourism is a tourist activity that has become popular in society nowadays as an alternative to carrying out non-pharmacological therapy to achieve body balance, mind, and spirit. Bali is a popular destination for wellness activities such as SPAs, yoga, and meditation. This research aims to analyze the pull and push factors influencing tourists' choice of wellness tourism in Bali. This cross-sectional descriptive research uses yogists who come to Bali Eling Spirit as samples. The target population was all yogis in Bali Eling Spirit Yoga Centre. The sample was selected by consecutive sampling; all yogists were recruited as samples and met inclusion criteria. This research used a questionnaire method to collect data. The measuring indicators in this questionnaire use a Likert scale. This study adopted a questionnaire that existed in previous research. The location of this research was Gianyar Regency, namely Bali Eling Spirit. The results show that most samples were women who chose yogas as wellness tourism, and push and pull factors were in high classification. Yoga is the type of wellness that respondents most frequently practice. Respondents chose Yoga in Bali Eling Spirit because of its simple technique and cheap price. Pull and push factors for tourists choosing wellness tourism in Bali Eling Spirit receive high scores for healing, Bali's natural beauty, and various types of wellness. Further research must be conducted to apply this pull and push factor in other wellness types.

Keywords: Wellness tourism, pull factors, push factors, tourist

INTRODUCTION

Wellness tourism is a tourist activity that is well known by the public as an alternative effort to carry out non-pharmacological therapy, namely, to achieve balance in the body, mind, and spirit. Wellness tourism has several activities that tourists can choose such as SPA (Solus Per Aqua), yoga, hot springs, thalassotherapy, and many others. Wellness tourism is a sub-sector of health tourism that is an exciting tourism activity worldwide. (1) Global data shows that income from wellness tourism increased from 536 billion dollars in 2015 to 639 billion dollars in 2017, or an increase of around 6.5% per year, and is expected to increase faster until 2022, reaching 919 billion dollars (2). Asia-Pacific is the continent with the highest number of wellness tourism visits. This is supported by data showing that 2 Asian

countries, China and India, added around 17 million to 22 million health trips from 2015 to 2017 (3). Therefore, Asia is a good destination choice for wellness tourism at this time. Indonesia is also one of the Asian countries with popular tourist destinations and wellness tourism and also an exciting phenomenon in Indonesia, especially in Bali (4). Bali is one of the destinations in wellness tourism in the SPA sector, where Bali provides more than 20 of the best SPAs in the world (4). This is an attraction for tourists to try Balinese SPA, which is accompanied by natural tourism, culture, and customs that are still maintained. The high number of tourist visits and Bali's superiority in SPA could increase income in the wellness tourism sector. Currently, there needs to be data about wellness tourism in Indonesia, especially in Bali, including the factors that make tourists interested in visit-

ing wellness tourism (5). Therefore, this study aimed to analyze the pull and push factors that influence tourists' interest in choosing wellness tourism in Bali, especially in Gianyar Regency, namely Bali Eling Spirit (6).

Wellness tourism in Bali has gained popularity due to several push and pull factors: Push Factors (1) Stress Relief: Urbanization and fast-paced lifestyles often push individuals to seek relaxation and rejuvenation, leading them to wellness retreats. (2) Health Concerns: Increasing awareness of health and wellness can motivate travelers to seek holistic treatments and wellness programs. (3) Desire for Personal Growth: Many travelers seek self-improvement and personal transformation, which wellness tourism often promotes. Pull Factors (1) Natural Environment: Bali's stunning landscapes, including beaches, rice terraces, and forests, create a serene backdrop for wellness activities. (2) Cultural Practices: Traditional Balinese healing practices, yoga, and meditation are attractive draws for wellness seekers. (3) Diverse Offerings: A wide range of wellness options, from spas and yoga retreats to detox programs and healthy cuisine, cater to various preferences and budgets. (4) Affordability: Compared to many Western countries, wellness services in Bali can be more affordable, making it an attractive destination for wellness tourism. (5) Reputation: Bali has established itself as a premier destination for wellness tourism, attracting both international travelers and wellness professionals. This study aimed to analyse the push and pull factors the most.

