

From Tourists to Business

“Study of European Repeater Activities in Ubud Tourism Destination”

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Abstract-

The study aims to analyze the activities of European repeater who visiting destinations of Ubud. The research method was designed as qualitative, which applies the action theory in the search for the meaning behind the European repeater activities in Ubud. The data were collected by conducting a survey, in-depth interviews to Ubud European repeater, tourism stakeholders, and did library research. The final sample includes 100 European tourists taken by quota accidental sampling. Data were analyzed descriptively and qualitatively.

The results of this study indicate a trend of tourist actions when first came as tourists, but when visiting more than twice they will have a business. This activity changes start from his interest in the destinations of Ubud, see the opportunities that exist, and establish relations with local communities. Ubud as tourism destination in Bali are able to attract European tourists who have an interest in art and culture. From this point, many European tourists who visited Ubud more than two visits. In fact, many tourists who eventually settled in Ubud or own a businesses related Ubud tourism specially villa rental, tour activities and restaurants. There are five reasons underlying European repeater turned in to business including the first, the people of Ubud are friendly and open with the presence of European tourists. Second, Ubud as an international village visited by many tourists who are not only from Europe but all over the world, so that is where the market is highly strategic. The third, European tourists have access to the broader business than local entrepreneurs plus the value of the currency is much more higher so pick greater capital. Fourth, European tourists saw a tendency of local people prefer to be working than trying to take a risks become entrepreneur, so as to be an advantage for European tourists. Fifth, the rules and regulations about tourism businesses still do not include details of foreign businessmen, so that the law can still be arranged when they have business in Ubud illegally.

The conclusion of this study were the tourist activity needs to be managed and well planned so it can give a benefit to local communities and tourism can be sustainable. European tourists are very interested in Ubud for nature and culture, let the resources could be enjoyed only, it's not be bought or controlled by the tourists. As the host communities, preservation of nature and the culture is the way to develop a sustainable tourism by also participates in the tourism industry.

Keywords- European Tourists, Repeater, Activities, Business, Ubud Village

INTRODUCTION

The tourists on a journey to a place influenced by the push and pull factors from the place they wanted to visit (Murphy¹, 1985). There is a phenomenon that often occurs but very rarely thought of the tourism stakeholder where the tourists will come back to the place they have visited before. In this phenomenon, there are some things that cause tourists to come again become a tourist in the destination. Destinations as a tourism product, its need to compared, the rating was added to the appropriate kind of activity undertaken in the tourism system (Leiper², 1979). Indeed, tourism is a role industry, where there is a role as a seeker of money (the services tourism) and also there are the people who spend the money (tourists). Further more, the role of the tourists are better known as the actor who spends his money, tourists must be have certain characteristics in his behavior.

In accordance with the opinion of Kotler said the tourists are consumers in a tourism industry. Consumers are an important element in the marketing of a product including tourism products (Kotler³, 2004). Moreover, that a company or destination can define the target market, but a failure to grasp customer needs accurately. Customers mean the tourists visiting a destination or who will visit. It required in-depth study to find out how the actual experience of their chosen activities and followed. The tourist's activities usually they took on the destination they choose. Ubud as a cultural and tourist village destination is the place, which receive much international tourist arrivals from Europe. Ubud also receive a lot of repeaters tourists who want a deeper experience on travelling in Bali. They also have a high degree of involvement in the interaction with the host community.

Ubud village is famous for art and culture, as the results tourists can interact directly with local communities.

Within this interaction, tourists obtain and perform new actions for themselves. A concrete example can be seen in Ubud, there are many tourists who want to learn to dance, traditional Balinese music lessons, learn to paint, and some cultural activities. By activity, tourists will learn to understand how the Balinese people interpret it. Interaction that exists is very close between tourists and local communities represented. European repeaters want the establishment of an interaction because they need something new to the life. The interaction that tourists get in Ubud certainly not will exactly in the region of origin, so that is resulting in a lot of tourists who want to stay settled in Ubud. In this case, understanding the quality of tourist activities is needed for better management of tourism destination.

