

Visitors' Preferred Wellness Activities: The Implication of Push and Pull Factor Theory

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Abstract—Nowadays, spa with its wellness program is becoming ever more trendy among spa goers who want to promote their health while having vacation outside their own countries. While relaxation, pampering and escape are central in the visitors' pursuit, the destination should necessarily be capable of responding to this pursuit with the right programs inclusive of the right products and services and activities. The Ubud and South Badung tourist destinations in Bali have succeeded in facilitating the achievement of such pursuit of the visitors so that their products, services and programs can be seen as representing excellent attributes of the destination. This research with the aim to identify the visitors' preferred wellness activities based on push and pull factor theory was conducted in Ubud and South Badung. Adopting a survey technique and using questionnaires the data was obtained from 177 foreign tourist respondents visiting resort hotel spa in two research locations with purposive sampling technique. Using the quantitative method, the data was analyzed under the theoretical frame of Maslow's theory of need hierarchy and the push and pull factor theory. The result of the data analysis shows the presence of 4 driving force activities and 3 attractive force activities representing the tourists' preferred wellness activities. The results of research require the industry are expected to design products that suit the needs of tourists.

Keywords—*wellness activities, push and pull factor, Maslow need Hierarchy.*

I. INTRODUCTION

The tourists who want to promote their health while on vacation try to seek a certain destination they perceive are able to fulfill their needs. This phenomenon becomes a challenge to a destination to compete with other destinations for winning the tourists' interest [1]. According to Rodrigues et al. [2], the success of a destination is determined by its effort to serve a new product which is able to attract the attention of a niche market.

Nowadays, researches are concerned more with the demand side of the tourism system. It is further explained that the destination becomes involved in a supplier network that is driven by the force originating from the needs of the consumers. Destination as a network becomes established through a causal relationship between demand and supply that are responded to by various actors and encourages market development to produce new goods.

The development of a natural environment, local culture and community participants are the core product of tourism. An approach to destination tourist attraction becomes an

important issue that without tourist there is no tourism. Looking at the development of natural resources as physical framework is important for detecting a certain place as a medium of tourist experience manifested through sensing experience.

Functionally the development of the natural environment facilitates leisure and leisure activities. Its function is to provide a comprehensive framework for the freedom of tourists to actively move towards enjoying the products and services provided by spa companies at destinations. Symbolically the development of the environment [3] has a subjective experience for tourists. In this study Ubud was appointed as research location by its rural natural environment, in line with the study [4] and South Badung with its coastal atmosphere. This study aims to investigate the preferred wellness dimension activities preferred by the tourists which are derived from push and pull factor [5]

A. Tourist Destination

Tourist destinations in many versions, such as companies and public organizations that provide all the facilities, infrastructure and service that are needed during the holiday are distinct from visitors usual place [Pesonen et al. [6]. Konu and Laukkanen [7] define destinations as geographic areas including the diversity of products and services and other supporting tourism services needed to realize the tourist need and goal. Destinations according to Buhalis's ideas as quoted by Pesonen and Tuohino [8] emphasize destinations as ones perceived and interpreted subjectively by consumers related to 'travel route, cultural background, purpose of visit, and level of past experience'.

The issue related to the five destination domains according to Reinhold et al., [in 7] is the concern and discourse of practitioners and academics regarding DMO, destinations, the objectives of authorities, government leadership, destination networks, destination branding, and destination sustainability.

B. Wellness Tourism

Wellness tourism is explained as the development of conventional spa and wellness resorts into a holistic and broadly developing paradigm. The triggers for this development are demographic, economic and lifestyle conditions of the community. Many people suffer from stress due to drab routines, materialistic life [9] and individualistic attitudes that trigger this development. One solution for tourists to escape from these conditions is by pursuing new experiences and traveling [9] and on this basis can lead to

product development in destinations [10]. Products [11] that respond to tourist requests are driven by their motivational impulses.

Motivation is a driving force for enjoying; relaxation, escape, pampering, physical activities, relieving fatigue, to obtain wellness. According to Pesonen and Tuohino [8], pampering is closely associated with tourists' efforts to enjoy comfort and pleasure. Physical activity is closely associated with exercise.

II. RESEARCH METHODS

This research on wellness dimension activities was conducted from February to August 2019. It was conducted at 35 hotel resorts in two tourism centers in Gianyar (Ubud) and South Badung Regencies (Kuta, Jimbaran and Nusa Dua) as tourist places to enjoy spa with a program pertaining wellness dimension. The approach uses a survey design of 177 sample respondents [12] taken by using a purposive sampling technique for the tourists who visited resort hotel as subjects of research. The number of samples based on the idea of Coakes, Steed and Ong [14]. Data analysis uses descriptive qualitative statistics and PCA methods [13 and 14] of 5 factor based on Maslow's theory to obtain total variance of 51% and the reclassification into 2 factors [15] based on the of push and pull factors theory [17]

III. DATA ANALYSIS

A. General Description of The Research Location

Ubud is a spa destination with a mountainous atmosphere preferred by tourists who have a tendency towards self-existence, like living in an environment that is close to nature. On the other hand, South Badung features a tourist area with a sea atmosphere that is suitable for tourists aiming for leisure. The two regions furnished with a number of day spas, resort spa hotels and wellness clusters that can be visited by tourists who aim to enjoy spa.

