



Analysis of Tourism Market at Peripheral Areas in Badung, Bali

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

Article Information

DOI: 10.9734/AJESS/2020/v11i430295

Editor(s):

(1) Dr. E. Seda Koc, Namik Kemal University, Turkey.

Reviewers:

(1) Bitok Kipkosgei, Kenyatta University, Kenya.

(2) Purba H. Rao, Myra School of Business, India.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/61300>

Original Research Article

Received 20 July 2020
Accepted 24 September 2020
Published 09 October 2020

ABSTRACT

Aims: This paper addressed the characteristics of the tourism market to provide consideration to the development of local community-based tourism products in peripheral areas in Badung, Bali, Indonesia.

Study Design: Survey.

Place and Duration of Study: Pangsang Tourist Village. The study conducted between June and August 2019.

Methodology: Data collected by a visitor survey. The questionnaire employed a structured question to respondents at one time. The questions are related to the characteristics of the respondents. Respondents are tourists visiting peripheral areas and determined by purposive sampling. The number of respondents was 100 tourists. Then the collected data analyzed descriptively to interpret the appropriate market for tourism products of peripheral areas.

Results: Tourists in the peripheral areas in Badung dominated by foreign from Europe. More than 80% of tourists come from France, Holland, Germany, England, and Italy. These countries are the main markets. Apart, the source of the tourism market potentially arrives from Australia and China. On the demographic facet, the tourism market is dominated by adults. Jobs related are professionals, managerial, and civil servants who have a solid urban routine every day. In addition, most tourists have high education levels. These characteristics are coherent with tourism products in the peripheral areas. The results also represent that the market has an average night holiday is 20 nights. However, most of the leisure time spent visiting and staying in centers of tourism. These

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circumstances indicate the dominance of the tourism center and contribute to the lack of community participation in tourism development in the peripheral areas.

Conclusion: To promote participation it is important to maintain the suitability between the products and the tourism market. Another consideration is increasing the quality and diversification of attractions; partnerships between tourism actors in peripheral areas with tourism centers; and attracting local and domestic tourists.

Keywords: Market characteristics; tourism product; local community; center; peripheral area.

1. INTRODUCTION

Peripheral areas can be recognized in an area, region, country, continent, or on a global scale. Peripheral areas are generally in an unfavorable position, due to lowly population, away from economic midst, and travel to these areas requires a quite amount of time and funds [1]. The peripheral areas are economically marginalized due to limited local markets and economic leakage [2,3]. Most of the peripheral areas have a rural character, which is often associated with low wages in the agricultural front, depopulation, and limited local investment [4,5]. Apart, the peripheral areas also have weaknesses in political bargain standing, because they are far from the center of power and government [3]. It can be stated that there are many substantial issues in the peripheral areas, both in economic, social, and political dimensions. However, in fact the peripheral areas have a tremendous advantage of attractiveness, because these areas are relatively pristine, provide a new experience, and has not been totally exploited [2,6].

Issues to development in the peripheral areas emerge from the relationship with the center of economic growth (core-periphery). In accordance with the dependency theory, these relations represent the domination and exploitation of the center against the peripheral areas [7]. In this context, economic growth in the central areas settles from the extraction of resources in peripheral areas. The dependency theory exhibits the exploitation of the peripheral areas results in negligible growth and development of these areas, so the peripheral areas tend to be progressively sluggish and later on retarded. This theory explains the backwardness of the peripheral areas is not solely caused by the characteristics of the periphery but caused by the unequal relationship between the center and the peripheral areas [8].

The dependency theory as well utilized to dissect issues of tourism development, particularly in

examining the relationship between small scale tourism and enclave tourism development. An alternative term appears in the development of peripheral tourism describe as "pleasure periphery", where tourism in the peripheral areas is controlled and managed by the center of tourism development [8]. Furthermore, [9] applies the dependency theory to conceive the relationship between center and peripheral areas in tourism development. [9] argues that the development of tourism in the peripheral areas applies colonialism and capitalism practices that are more advantageous and profitable for tourism centers. These practices have intense links to national and transnational capital but lack integration with local economies. As a result, the peripheral areas become more dependent on the center and ultimately exacerbates the structural inequality between the center and the peripheral areas [10]. The dependence of the peripheral areas on the center is increasingly evident when decision making for tourism product and market development in peripheral areas is determined by tourism centers or centralized [11].

