

Research Article

THE COMPARISON OF FACTORS FOR CHOOSING A TOURISM DESTINATION: A CASE STUDY OF BANGKOK-BALI

Vongvipha Thosuwonchinda^{*c}, Ni Ketut Arismayanti^{a,b}, Khathawut Sungkamart^c,
Irma Rahyuda^b, Natthakan Rongthong^c, I Ketut Suwena^b, Kanlaya Narklangga^c
and I Made Sendra^{a,b}

^aTourism Centre of Excellence, Udayana University, Bali, Indonesia

^bFaculty of Tourism, Udayana University, Bali, Indonesia

^cFaculty of Management Science, Phranakhon Rajabhat University, Bangkok, Thailand

*E-mail: vongvipha_t@hotmail.com

Received: 2021-03-27

Revised: 2021-05-04

Accepted: 2021-05-23

ABSTRACT

The objective of this research was to present a comparative study of factors affecting the tourists' choosing a tourism destination between Bangkok and Bali. This study was a mixed methods research between a quantitative research and a qualitative research. A field study was conducted to collect data from foreign tourists traveling in Bangkok and using travel agency services. In addition, data were collected from tourists visiting various tourist destinations in Bali. From the said process, related factors and tourists' satisfaction affecting selection for their travel destinations were investigated using Travel & Tourism Competitiveness Index (TTCI) to create research instrument with 11 elements (included Tourist attractions, Tourist infrastructure, Amenities, Atmosphere, Recreation areas, Public facilities, Accessibility, Social environment, Social hospitality, Politics and Economics, and Organization and Management) for data collection. The results could be summarized that factors affecting tourists' satisfaction in choosing tourist destinations in Bangkok and Bali indicated that both groups had consistent opinions on good amenities for all types of tourists, Tourist infrastructure, traffic and availability of tourist information centers.

However, they expressed their different opinions in some aspects such as attraction and impression due to different context of a destination.

Keywords: Tourist Destination Image, Selecting Tourism Area, Tourism, Bangkok, Bali

Introduction

The tourism industry is one of the businesses that can generate income in many countries. Therefore, each country has focused on developing all sectors for tourism business growth, including research on potential and availability of the area or tourist attractions, creating activities, developing standards of products and services, developing human resource for specialized knowledge and skills, particularly creating indicator to assess and develop tourism resources or various tourism elements. These are important in order to know the reasons of foreign tourists in choosing each country as their travel destination.

According to the Global Competitiveness Index (GCI 4.0) indicating data from the World Economic Forum in The Global Competitiveness Report in 2018, the indicators of the Travel & Tourism Competitiveness Index (TTCI) of each country were defined and divided into 4 aspects, 14 indicators as follows: Aspect 1: Enabling Environment, including Business

Environment, Safety and Security, Health and Hygiene, and Human Resources and Labor Market; Aspect 2: T&T Policy and Enabling Conditions, including Prioritization of Travel & Tourism, International Openness, Price, and Environmental Sustainability; Aspect 3: Infrastructure, including Air Transport Infrastructure, Ground and Port Infrastructure, and Tourist Service Infrastructure; Aspect 4: Natural and Cultural Resources: including Natural Resources, and Cultural Resources and Business Travel (World Economic Forum Report, 2018).

However, the ranking in the World Economic Forum report is only the assessment of the overall tourism competitiveness of each country. There is still a lack of important indicator to evaluate the tourism competitiveness in the city level, which is considered as a part of the tourism industry of the country. The research team therefore applied the Global Competitiveness Index (GCI 4.0) as a criterion to measure the competitiveness of tourism businesses of the studying cities, including

Bangkok in Thailand and Bali in Indonesia. The study was conducted in accordance to the Memorandum of Understanding (MOU) with Collaborative Research of Pranakhon Rajabat University and Udayana University in Bali, Indonesia.