Researches on European repeaters are very important. The research to investigate the activities and experiences of European repeater in the tourism area of Ubud is still limited. In fact, European repeaters can do many activities with related to social and culture of Balinese life. Of course, a lot of action will effect to the sustainability of the destination, so stakeholder of tourism have to know its have a positive or negative impact. The problem is not when the people visiting destination as a tourists, but when the people visiting destination to have a business. Study of European repeaters will be able to provide an overview of responses to the tourists who visited tourism destination with some motivation especially business. Reversed so that the tourist activity have some kind of meaning that need to know what exactly tourists wants on their way in the village of Ubud.

RESEARCH METHOD AND LIMITATION

The study was conducted in the village of Ubud, Bali Province. Respondents were taken from several locations places of interest such as Monkey Forest, Ubud Palace, Ubud art market, museums, homestay, and a rice field trekking. Data retrieval research was conducted in May until the end of June 2013 for survey methods and April 2016 for interviews method. The total samples in the study were 100 European repeaters consisting of tourists from France, Germany, Russia, England and Swiss by purposive sampling. Data collected by survey method using structured questionnaire. To get more information then conducted in-depth interviews to several informants from European repeater. Research supported by the observation that observed directly in the village of Ubud. As a tool, use a camera to take some photo documentation of the tourists who were conducting activities in the village of Ubud. The study comes with a literature review of various previous

research results, concepts, theories, and other documents related to this study. The data analysis used is descriptive qualitatively which the description of the data compiled systematic, timely and reliable information on the facts that happen (Creswell⁴, 2010).

This research object is tourist action (activities) that have trend, so the action sometime will be different because it can be changed base on the real time situation. It is difficult to generalize all the tourists will have a business; even on this research purpose it is not find the positive or negative impact of the activities taken by the tourists. It is limited to show and find there is some activities will give impact for the sustainability of Ubud tourism. It will be good when managed well, and bad if there is lack of planning and management especially in community involvement. So, it is need more research about tourists activities not only for European repeater to compare the tendency on the activities that taken by the tourist visiting Ubud.

EUROPEAN REPEATER PERCEPTION

The attractiveness encourage European repeater to visit the village of Ubud, the bulk of tourists choose to do activities visit the gallery of paintings and learn the art and culture located in Ubud. European tourists who've been to Ubud are possible for them to come back because of their fascination with the unique art and culture located in the village of Ubud. From many of the uniqueness of the village of Ubud as the foreign tourists, especially European tourists interested in returning to enjoy and spend their free time for a visit to Ubud and activities that rich in traditional art and culture of Bali (MacRae⁵, 2015). Thus it has been owned Ubud assets must be maintained and preserved by the people of Ubud in particular, and Bali communities as well.

The people of Ubud are friendly and open with the presence of European tourists that make European love Ubud. When they have business in Ubud, European tourists have access to the broader business than local entrepreneurs plus the value of the currency is much more higher so pick greater capital. European tourists saw a tendency of local people prefer to be working than trying to take a risks become entrepreneur, so as to be an advantage for European tourists. The rules and regulations about tourism businesses still do not include details of foreign businessmen, so that the law can still be arranged when they have business in Ubud illegally.

EUROPEAN REPEATER CHARACTERISTICS BEEN TO UBUD

Table 1 shows the characteristics of European repeaters who visit the village of Ubud. It's includes age

group, occupation, education, number of visit, place to stay, length of stay, purpose of trip, person to travel with, and purpose of visit.

Table 1. The Characteristics of European Repeater

Tourists Characteristic (%)	
Ages Group	
Under 21 years old	0
22-35 years old	60
36-50 years old	27
51-65 years old	13
Occupation	
Professional and management	10
Students	3
Government	0
Sales and service	10
House-wife	6
Administrative, construction, and production	16
Self-employed	25
Business owner	30
Level of Education	
High School/ Vocational School	4
College	48
Master Degree	45
Doctorate Degree	3
Number of Visit	
Once	0
2-4 times	54
5-7 times	26
8-10 times	20
Place to stay	
Homestay	34
Hotel	25
Villa	41
Length of Stay	
Less than one day	0
1-2 days	0
3-5 days	40
6-7 days	13
More than 7 days	47
Purpose of Trip	
Holiday	51
Visiting Friends and Relatives	6
Bussiness	43
Person to Travel with	
No one	63
Spouse	20
Family	7
Friends	10