The proposition of centralization in decision making both tourism products and market has allegedly resulted in a lack of local community participation in peripheral tourism development as well occur in Badung district [12]. The product determination and market analysis are essential for tourism destination development. Further, tourism products can be identified by the uniqueness of the local community and the suitability of the targeted market [13]. The target market can be recognized by analyzing the characteristics of the main and potential market in relation to the tourism product offered. While Badung is an area in Bali Province, Indonesia which indicates the phenomenon of center-periphery tourism. The tourism centers of Badung are located in three well-developed tourism areas: Kuta, Tuban, and Nusa Dua. All three areas are located on the southern side and are relatively self-contained tourism areas. While the peripheral areas are the tourist villages that

offer rural activities located in the northern part of Badung.

2. METHODOLOGY

The peripheral areas in this paper refers to the Pangsas Tourist Village located in the northern part of Badung. As previously described, the northern part is a suburb or peripheral areas of the tourism center located in southern Badung (Fig. 1).

Data collected by a visitor survey between June and August 2019. This time span is the tourism high season for the peripheral areas in Badung. The survey is used to gathered information on visitors or the profile of the existing tourism market [14,15]. The questionnaire employed in the form of a structured question to respondents at one time. The questions put forwarded are related to the characteristics of the respondents such as the generating region, demographic profiles, and length of stay. Respondents are tourists visiting peripheral areas in Badung. Respondents were determined by the non-probability sampling method, specifically purposive sampling. The number of respondents was 100 tourists. The data subsequently analyzed descriptively. Descriptive analysis is an interpretation of the data and then presents it accordingly. In this paper interpreted is the

characteristics of the appropriate market based on actual tourists visiting peripheral areas in Badung.

3. RESULTS AND DISCUSSION

The development of tourism in the peripheral areas in Badung as apart from tourism products diversification, also an instrument for the development of these areas. Tourism development in peripheral areas likewise seen as being proficient to reduce disparities between the center (southern) and periphery (northern). Furthermore, tourism development can open up opportunities for the diversity of economic bases in peripheral areas, especially in rural areas.

3.1 Pull Factors of the Peripheral Areas

The tourism products developed from the attractions possessed by the local community [16,13]. The attractions in this context are the pull factors within the peripheral areas. According to the survey, tourists are visiting peripheral areas in Badung due to various pull factors, specifically the experience of local culture, nature-based special interest tourism, beauty and serenity, and part of tour packages. Among these factors, experiences of local culture and nature-based special interest tourism are the main attractions of the peripheral areas in Badung (Table 1).