Bangkok Tourism Information

Bangkok is famous for many of its beautiful temples, such as the Royal Palace, Temple of the Emerald Buddha (Wat Phra Kaew) that is beautiful, splendid in arts and mural on the wall, and many other temples, such as Wat Arun Ratchawaram Temple, Wat Phra Chetuphon Wimonmangkalam (Wat Pho), Wat Suthat Thepwararam Ratchaworamahawihan and Wat Rakung Khositaram. The name Bangkok refers to “the great city of the gods”. There are also cultural attractions, such as Suan Pakkad Palace and Khon performances, Chalermkrung Pavilion, arts and culture collection in public and private museums being available for tourists to visit by their interest, such as Jim Thompson House, Nitasrattakosin, Museum Thailand, and Museum Siam. (Bangkok Sawadee.com, 2018).

In addition, Bangkok is a home of the largest shopping malls in Thailand, such as Central World, MBK, or even Asiatique Riverfront. There is a Chatuchak market,

which is the largest weekend market in Asia that is considered to be one of the must-visited activities for foreign tourists. Bangkok is also a home to a wide selection of delicious restaurants from street food stalls to upscale restaurants in hotels or leading international restaurant chains.

Moreover, in Bangkok, there are facilities, nightlife, centers of beauty, wellness and spa with advanced and developed medical science for always being in the international standard. In terms of hotels and accommodations, there are various price ranges from luxury five-star hotels to budget guesthouses to supply the needs of all levels of tourists and travel styles of each traveler. For transportation, tourists can travel comfortably by Sky train or Bangkok Mass Transit System (BTS) or Metro train or Mass Rapid Transit System (MRT). (Bangkok Sawadee.com, 2018).

Bali Tourism Information

Bali is a small island with a great variety of terrain. Its central area has the Gunung Agung Volcano located as the highest point on the island and still active today. Also, there are Kintamani Volcano, Lake Batur that is a large lake in the middle of the valley, fertile forest, and fine white sandy beaches along the coast. Bali is an island in Indonesia with 8 districts of tourist

area on the island, namely Gianyar, Bangli, Badung, Buleleng, Tabanan, Klungkung, Karangasem and Jembrana, and Denpasar as another important city. (Bali Provincial Tourism Office, 2018). In an area of only 5,620 square kilometers of the country surrounded by the rainforest of Asia, There are agricultural areas on the North and South of the island. Coffee, spices and salak are grown in the North, where rice is cultivated on the rice terraces in the South by traditional farming methods. Therefore, Bali has the beauty of nature in harmony with its unique cultures passing down for thousands of years. Until now, Bali has become a well-known tourist destination of the world with tourist appreciable cultural attractions, outstanding architectures, such as the sacred Hindu Temple, The Royal Temple of Mengwi, Temple of Tanah Lot that is the sacred ancient Hindu temple, the former royal temple of the King of the Mengwi dynasty, Uluwatu Temple that is the main temple of the sea, Tempak Sirin Temple, Gwk Culteral Park, as well as natural attractions, such as beautiful white beaches, fertile forest and foreign favorable arts and culture, including Barong Dance that is a famous Bali folk show (Sukhothai Thammathirat University, 2013).

Especially, unique Balinese lifestyle of living with a large family can also be seen in general in Bali. There are love and appreciation in the traditional culture that has been continuously practiced since ancient times as can be seen from lifestyle of present generation. Although, there are millions of tourists visit Bali each year, but the traditional culture and way of life remain unchanged with simple life, farming, or various handicrafts, which successfully attract tourists' interest. (Bali: The Land of Spiritualism, 2010)

Research Objective

The objective of this study was to analyze the motivating elements and preferences of tourists towards tourism destinations.