Source of Information about Ubud

Word of mouth	25
Travel Agent	10
Previous Trip	38
Internet	22
Brochure	5

Table 1 shows that the European repeaters mostly (60 %) aged 22 to 35 years. 30% of them are business owner. In terms of education, 48% college and 45% master degree. Frequency of visit majority of European repeater to Ubud is 2-4 times (54 %). By 41% of European repeaters were stays in the villa. 47 % of European tourists stay in over a period of a week. European repeater motivation for the holidays is 51 % and 43 % for business. They tend to come alone with the percentage of 63 % and 38% of them get their information from a previous trip.

EUROPEAN REPEATER ACTIVITIES IN UBUD

Tourism is traveling with the purpose of gaining experience. For tourists, the experience gained can be something new. When in a tourist destination, they communicate with themselves and compare it with previous travel experience elsewhere in the country or state of origin (Ross⁶, 1998). In general, tourists visiting Ubud doing some kind of tourist activities like visiting the Monkey Forest, Ubud Royal Palace, shopping on the art market and art shop, visiting galleries and museums, and watch performances of traditional arts in the evening. They can also conduct adventure activities such as trekking or cycling.

The results of this study identified 11 types of the most popular tourist activities by European tourists to Ubud. Every tourist activities provide a diverse experience. European tourists experience for first timers on activities to see and observe. They generally been to Ubud in a group or guided tour. The time allocated during a visit to Ubud around 2-3 hours. With the short duration of the visit, they only allow for sightseeing and take pictures (Saputra⁷, 2013). It also has implications for their lack of interaction with the local community. Emotional relationship between tourists and local communities are not so close.

Different to the repeaters, a small portion of those who get to experience more in-depth activities and involve to the local. They generally follow the workshop that lasted about 1-2 hours for an activity. The workshop followed such as learning Balinese dance, train yoga or meditation, and learning to cook. For adventure tourism activities, they can follow the activities of trekking and cycling package accompanied by a

guide. Repeaters tourists, in his second visit or more, they get more in-depth experience and quality. They have an emotional attachment to Ubud and even some of them to make friends with the local community. So, they like to come back to Ubud returned home and met with the family. Deeper experience of repeaters to Ubud is evident in the three tourist activity, namely learning the traditional arts of Bali (Balinese dance, learn to cook, and practicing yoga and meditation. They interact very well with the local community. Learning by doing provide a powerful experience to them (Blummer⁸, 1969). European repeater is very likely to return to the village of Ubud, which causes many repeater want to settled in Ubud. When they are in Ubud, tourists need to complete their daily life, so it's mean they need money for living. From the situation, they see many opportunities in Ubud and make them to have a decision to own the business. On the Tabel 2 will show the meaning of the activities take by European repeater.

Tabel 2. Meaning of European Repeater Activities

Activities	Meaning
1. Visiting <i>Monkey Forest</i> Ubud	Besides knowing the various species of monkeys, tourists trying to recognize different types of trees in the forest as a habitat for monkeys. They also gain an understanding of the link between monkeys, forests and the holy place (temple). Finding the link between monkey, forests and sacred places.
2. Visiting Puri Ubud	Getting in-depth history of Ubud and traditional Balinese architecture. Some tourists like to stay at Puri Ubud.
3. Shopping a Ubud market and art shop	Looking for a distinctive and unique item from for souvenirs and private collections.
4. Visiting gallery and museum	Being art lovers and find and learn the historical Balinese life especially in Ubud long time ago.
5. Watching traditional performance	Already a lover of art and joined the class/ course in the art to find out more understanding of art in Bali
6. Experience Traditional culinary	Love food and sometimes join traditional Balinese cooking classes
7. Trecking	Trecking to health and interaction with the local community
8. Cycling	In order to enjoy more in Ubud. For those who stay in Ubud, cycling became one transportation.
9. Healing	Desire to have a relaxation due to the

and Spa	activities that have been carried out.
10. Yoga and Meditation	For the purposes of health, inner peace and spiritual experience
11. Business	See Ubud as international destination mean many people come around, it's economy point of view, it caused opportunities offered to them.