METHODS

This cross-sectional descriptive study was conducted in August-October 2023, located in Bali eling Spirit Yoga

Centre, in Gianyar, Bali. In this research, the author used a questionnaire previously used by Nathania to collect primary data, which would then be analyzed and described based on pull and push factors. The population of this research is Indonesian citizens who previously visited Bali Eling Spirit for wellness tourism or had never visited wellness tourism (7-8). This research will be carried out at Bali Eling Spirit, one of the places for wellness tourism in Gianyar Regency. The sample in this study used a total sampling of 80. Indonesian nationals who are at least 17 years old, have an ID card, and are willing to engage in the study by providing informed consent by completing the questionnaire are the research's inclusion criteria. The researcher's unwillingness to participate in the study, the unfinished questionnaire data, and the unfinished interview are the exclusion criteria for this study. Questionnaires were distributed directly over a 3-month period from August to October 2023. Data was collected using Google Forms and paper forms due to the limited use of cell phones at the research location.

The questionnaires consist of 20 questions divided into: Push factors were (1) Tourists want to get away from work, (2) Tourists want to feel free to be themselves. (3) Tourists want to explore new places. (4) Tourists want to experience a new/different lifestyle (5) Tourists want to do prestigious activities. (6) Tourists want to relieve stress. (7) Tourists want to restore their well-being. (8) Tourists want to improve their physical condition. (9) Tourists want to participate in physical activities. (10) Tourists want to reduce stress, (11) Tourists want to rest, (12) Tourists want to reduce feelings of stress, (13) Tourists want to strengthen their self-confidence, and (14) Tourists want to improve their self-identity. Pull factors were:

(1) The local community around the wellness tourism location is friendly, (2) I am interested in wellness tourism based on hereditary traditions and culture, (3) I am interested in wellness in Bali because of the warm and humid weather and climate, (4) I am interested in wellness because of the variety of recreational activities, (5) I am interested in wellness because of the accommodation or hotel and good service, (6) I am interested in wellness because of the ease of access to services. The push and pull factor score was measured by the Likert scale, which is defined by scores 1 very, not agree, 1, not agree, 3, enough agree, 4 agree, and 5 very agree. A high score is achieved if the total score is more than 42, and a low score is achieved if the total score is less than 42.

RESULT

This research lasted for 3 months, from August to October 2023. Based on the table 1, the total sample amounted to 80 people. The characteristics of respondents who are female are 56 people (70%), and 24 people (30%) are male. This number is obtained by groups that have done wellness tourism as many as 40 people (50%) and have never done wellness tourism as many as 40 people (50%). Based on monthly income, 75 (92.6%) respondents earned 0-5 million rupiah, 4 (4.9%) 5-15 million rupiah, and 1 (1.2%) 15-30 million rupiah. The duration used to do wellness tourism in Bali by respondents is obtained with the average duration spent is 105 minutes. All respondents are Indonesian citizens who come from several regions in Indonesia. Based on the table, most of them came from Jakarta, 55 people (68.75%), Surabaya 3 people (3.75%), Tangerang 3 people (3.75%), Jember 1 person (1.25%), Bandung 2 people (2.5%), Medan 2 people (2.5%), Bali 14 people (17.5%). The occu-

pation of respondents with the largest working, 17 people (21.25%); self-employed, 10 people (12.5%); and administrative staff, 6 people (7.5%).

Table 1. Characteristics of Research Subjects

Variable	N (%)
Age	80 (100)
Sex	
Female	56 (70)
Male	24 (30)
Monthly income	
0-5 million	75 (92.6)
5-15 million	4 (4.9)
15-30 million	1 (1.2)
Duration of wellness	40 (100)
Experience of wellness	
Have done wellness	40 (50)
Never done wellness	40 (50)
Region	
Jakarta	55 (68.75)
Surabaya	3 (3.75)
Tangerang	3 (3.75)
Jember	1 (1.25)
Bandung	2 (2.5)
Medan	2 (2.5)
Bali	14 (17.5)
Occupation	
Civil Servant	20 (25)
Self-Employed	10 (12.5)
Doctor	3 (3.75)
Nurse	1 (1.25)
Student	17 (21.25)
Dosen	1 (1.25)
Bank Employees	1 (1.25)
Administrative staff	6 (7.5)
Contract Worker	3 (3.75)
Staff	1 (1.25)
Not working	17 (21.25)

Based on the results of this research, Most respondents (70%) chose Yoga as wellness tourism in Gianyar. The costs ranged from 100 thousand to 500 thousand rupiah for wellness tourism.