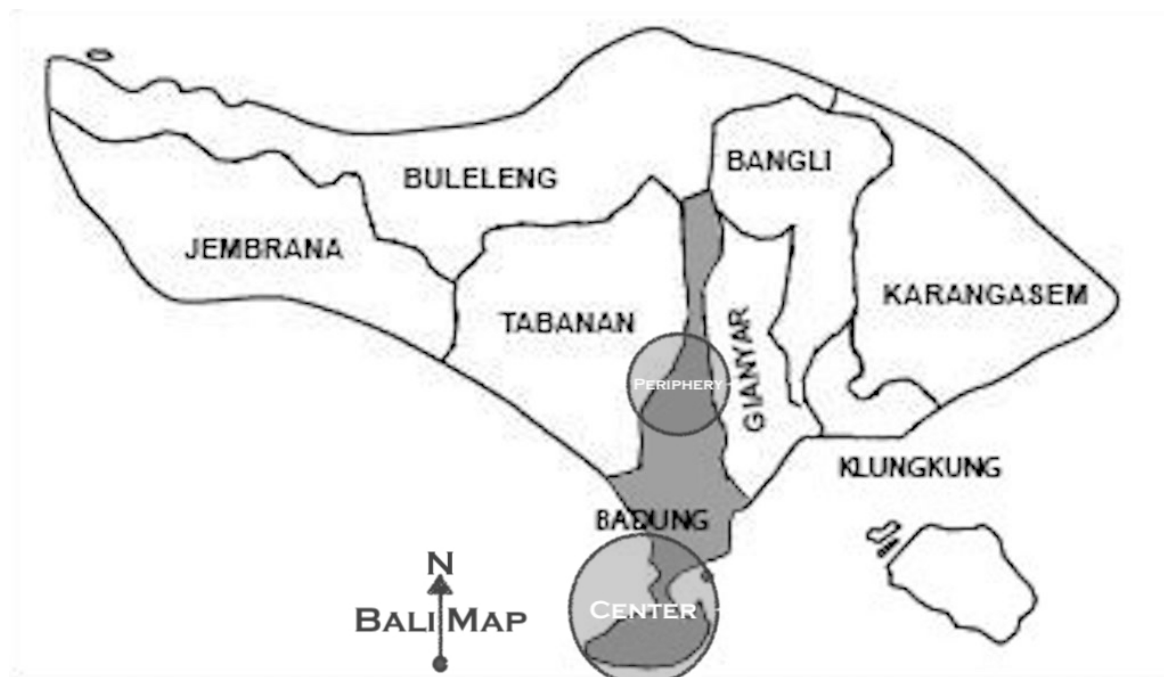


Fig. 1. Tourism center-periphery in Badung, Bali

In addition, the tourism products offered by the peripheral areas should be tailored to the target market. Incompatibility of the target market with tourism products results in a lack of tourism benefits [17]. Thus, understanding of the appropriate market is an important consideration in developing tourism products in peripheral areas that are able to provide optimum advantages for local communities.

Table 1. Pull factors of the peripheral areas

Pull Factors	Composition
Local culture	35%
Nature-based special interest tourism	24%
Interaction with local people	23%
Beauty and serenity	10%
Part of tour package	5%
Second home	1%
Others	2%

3.2 Characteristic of Tourism Market in the Peripheral Areas

The characteristics of the tourism market are identified from a survey of actual tourists visiting the peripheral areas in Badung. The survey was conducted by deployment questionnaires directly to tourists as respondents.

3.2.1 Source of market

Tourists visiting peripheral areas in Badung are dominated by foreign tourist's advent from Europe (Fig. 2). It's caused by European tourists have a tendency to be attracted to the natural landscape and culture of the local communities offered by rural or peripheral areas [18]. Furthermore, based on nationality, more than 80% of tourists come from France, Holland, Germany, England, and Italy. It can be argued that these countries are the main tourism markets because they have significant shares to the number of tourists who visit to peripheral areas in Badung.

In fact, the source of peripheral tourism markets as well comes from the Asia Pacific, notably Australia and China. Although it is relatively few visiting the peripheral areas, but those two countries are Bali's top tourism markets for the past 10 years, so they are potential as a target market. These potential markets interested in adventure tourism attractions that are somewhat various in Northern Badung.

The findings of the main and potential market of peripheral areas are also propped by the statement of the local operator of tourism products which states that "... so far the tourists who consume our products come from France, Holland, Germany, and UK. They are very interested in the local culture and the unspoiled environment in these areas. As for rafting, trekking, biking, and other adventure activities, besides European tourists are too in demand by Australian and China..." (Kitha, 26 July 2019).

3.2.2 Demographic character

The demographic characteristics discussed hereby are age group, occupation, and education. The discussion is intended to comprehend the relationship between the demographic characteristics and the product preferences of tourists who have visited the peripheral areas in Badung.

Corresponding with the tourist year of birth, it might be mentioned that the tourism market in the peripheral areas in Badung is dominated by adults. Generally, this group is productive, independent, has a stable financial capability, and tend to seek new experiences through interacting with the local community and nature area. Jobs related to these groups are professional, managerial, and civil servants who have a relatively solid routine every day. Furthermore, according to their educational background, most tourists have a higher level of education, such as diploma and undergraduate degree.

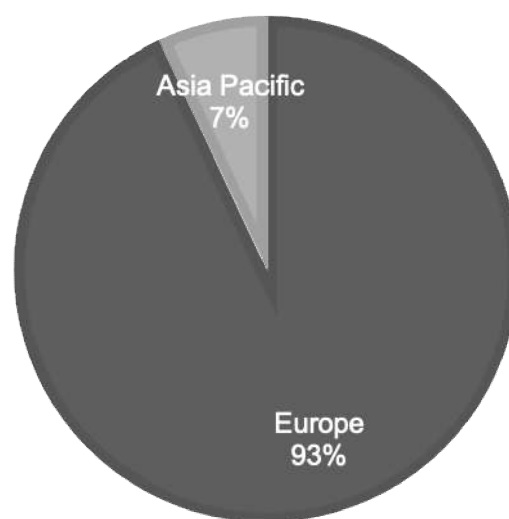


Fig. 2. Source of market of the peripheral areas

Thus, a market that has characteristics of adult age group, a formal occupation, and with a high level of education, in general identically with tourists who are mature and have knowledge of the tourist destinations visited. Moreover, tourists of this type will choose the destinations that actively undertaking efforts to protect tourism resources, particularly the culture and nature. The motivation of tourists who have these demographic characteristics is to learn about the uniqueness of tourism destinations. Therefore, it is very relevant if the activities carried out during visiting peripheral areas in Badung are in the form of learning about local culture, experiencing and trying local culinary, learning and interacting with nature, meet local people, staying in villages, visiting traditional markets, adventuring, and volunteering (Fig. 3).