It was explained that wellness recreation can be classified into activities that are categorical into as active and passive. Recreation that is classified as passive is the activity of interacting with others visitors encountered at the spa. While activities that are classified as active activities with involvement of tourists in outdoor activities.

B. Tourist Profiles

TABLE I. TOURIST'S PROFILES BASED ON DEMOGRAPHY

NO	Tourist's Profile		
	Variable	Category	Number
1	Gender	Male	28
		Female	149
2	Age	21-30	77
		31-40	54
		41-50	22
		51-60	20
		> 60	4
3	Education	High School	31
		Diploma	31
		Undergraduate	52
		Master/	63
		Doctorate	0

NO	Tourist's Profile		
	Variable	Category	Number
4	Country of origin	Australia	70
		Germany	25
		Etc	82
Total			177

Sources: Result of Analysis, (2019)

C. Visitor Preferred Activities

Identifying visitors' preferred wellness activities using PCA (principal Component Analysis) 5 factors based on theory of need hierarchy of Maslow was done to produce a 51% total variance to 68 variables representing wellness-dimensional activities, by eliminating 13 variables that had a number of loading factor < 0.5, with the value of communalities greater than 0.5, the KMO test 0.864 with a significant Bartlett Test of Sphericity less than 0.001 [16]. To the five factors is further done a reclassification into 2 factor based on theory push and pull factor.

These results of the reclassification indicated 25 variables as representing push motivation (driving forces) while 15 variables are attractiveness force representing pull motivation [17].

TABLE II. THE RESULT OF THE RECLASSIFICATION

Principal component	Total Variance Explained		
	Variance explained	Eigen Value	Total Cumulative variance of (%)
Activities has a driving forces	20.133	13.138	20.133
The activities has an attractiveness force	10.272	15.531	35.664

Sources: Result of analysis (2019)

TABLE III. THE RESULT OF DRIVING FORCES ACTIVITIES

No	Items	Loading Factor
1	to have aroma therapy	0.503
2	to have traditional bathing	0.675
3	to have ritual body cleansing	0.582
4	to visit hot mineral	0.570
5	to make romance to enjoy romantic view	0.523
6	having retreat by visiting Hindu temple	0.531
7	climbing mountain to appreciate natural resources	0.557
8	to achieve prestige by visiting a place my friend never visit	0.579
9	participating in adventure recreation in group package	0.620
10	visiting museum for cultural learning	0.530
11	visiting Balinese Temple in order to get involved with local people	0.567
12	attending cooking class to enrich our experience on other' culture	0.509

No	Items	Loading Factor
13	to meet interesting people with the same interest in spa	0.522
14	to visit historical monument	0.608
15	to give the children an opportunity to have good time	0.676
16	stretching exercises	0.501
17	personalized treatment staff for customer	0.663
18	spa offer education via workshop	0.622
19	affordable price	0.664
20	Spa offer thermal bath	0.649
21	spa offer bath tube	0.531
22	spa offer sauna and steam	0.555
23	spa offer whirl pool, Jacuzzi, and vichy shower	0.756
24	spa offer traditional and modern kinds of aromatherapy	0.610
25	spa offer hot stone	0.684

Source: the result of analysis (2019)

TABLE IV. THE RESULT OF ATTRACTIVE FORCES ACTIVITIES

No	Items	Loading Factor
1	to lost weight	0,514
2	to release stress	0,609
3	to have self reward	0,504
4	to attend meditation class	0,726
5	to have self development	0,788
6	to have self exploration	0,661
7	to visit an isolation place my friend never visit	0,677
8	to have novelty experience to visit an isolated place	0,637
9	to get involved in physical activities by taking a walk and hike with the group	0,582
10	to get involved in meditation class with new friends	0,521
11	Meditation class	0,621
12	Pilates	0,542
13	Varieties of program	0,732
14	Personal Treatment	0,512
15	Education via workshop	0,519

Source: result of analysis (2019)

IV. FINDING AND DISCUSSION

As can be seen in Table 3 there are 4 wellness activities that became the tourists’ preferences. These activities can be determined through examining the loading factors of the 25 variables that have the necessary driving or motivating force. The four activities are as follows: 1) spa over whirl pool, Jacuzzi and vichy shower with the highest loading of 0.756; 2) hot stone massage spa with loading of 0.684; 3) to

give the children an opportunity to have good time with loading factor of 0.676; and 4) to have traditional bathing with loading of 0.675.