Research Benefit

To know the consistency between the roles and policies of three main tourism government departments (Such as Ministry of Tourism and Sports, Tourism Authority of Thailand, and Culture, Sports and Tourism Department) and to know the comparison result of Bangkok and Bali tourism destination image

Research Scope

In this study, researchers from Udayana University and Phranakhon Rajabhat University jointly discussed the title of the research topic to be consistent and appropriate for the local context of both Bali and Bangkok. They also jointly designed the questionnaire criteria of the questionnaire to be in inline with its details. The questionnaire consisted of 3 important parts: Part 1: General respondent's Information, Part 2: Tourist Destination, and Part 3: factors affecting the tourist destination components, which this part applied the 4 areas of Travel & Tourism Competitiveness Index to create a questionnaire with 11 elements, including Tourist attractions, Infrastructure, Amenities, Atmosphere, Recreation areas, Public facilities, Accessibility, Social environment, Social hospitality, Politics and economics, and organization and management.

In part of time scope, researchers collected questionnaires between February 2019 to July 2019.

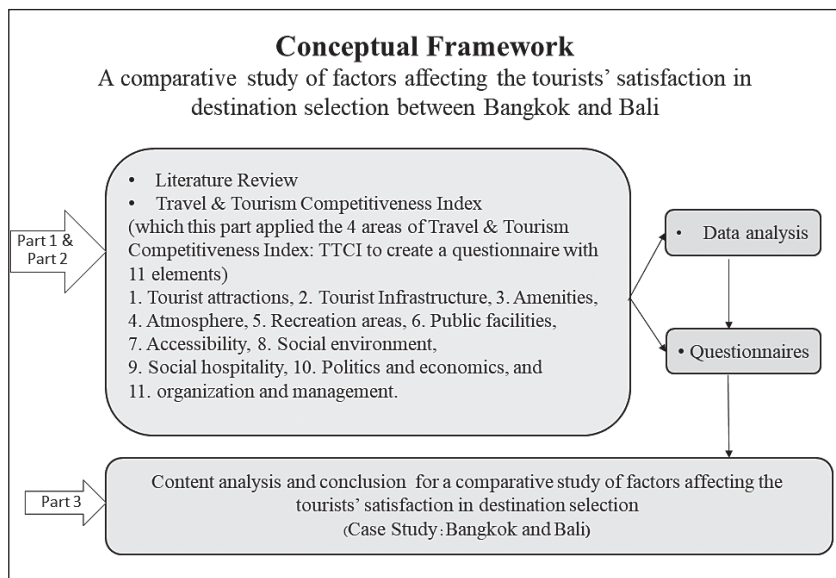
Conceptual Framework

From the conceptual framework, the research conducted with two universities and divided into 3 parts as follows;

First part of the research conducted of Phranakhon Rajabhat University to study and collect information of foreign tourists who use travel agents in Bangkok.

Second part was conducted research of Udayana University (Bali, Indonesia) to study and collect information of foreign tourists using travel agents in Bali.

And the last part was a joint research project of Phranakhon Rajabhat University and Udayana University by combining the results from Part 1 and Part 2 to compare results. There are discussions and conclusions of the research together.



Picture 1 Conceptual Framework

Methodology

After having the joint questionnaire, the research team sent it to experts to consider, and calculated for IOC to revise the questionnaire content for suitability of the context of Bangkok again.

This research procedure is formulated in Bali and Bangkok by distributing questionnaires to tourists, collecting data by observation, questionnaires, literature studies, data analysis, qualitative narrative, factor analysis and Likert Scale technique. The sample included 400 foreign tourists travelling in Bangkok, 200 foreign tourists traveling in Bali, and 200 Indonesian tourists traveling in Bali. This is because Bali is a

tourist island that encourages Indonesian people to travel as well. The researcher therefore would like to know the factors in attracting Indonesian tourists as well.

After completed the statistical analysis, the study results obtained from both areas were used to analyze and compare the elements for choosing tourism destination, a case study of Bangkok – Bali, further.