It can be appointed that the characteristics of tourists visiting peripheral areas can be construed as quality tourists. Because those who visit these peripheral areas do not just for recreation but also for education and personal development. These tourist characteristics tend to support and participate in sustainable tourism development programs in a tourism destination exceedingly in peripheral areas.

3.2.3 Duration

The duration or length of stay of tourists in peripheral areas is determined by the preferences of tourism products. The survey points out the average of the total night holiday of tourists is 20 nights. However, the number of those leisure time, only a small passage (10%) is spent for visiting and staying in peripheral areas in Badung (Fig. 4). Most of it is occupied with activities and temporary living in the tourism centers of Bali, both at Kuta and Nusa Dua in Badung and Ubud in Gianyar. In other words,

tourists to peripheral areas in Badung are dominated by one day visitors. The implication is the spending patterns of tourists in the peripheral areas of Badung are very limited. The lack of tourist spending indicates that community participation in sharing tourism benefits is also relatively low.

Moreover, the lack of leisure time spent by tourists in peripheral areas is also due to the power of domination of Bali's tourism centers. The decision making to visit the peripheral areas in great measure determined by the diversify of the tourism products at the tourism center. When the tourism product at the center connected to the peripheral areas, tourists urge to visit and stay in peripheral areas. It can boost the existence of tourism products as an important instrument in the development of rural areas and community.

3.3 Discussion

Tourism in the peripheral areas in Badung has the strength of the uniqueness of the traditional way of life of the Balinese rural communities, which have main activities in agriculture and natural resource utilization based local wisdom. This is in line with [19,20] as regards community-based rural tourism products are conceived as a tourist pull factor created by local communities in rural areas based on tourism resources or the uniqueness of the local community. It is evident throughout a visitor survey that exhibits the main pull factor by tourist visits to peripheral areas is the attractiveness of local culture based on agriculture and various activities in a sustainable natural environment. For seeking new knowledge and experiences about local agrarian culture and nature conservation will be obtained by tourists in the peripheral areas.

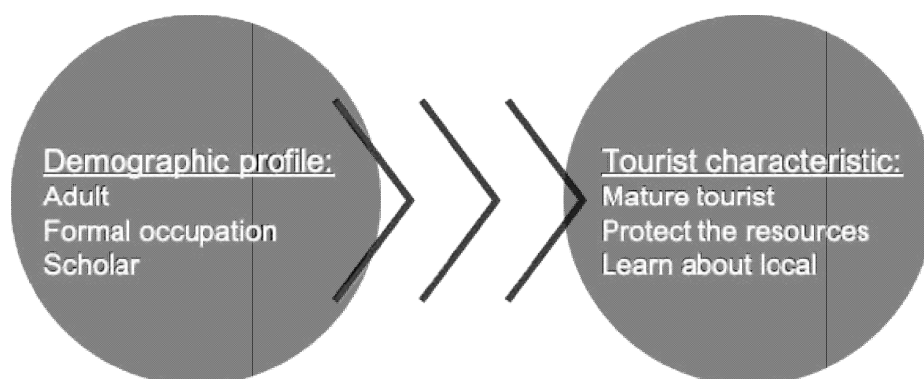


Fig. 3. Relation demographic profile with tourist characteristic in the peripheral areas

Furthermore, the tourism products of peripheral areas in Badung have also been an acknowledgment by the proper market. Similar to [13] that address tourism products not just identified based on the uniqueness of the local community, but also the suitability of the targeted market. So that tourists who visit peripheral areas in Badung shall be stated to have quality tourist characteristics, such as being interested in understanding the local culture, be anxious to be involved in nature conservation efforts by local communities, and hold extensive leisure time in tourist destinations. According to [21] to develop rural and cultural tourism products that provide quality visitation, several considerations are needed among them hospitality by interaction with the residents, presence of natural spaces, on the appropriate conservation of the resources. In this context quality tourists preferred to deplete their leisure time not just for recreation but also to achieve new knowledge and experiences, by interacting intensively with local people and mother nature. Quality tourists are one of the key components in a sustainable tourism operating system.