The availability of these activities in the destination triggered the tourists to do the travelling. On the one hand, activities that have the necessary attractiveness force are presented in Table 4, presenting 3 variables that show activities that become the tourists’ preferences [18], which include: 1) to have self development with loading factor of 0.788; 2) varieties of program with loading factor of 0.732; and 3) meditation classes with a loading factor of 0.726.

It can be seen in Table 3 through the loading factors of the highest level comprising 4 variables that indicate activities preferred at the anticipative phase which are temporary in nature. The tourists need hydrotherapy facilities for therapeutic aimed at anticipating the continuum condition of their while on holiday, such a condition that can on occasions unexpectedly change from being fit to being unfit. So, utilizing these facilities can provide the benefits of rejuvenation and revitalization, the benefits [19] which contribute to improving the health condition of the tourists for more quality life [20].

Furthermore, the variable with the second highest loading factor (0.684) refers to massage using hot stone. The benefit of using heated stones in the massage process is to smooth out the blood circulation. Use of the stone for this massage is by placing the hot stone at the energy point on the spine. Usually this treatment is presented when the overall body care [21] and [8] is to give local color by modifying the traditional method of treatments through integration with modern treatments [22].

The variable with the third highest loading factor (0.676) in terms of the four variables under the tourists’ preference is to give the children an opportunity to have good time which can be categorized as representing a social dimension [23]. This means that the tourists need activities that can furnish the children sufficient freedom to enjoy themselves through social interaction while enjoying spa. To get together in a family gathering can provide is a solemn family ritual moment [24], the occasion in which the parents provide examples of experiences and models of behaving that can be easily recalled when they grow older and have to be independent and establish their own family[19].

The variable with the fourth highest loading factor (0.675) but the smallest between the four variables is to have traditional bathing as an activity that is classified as representing physical dimension that is also beneficial for mental freshness. This bath is called the flower bath where tourists take a bath for 15 minutes, enjoying the fresh aroma of colorful flowers sprinkled on bathing water after body treatments have been enjoyed, beneficial for cleansing the body of dirt that has been made loose through treatment using scrubs or scrub to remove dead body cells. The tourists feel that their bodies become fresh after having this treatment.

From the explanation of the four variables above then it can be concluded that there were four wellness activities imagined and expected by the tourists to become their preferences by the time they arrived at the destination. Being still at the level of imagination and expectation were not

given any realization yet. However, these imagined preferred activities still floating in the expectation could become the source of pressure with strong driving force to take action [9]. This internal drive can be understood as the effect of one's socio-psychological functioning in the society whereby his affective and cognitive aspects of life become demanding. The four variables under concern turned out to be those occupying the tourists' minds after the experience of enjoying spa products and services in the past. At present such experience has caused a longing on the part of the tourists to repeat that experience, a longing becoming intensified particularly under the luring force of marketing promotions done by the destinations which is full of promises of need fulfillment under the tourists' pursuit [8]. This has caused the tourists to get encouraged to travel to a destination [6]. That the tourists' needs found fulfillment through the four wellness activities constitutes the findings of this study.

Findings related to activities that become the tourist s' preferences due to the attractiveness of the activities include 3 activities such as: 1) the variable to have self development with the highest loading factor of 0.788; 2) varied program with a loading factor of 0.732 which represent the tourists' preferred activities; and 3) to attend meditation with the third highest loading factor of 0.726.

As shown in Table 4, of the three variables that represented wellness dimension activities that are preferred by the tourists, to have self development programs with the highest loading factor of 0.788 is most preferred, pursued for need fulfillment equal to Maslow's need of the category of self actualization.

The second preferred activity is to enjoy the variety of products and services beneficial for their gaining a sense of comfort due to the fulfillment of their needs parallel to Maslow's category of security need fulfillment.

The activities representing wellness dimension with the third highest loading factor is to attend meditation class which has benefits for mental well-being. This activity aims to obtain the fulfillment of the needs for tourists' mental well-being. The tourists with motives for social interaction [11] can also participate in meditation activities. At the meditation site they can meet people with common interest so that they can establish and intensify friendship that can create a sense of belonging on the part of the tourists [10]. This achievement is parallel to Maslow's category of love fulfillment in his theory of need hierarchy.

V. CONCLUSION

Based on the above analysis it can be concluded that there are 4 wellness activities related to the tourists' wellness need fulfillment, which therefore become their preferred activities, which include the following: 1) to enjoy hot stone massage; 2) to enjoy whirl pool, vichy shower, and Jacuzzi; 3) to give the children an opportunity to have good time; 4) to have traditional bathing. All four of these activities are anticipative in characteristic while they are still planning for their realization, but which become the trigger for their decision to do the travelling.

Based on the data analysis of wellness activities for the fulfillment of wellness need dimension, there are 3 activities

preferred by the tourists, namely: 1) to have self development; 2) to enjoy the availability of richly varied programs; and 3) to attend meditation class.

The result of this study is recommended to the wellness spa manager in the destination as feedback in designing wellness spa products that can meet the tourists' need to generate the necessary customer loyalty.

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