Table 2. Show many activities that invite tourists to be repeaters, particularly for Europe who comes because of art and culture. For tourists who called art lover, they see the art is not by the money but more to value of it, they will enjoy it by seeing the art as they want. This means that tourists have the need to look for authenticity (Cohen⁹, 1988). The tourists have willingness to pay dearly as long as they get appropriate and destination that give satisfaction. Thus, high price is not an issue for tourists and tourism product providers. The result of this study explains that Ubud has originality, uniqueness, distinctiveness and specialty in the world of International tourism. Because if not, Ubud certainly will not be crowded, even when viewed Ubud glance, it's obvious there is no fundamental difference between Ubud with other areas in Bali. In fact Ubud increasingly favored by the tourists, even the current Asian and domestic travelers though. Therefore, Ubud to be "sold" overpriced with a record of what is obtained in accordance with the high rating.

There are five reasons underlying European repeater turned in to business including the first; the people of Ubud are friendly and open with the presence of European tourists. Second, Ubud as an international village visited by many tourists who are not only from Europe but all over the world, so that is where the market is highly strategic. The third, European tourists have access to the broader business than local entrepreneurs plus the value of the currency is much more higher so pick greater capital. Fourth, European tourists saw a tendency of local people prefer to be working than trying to take a risks become entrepreneur, so as to be an advantage for European tourists. Fifth, the rules and regulations about tourism businesses still do not include details of foreign businessmen, so that the law can still be arranged when they have business in Ubud illegally (source by in-depth interviewed with George (England) and Nathalie (France) on February 2016 in Ubud).

The spread of information related to Ubud cause the tourists come for the first time. Tourists on the first time visit will gather the information they obtained previously

and comparing it with the true reality of what happened. So, sometimes not all arrive at the tourist information appropriately. It might just be able to make tourists feel disappointed. Therefore, after the spread of information, the stakeholder must involve in managing Ubud as a tourism destination with proper planning to provide a good service to the tourists. Good service will be seen from tourist activities in Ubud. If the tourist activities are able to provide meaningful experiences for them, tourists will feel satisfied of their visit.

Satisfaction is measured on the circumstances of return visit of tourists to Ubud. It is the same as in real life-the day, if a person feels that he had purchased the goods in accordance with expectations, they will continue to use it until it becomes the customer for the product. Not even a hint of someone willing to promote other people's products, if they get the satisfaction they want. In the case of Ubud, the reality of what has happened, tourists who have had previous been promoting Ubud through word of mouth (WoM). This is the positive impact of good service to tourists who visit. Thus, tourists continue to visit over and over again and become a repeater to Ubud destination. Regarding George a European Repeater from England has said;

“I visited Ubud twice a year. When the first time I come, I was a tourist but I saw Ubud is unique. Ubud is like my second home. When I back to my country, I always remember about the people and culture in Ubud. Finally, I decided to buy a villa and make some business in villa rental. Because I have villa, I have a reason to come back again. Day by day, I see many European become expatriate in Ubud. Now, we have network for our business in Ubud Bali (Interviewed on February, 10 2016 in Ubud).”

If Ubud are able to have the repeaters, it is mean able to develop tourism in Ubud. This is where the sustainable tourism will continue to grow because tourists always visit. In another sense, the products offered are always in demand. Relating to sustainable tourism, their rating is early in the smooth running of tourism. Along with these developments, of course people will gained economic impact of repeated visits of tourists, tourism operators will pay more attention to the environment because it should be able to give satisfaction to the tourists by maintaining and preserving the nature or the environment. Nature or the environment is very important to note because the environment that has shaped the culture of society in the future. Ubud as a tourism destination so that culture is an absolute must to maintain the harmony of nature, the environment and human to be sustain.

Along these developments, the question that arises is how long Ubud capable as provide comfort to the tourists who visit? The contemporary reality that occurs in Ubud has shifted quality. The services occasionally do not correspond to the needs of tourists. Poor service will make Ubud lost of image quality as a cultural tourism destination. For instance is the safety and comfort in Ubud should always and increasingly improved. If the quality of the rating given to the poor, obviously if it is linked with the theory Butler, Ubud will experience a decline (Butler¹⁰, 2006¹¹, Saputra, 2013). Real precaution to do is government's need to re-thinking policies that have been there before. Additionally, tourists in Ubud need to capture the quality. Quality is the starting point for the development of Ubud in achieving sustainability objectives of all tourism stakeholders.