Research Results and Discussion

Summary Quantitative Research

Method

From the study, the 11 elements of the travel destinations from Travel & Tourism

Competitiveness Index (TTCI) included Tourist attractions, Infrastructure, Amenities, Atmosphere, Recreation areas, Public facilities, Accessibility, Social environment, Social hospitality, Politics and Economics, and Organization and Management, can be seen in Table 1.

According to the data collection of foreign tourists traveling in Bali, it was found that the elements of Tourist attractions, Atmosphere, Recreation areas, Social

environment and Social hospitality, were key elements for choosing Bali as a travel destination, can be seen in Table 1.

However, foreign tourists who traveled to Bangkok commented that Tourist infrastructure, social hospitality, social environment, Recreation areas, value for money in the economy and the availability of information centers to support foreign tourists, were key elements for choosing Bangkok as a travel destination.

Table 1 Summary Quantitative Research of the analysis for choosing Bangkok and Bali as a travel destination for foreign tourists

Ranking	Bangkok	Ranking	Bangkok
1	Tourist infrastructure (x= 4.56)	1	Tourist attractions (x= 4.6)
2	Political and Economic Factors (x= 4.47)	2	Atmosphere (x= 4.57)
3	Social Hospitality (x= 4.46)	3	Recreation areas (x= 4.54)
4	Social environment (x= 4.41)	4	Social environment (x= 4.47)
5	Recreation areas (x= 4.35)	5	Social hospitality (x= 4.43)
6	Public facilities (x= 4.24)	6	Tourist Infrastructure (x= 4.39)
7	Organization and management (x= 4.20)	7	Public facilities (x= 4.35)
8	Tourist Attractions (x= 4.17)	8	Amenities (x= 4.21)
9	Accessibility (x= 4.12)	9	Accessibility (x= 4.13)
10	Amenities (x= 4.01)	10	Politics and economics (x= 3.8)
11	Atmosphere (x= 3.8)	11	Organization and management (x= 3.7)

Summary Qualitative Research Method

Summary of the analysis of the elements for choosing Bangkok as a travel destination for foreign tourists and Summary of the analysis of the elements for choosing Bali as a travel destination for foreign tourists, can be seen in Table 2.

According to the study, the top 10 factors influencing the tourists' decisions to travel to Bangkok included:

1. Different and diverse cultures and religions in Bangkok,
2. Ideal place to travel for children and families,
3. Reasonable prices for shopping, dining and other activities,
4. Uncomplicated travel routes in Bangkok,
5. Feeling safe when traveling in Bangkok,
6. Reasonable and flexible immigration procedures,
7. Value for money for tourism,
8. Many international standard rooms,
9. Many entertainment activities and nightlife places,
10. Warm welcome from Thai people.

In addition to these 10 factors, tourists also expressed their opinions on attractions in other important areas as well, such as medical services, historical sites, Thai food tasting, and good facilities for all types of tourists, for example, theme park or zoo activities for family group or many kinds of nightlife entertainment. In addition, tourists also loved to see the many beautiful architecture and buildings, the National Museum on their itinerary, and a lot of brand-name products from department stores with many duty free shops providing convenient tax refunds. Also, Bangkok had another aspect that foreign tourists love when they need to stay in a peaceful and relaxed atmosphere, and desired to see natural scenery (Chao Phraya River view) together with the friendliness of Thai people that made tourists feel warm when they be in Bangkok.

The opinions of foreign tourists traveling to Bangkok showed that the activities that tourists enjoy the most in Bangkok travel plans included visiting historical sites, participating in Thai traditional and cultural festivals, learning Thai arts and cultures.