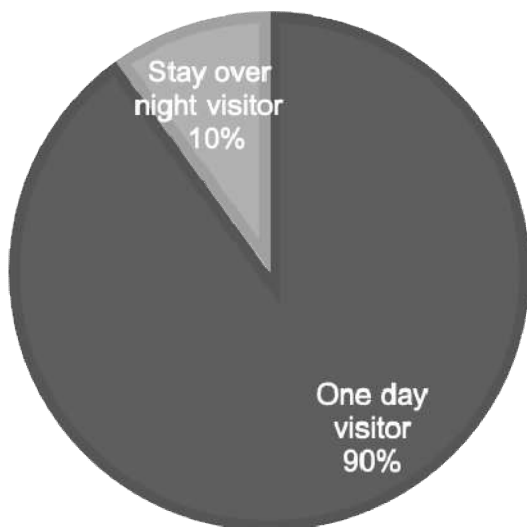


Fig. 4. Type of tourist based on length of stay in the peripheral areas

However, the strength in relation to the congruency between products with the quality tourists exhibited by the peripheral areas seems inert when it associated with the power of tourism centers in Bali. It is obviously evident from a large part of tourists who visit peripheral areas as a one-day visitor, while most of their leisure time is spent in centers of tourism, such as Kuta, Nusa Dua, and Ubud. Tourists to peripheral areas only get a slight part of tourism product

components. Meanwhile, a substantial passage of these products mainly for staying/accommodation, food and beverages, and retail are in centers of tourism. This matter further weakens community participation in decision making and participation in the sharing of benefits in the tourism of peripheral areas. In other words, the decision of visitation to peripheral areas in Badung is determined by the circumstances of the tourism center. As a result, the peripheral areas become more dependent on the center [10,11]. Yet the use of the dependency theory in addressing the phenomenon of tourism development cannot disjunct from criticism. One states that tourism development in the peripheral areas is not totally controlled by the forces from outside (the center). It is justified as tourism in rural areas is developed on a small scale, owned by local people, and mostly visited by domestic tourists [22,23]. Advances in information technology and communication (ICT) likewise reduce the dependence of the peripheral areas to the center, because ICT provides direct access to consumers. This situation further stimulates the accretion of small-scale tourism in the peripheral areas which entirely possessed and managed by local communities [8]. Regardless of pros and cons of the dependency theory, it cannot be denied that the dependency framework provides an in-depth understanding of the challenges in tourism development in the peripheral areas. This comprehension can determine the intervention or control needed so peripheral areas are not always dominated and exploited [8]. In addition, the involvement of local communities in tourism development in peripheral areas must be considered, because local communities are not always dependent and dominated by an external power. For this reason, the use of the dependency theory is not only examined from the economic view but also integrated into other dimensions both social, cultural, environmental, and political. Therefore holistic recommendations are needed in order to promote local community participation in tourism development in peripheral areas.

4. CONCLUSIONS

In order to increase the participation of local communities in the development of peripheral tourism products in Badung, it is important to maintain the congruence between the products and the tourism market. Moreover, corresponding to some weakening of local community participation that has been discussed in

advanced, several recommendations can suggest as follows:

1. Increasing the quality of attractions that continue to meet tourist expectations to find new knowledge and experiences about local culture and conservation based on local wisdom. Also, worth considering is the diversification of tourism products based on the routines of local communities in peripheral areas.
2. Partnerships in tourism product management between tourism actors in peripheral areas, which are generally small-scale with enclave-scale in tourism centers. The product management partnership can be in the form of the coexistence of peripheral tourism products and the tourist resort.
3. In dealing with the decline of visitation, attracting visitation from local and domestic tourists can maintain the consistency of local community participation in developing tourism products in peripheral areas. This requires a study on the characteristics of these local and domestic markets.

CONSENT

As per international standard or university standard, participant's written consent has been collected and preserved by the author(s).

ACKNOWLEDGEMENTS

This work was supported by Institute for Research and Community Engagement Udayana University (Penelitian Unggulan Udayana).

COMPETING INTERESTS

Author has declared that no competing interests exist.

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