Seeing the problems behind the glorious and famous Ubud tourism to the international world. It is a sad irony when examined more deeply. "Busy" people of Bali who continue to take care of customs, culture and people of Bali especially Ubud itself, it turns out it provides a great opportunity for tourists who have a business character. This study shows that, not infrequently tourists who initially visited Ubud to find comfort, tranquility and also the "strangeness" of the Balinese themselves, they are now turning into a businessman. This condition also felt by professional tour guide in Ubud named Santosa that said:

“I've been handling many European tourists who visit Ubud, every year they come to Ubud. They like to stay in Ubud because they can get a lot of money from their business. Usually their visa is as tourists, but they do many jobs in here. For example, they become a yoga teacher, or the rent a villa for a year, and then they sell to their friends by daily, weekly or even monthly by the high price (interviewed on March, 20 2016 in Ubud).”

Based on this statement, it is just one sample for the tourists who have business in Ubud. It is happen because they have more opportunities than local people. Previously described does Ubud have great potential for tourism, but the great tourism potential for whom? Not to all the people who are aware of this happening, they are still "blind" and sink even swept away by the tinkling of actual dollars if calculated value, just a small part of the business tourists benefits get.

Hopefully by this research, government as policy maker and tourism actors are able to understand the activity of European tourists, especially with mutual synergy to build sustainable tourism. The point is not about

business of tourist's activities but when the tourists have a business it should give the positive contribution the local community. Regarding Santosa that said;

“It is good when repeater do business in Ubud because they also invite many European or other people to come to Ubud as long as they can involve the local in that business. So they will give a multiplayer effect to the development of tourism in Ubud. More tourists come; we can get more money when we can participate. It is good also for the government because tourists will spend their money here although they have business; at least we have activities to keep our money circulation. But sometimes the problem is when the local community sells the land to the tourists; it is the worst thing in this situation for develops tourism. (Interviewed on March, 20 2016 in Ubud).”

One thing that should be emphasized in order to achieve sustainability it is all tourism stakeholder must feel ownership and benefit from the activities undertaken. This means the entire tourism components in Ubud government, employers, local communities, academia, tourism players and tourists should make the vision and mission as well as an integrated manner can achieve the desired goal together. Tourist activity is also very instrumental in giving satisfaction and memorable experience to the tourists. When tourists satisfied, hope their chances to come back are bigger. It will become the success of a tourism destination where tourists have been able to have a repeater. Do not let the rating of first timer no longer want to be a repeater and tourists repeater that there ceases to be a repeater that is the reason for the destruction of Ubud or fails to give satisfaction to tourists.

Knowing the meaning of tourist activity, means it will be able to understand how the actual interactions that occur among tourists as buyers of tourism products by public actors of tourism as tourism product provider. Understands it, is able to provide what is needed by tourists, as a tourism destination will not be confusion in determining the direction. Thus, it can be concluded to achieve sustainability of tourism activities, the need for planning tourist activity that is really needed, so it is clear that tourism development direction is executed whether to follow a growing trend, or will create a new product.

CONCLUSION

European tourists give various contributions to the development of cultural tourism in Ubud. Interest in culture provides a special experience with a variety of quality interaction. The tourist activity needs to be managed and well planned so it can give a benefit to

local communities and tourism can be sustainable. European tourists are very interested in Ubud for nature and culture, let the resources could be enjoyed only; it's not be bought or controlled by the tourists. As the host communities, preservation of nature and the culture is the way to develop a sustainable tourism by also participates in the tourism industry. Repeaters can be distinguished from depth experiences obtained during a visit to Ubud. For repeaters, more in-depth experience gained by following the special interest activities such as learning to dance, yoga and meditation, and cooking classes as well. They interact with very intense to the local community. They have a strong emotional bond with Ubud and make friendships with the host community. Been back to Ubud, it is mean back home and met distant relatives. As the impact of the activity, they live in Ubud and they do a business for enjoy Ubud and sustain their network.

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