The ranking of the most-visited attractions by tourists in Bangkok included:

- 1) The royal palace
- 2) Temple of the Emerald Buddha
- 3) Wat Phra Chetuphon

Wimonmangkalam

- 4) Khao San Road, and
- 5) The National Museum

According to the study, the top 10 factors influencing tourists' decision of choosing Bali as a travel destination included:

- 1) Unique and interesting culture
- 2) Beautiful and natural nature
- 3) Balinese hospitality
- 4) Beautiful beaches with the beautiful sunset
- 5) Local cuisine is varied and delicious
- 6) Low price
- 7) Attractions and tourist activities
- 8) Variation in tourist attractions
- 9) Warm weather
- 10) Comfort

Table 2 Summary Qualitative Research of the analysis for choosing Bangkok and Bali as a travel destination for foreign tourists.

BANGKOK	BALI
1. Different and diverse cultures and religions in Bangkok	1. Unique and interesting culture
2. Ideal place to travel for children and families	2. Beautiful and natural nature
3. Reasonable prices for shopping, dining and other activities	3. Balinese hospitality
4. Uncomplicated travel routes in Bangkok	4. Beautiful beaches with the beautiful sunset
5. Feeling safe when traveling in Bangkok	5. Local cuisine is varied and delicious
6. Reasonable and flexible immigration procedures	6. Low price
7. Value for money for tourism	7. Attractions and tourist activities
8. Many international standard rooms	8. Variation in tourist attractions
9. Many entertainment activities and nightlife places	9. Warm weather
10. Warm welcome from Thai people	10. Comfort

In addition to these 10 factors, tourists also expressed their opinions on attractions in other important areas as well, such as visa-free travelling, cultural uniqueness, comfortability, basic facilities, and great natural landscape. Tourists commented on their travels in Bali that it was very satisfying because Bali has it all, new experiences that are different from other countries or regions, new places to visit natural beauties, unique cultures with local hospitality, many choices of accommodation, meeting new people, and especially cheap costs for traveling.

The ranking of the most-visited attractions by tourists in Bali included:

- 1) Ubud (Gianyar Regency)
- 2) Kuta (Badung Regency)
- 3) Nusa Penida (Klungkung Regency)
- 4) Canggu (Badung Regency)
- 5) Seminyak (Badung Regency)

Ubud was ranked at the highest, because it is a tourist attraction with popular natural sties due to its peaceful surroundings, natural environment, countryside location away from the noises and culinary delights. Nature loving tourists in Ubud did not like seeing the big buildings or high-rise hotel buildings, and wished Ubud to continuously remain this traditional style. Meanwhile, Badung regency, the second

ranked tourist destination, was a home of tourist attractions with convenient facilities with travel and accommodation selection, airport, and a five-star hotel.

Discussion

Based on an analysis of the elements influencing foreign tourists to choose Bangkok and Bali as their travel destinations, there was a similarity in the elements of social environment and social hospitality, which both Thai and Balinese people expressed through their warm hospitality by their culture that is impressive to foreign tourists, such as the smile and respect of Thai people, unique hospitality of Balinese people. This is the intangible perception which foreign tourists have to experience it directly by their own, resulting in the main factor leading tourists to experience this culture for themselves.

The difference in elements was because of the different city characteristics. Bangkok is the capital city of Thailand with facilities provided for travel, accommodation, communication and service readiness in many tourism spots around the city. Also, Bangkok has a variety of cultures creating many services that tourists can choose to experience by their interest. Having a wide variety of activities from day to night and the value for money were the elements

attracting tourists to choose Bangkok as their destination.

On the other hand, Bali is a cultural city with a focus on lifestyle and natural attractions. There are clean sea and beaches, cultural tourism, agricultural and ecological tourism for nature lovers. There are limited availability of facilities and difficult tourist travel route, because they want to keep the nature of the city as much as possible, which turns to be the elements of naturalness providing a good atmosphere as the main attraction for foreign tourists to choose Bali as their destination.

Suggestions and Recommendations

From this research, the information of the foreign tourists were only focused to know their satisfaction for choosing a tourism destination. This was found that attraction, destination, and activity are the first three important elements for general tourists. Therefore, in order to gain more the satisfaction of foreign tourists, travel agents should prepare various of their services. Especially, the providing services that is suitable for each group of tourists such as various of package tour in Bangkok and Bali and interpretation method to many foreign tourists group. This is leads to foreign tourists will gain a good experience, gain

a good satisfaction and will revisit to use travel agent again.