The biggest and most significant reasons tourists or respondents choose

wellness tourism in Bali are the various types of wellness and the island's natural beauty.

Subjects

Table 2. The Scores Classification of Push and Pull Factor

Variable	N	%	Average±SD
Push Score	80	100	58,96 ± 5,87
High (>42)	80	100	
Low (<42)	0	0	
Pull Score	80	100	26,15 ± 3,29
High (>42)	79	98,8	
Low (<42)	1	1,3	
Total	80	100	85,11 ± 7,01

Table 2 shows that the push variable gets a total score of 80 (100%), and the pull variable receives a 79 (98.8%). These two variables get high results, almost 100%, with a total interest score that is also high, 80 (100%). This states that tourists are highly interested in both push and pull factors when choosing wellness tourism in Bali Eling Spirit.

Table 3. The Most Reason of Subject to Visit Bali-nese Wellness

Reason	Amount
Various types of well-ness	11
Natural Beauty of Bali	10
Healing	7

According to Table 3, 11 respondents cited the variety of wellness options as the main reason for choosing wellness tourism in Bali, followed by 10 who cited the island's natural beauty and 7 who cited the desire for healing.

DISCUSSION

Based on gender, the results obtained in this study were that females are

most likely to travel and do wellness tourism in Bali Eling Spirit. Women prefer to undertake tourist activities regardless of age, and they plan more trip details, recommend tourist destinations to friends or relatives, and enjoy going on tourist trips with other friends. Based on monthly income, this research found that the largest category was 0-5 million rupiah, amounting to 75 (92.6%). This income is included in the lower middle-income category, which provides for tourism activities such as shopping, refreshing, and exercising. The largest number of domiciles of the tourists or respondents in this study was Jakarta, which is 55 people (68.75%). According to The Least and Most Stressful Cities Index 2021, Jakarta is one of the cities with high level of stress (9-11). This has resulted in workers in the city of Jakarta taking tourist trips to relieve stress from daily activities or what is known as healing. The workload is one reason people choose wellness tourism while travelling because they want to eliminate stress from their excessive workloads. In this study, the results of the work with the largest percentage were of civil servants, numbering 20 (25%). This is in line with research by Hermawan (2022), which shows that civil servants have the opportunity to experience work stress caused by internal and external factors (12-15).

This research showed that the most significant reason tourists choose wellness tourism in Bali is the various types of wellness and the island's natural beauty (16-18). Pull factors positively and significantly influence tourists' interest in returning to wellness tourism in Bali. In contrast, push factors have an insignificant impact (19-21).

The potential for wellness tourism in Bali focuses more on natural resources, spirituality, traditions and culture, and local wisdom. The study also discovered that Bali needs to develop wellness tourism by promoting sustainable tourism principles and preserving the island's natural beauty by involving the entire community. (26). These findings are in line with this research, which found that natural beauty is

the biggest reason for tourists to choose and undertake wellness tourism in Bali, apart from the various types of wellness. Based on these results, it can be concluded that the natural beauty of Bali is one of the factors influencing tourists' interest in choosing Bali as a suitable place for wellness tourism (27,28).

CONCLUSION

Pull and push factors for tourists choosing wellness tourism in Bali Eling Spirit receive high scores for healing, Bali's natural beauty, and various types of wellness. The creators of communities or organizations involved in the health tourism industry ought to expand the wellness offerings to make them more diversified and reasonably priced. This may encourage visitors and locals to select and engage in different forms of wellness tourism in Bali.

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