However, the questionnaires did not specify types of tourists. The researchers were purposively sampled when conducting data collection that may affect data obtained from the diversity of tourists. It is suggested that tourists and travel agents should be selected based on purposive sampling when conducting during this stage in order to obtain data based on the purposively sampled tourists who truly wished to join package tours. Thus, it can be applied for more effective marketing strategy.

Moreover, in part of increasing the tourists' satisfaction, the government need to re-branding destination image of non-standard tourists attractions. As Ngamsom (2001) mention that there are many way to present a good image to create tourists' satisfaction; such as strategy of service quality, strategy of changing intangible service to tangible service, and strategy of service mind.

Acknowledgement

This research was conducted by an academic collaboration between Phranakhon Rajabhat University (PNRU) and Udayana University (UNUD) in Bali,

Indonesia. The research team is delighted to work together on this opportunity. We would like to give special thanks to the research team Ni Ketut Arismayanti, Irma Rahyuda, I Ketut Suwena, and I Made Sendra from Tourism Center of Excellence, Udayana University, Bali, Indonesia and

Faculty of Tourism, Udayana University, Bali, Indonesia, including Dean, Vice Dean and all researchers from Faculty of Management Science, Phranakhon Rajabhat University, Bangkok, Thailand, who supported this research to the success.

REFERENCES

- Alma, B. (2007). **Manajemen Pemasaran dan Pemasaran Jasa**. Bandung: Penerbit Alfabeta.
- Anonim. (2008). **Kamus Besar Bahasa Indonesia**. Edisi Keempat. Jakarta: Gramedia Pustaka Utama.
- Ardika, I. W. (2003). **Pariwisata Budaya Berkelanjutan: Refleksi dan Harapan di Tengah Perkembangan Global**. Denpasar: Universitas Udayana.
- Bali: **The Land of Spiritualism**. (2010). From http://www.rtc.ac.th/www_km/03/033/033241153.pdf
- Bangkok Sawadee.com. (2018). **Bangkok Tourist Information**. <http://www.sawadee.co.th/bangkok/bangkok.html>
- Barsky, J. (2012). **Points, Price, Promotions? How Guests Select Hotels Around the World**. From: http://hotelexecutive.com/business_review/3381/points-price-promotions-how-guests-select-hotels-around-the-world (Accessed: 2016, March 29).
- Budpar. (2010). From www.budpar.go.id. Perkembangan Desa Wisata di Indonesia.
- Department of International Economic Affairs. (2012). **World Economic Forum Framework Agreement**. Ministry of Foreign Affairs. From [http://www.mfa.go.th/business/th/cooperation/252/16479-World-Economic-Forum-\(WEF\).html](http://www.mfa.go.th/business/th/cooperation/252/16479-World-Economic-Forum-(WEF).html)
- Cooper, C. & Stephen, J. (1997). **Destination Life Cycle: The Isle of Man Case Study**. Dalam the Earthscan Reader in Sustainable Tourism. United Kingdom: Earthscan Publications Limited.
- Cooper, C., Jhon, F., David, G. & Stephen, W. (1993). **Tourism Principle and Practice**. London: Pitman Publishing.

- Disparda Bali. (2017). **Akomodasi di Provinsi Bali menurut Kabupaten/Kota 2016**. Denpasar: Dinas Pariwisata Provinsi Bali.
- Disparda Bali. (2018). Statistik Daerah Provinsi Bali.
- Doorley, J. & Helio, F. G. (2010). **Reputation Management: The Key to Successful Public Relations and Corporate Communication**. New York: Routledge Taylor & Francis Group.
- E-TAT journalist. (2012). **Project to study Thailand Destination Image of foreign tourists Bangkok: Eureka Consulting Co., Ltd.** From <https://etatjournal.files.wordpress.com/2012/07/thailand-destination-image.pdf>
- Frank, R. H. (2011). **Microeconomics and Behaviour**. Eighth edition. Mc. Graw Hill International Edition. From <https://m.tempco.co/read/news/2017/09/15/058909414/begini-sejarah-letusan-gunung-agung-di-bali>
- Inskeep, E. (1991). **Tourism Planning “An Integrated and Sustainable Development Approach”**. New York: Van Nostrand Reinhold.
- Inskeep, E. (1999). **Tourism Planning Integrated and Sustainable Development Approach**. New York: Van Nostrand Reinhold.
- Kusmayadi dan, S. (2002). **Metodelogi Penelitian di Bidang Kepariwisataaan**. Jakarta: PT. Gramedia Pustaka Utama.
- Kotler, P. & Kevin, L.K. (2009). **Manajemen Pemasaran Edisi 13, Jilid 1 dan 2**. Jakarta: Penerbit Erlangga.
- Lupiyoadi, R. & Hamdani, A. (2008). **Manajemen Pemasaran Jasa**. Jakarta: Salemba Empat.
- Marpaung, H. (2000). **Pengetahuan Kepariwisataaan**. Bandung: Alfabeta.
- Mathieson, A & Wall, G. (1982). **Tourism: Economic, Physical and Social Impact**. Pitman Publishing, Oxford University Press.
- McIntyre, G. (1993). **Sustainable Tourism Development: Guide for Local Planners**. Spain: World Tourism Organization.
- Middleton, V.T.C. (1998). **Sustainable Tourism: A Marketing Perspective**. Oxford: Butterworth Heinemann.
- Ngamsom, B. (2001). **The impacts of a bundle of travel determinants on repeat visitation: An exploratory study of tourism in Thailand**. PhD thesis. Oklahoma: Oklahoma State University.

- Natori, N. (Ed). (2001). **A Guide Book for Tourism Based Community Development**. Publisher APTE.
- Office of the National Economic and Social Development Council. (2015). **Documentation for the workshop project in collaboration with government agencies on “Government Information and National Competitiveness Ranking”** On Wednesday, November 25, 2015 at Centra Government Center and Convention Center Bangkok. (In Thai)
- Pitana, I Gde. (1999). **Pelangi Pariwisata Bali**. Denpasar: Bali Post.
- Pitana, I Gde. (2006). **Kepariwisata Bali Dalam Wacana Otonomi Daerah**. Jakarta: Puslitbang Kepariwisata.
- Soekadijo, R.G. (1997). **Anatomi Pariwisata (Memahami Pariwisata Sebagai Systemic Linkage)**. Jakarta: Gramedia Pustaka Utama.
- Sukhothai Thammathirat Open University, (2013). **Study Field Trip**. Office of Education Services. Sukhothai Thammathirat Open University. (In Thai)
- Suwantoro, G. (2001). **Dasar – Dasar Pariwisata**. Yogyakarta: Andi.
- Suwena, I. K. & Gusti, N.W. (2010). **Pengetahuan Dasar Ilmu Pariwisata**. Denpasar: Udayana University Press.
- Thai Publica, (2018). **WEF points Thai competitiveness up two places from 40 to 38 - but in many ways the score is below the regional average**. (In Thai) from <https://thaipublica.org/2018/10/wef-17-10-2018/>
- Tjiptono, F. & Gregorius, C. (2011). **Pemasaran Strategik Edisi 2**. Yogyakarta: Penerbit ANDI.
- Wall, G. & Alister, M. (2006). **Tourism: Change, Impacts and Opportunities**. Pearson Prentice Hall.
- Wongchaikul, P. (2019). **WEF announces “the country with the highest potential for tourism competition” in the world. “Thailand” is ranked 31st**. (In Thai) from <https://forbesthailand.com/news/travel/wef->