DESTINATION IMAGE OF BALI BASED ON THE PUSH MOTIVATIONAL FACTORS, IDENTITY AND DESTINATION CREATIONS IN THE PERSPECTIVE OF FOREIGN SENIOR TOURIST*

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Abstract

The strength of the senior traveler segment is the high purchasing power the length of stay in a destination, making this market segment increasingly important in present and future. Consequently, this research aims to establish a model of motivation and its relationship with the image of Bali as an international tourism destination, especially from the perspective of senior tourists. This research employed survey method and utilized a combination of quantitative and qualitative analytical techniques. Factor analysis condensed various indicators into several key indicators to form a model with goodness of fit. Indicators representing push motivation variable include the improvement of health/fitness and the drive to perform physical exercise. Indicators representing destination identity variable include the culture and nature of Bali. Indicators representing destination creation variable include the service quality of travel agencies and service quality of travel guides. Indicators representing destination image variable include the image of cultural uniqueness and holiday atmosphere of Bali. The survey in this study involved 400 respondents of senior tourists, exclusively only foreign nationals. Goodness of fit is affirmed on the results of the analysis model, which answered the hypothesis that push motivation and destination creation affect destination images.

Keywords: Destination creation, destination identity, destination image, motivational push factor, senior tourism.

Introduction

The target market of a tourism destination can be segmented based on various demographic categories such as age, occupation, education, and other characteristics that can be observed empirically. According to Sukardika (2012), senior foreign tourists have the tendency to travel farther and stay longer than all the other groups, so that the longer they stay in a destination the more they spend. Senior tourists also have the tendency to share knowledge and skills with locals at the destination. They are also not bound by seasonality and they tend to stay in a destination for a longer term by renting a property.

According to Spillane (1993) and Ardika (2003), Indonesia should actively capture the senior tourism market, which necessitates adequate planning including qualified human resources and the availability of high quality facilities to provide good services. Moreover, the potential of the senior tourism segment is in accordance to the current prospect of tourism development in the global perspective, so that the growth of this market segment is worth seizing by Indone-

sia's tourism operators. Research on the topic of senior tourism in Indonesia has been lacking, which causes Indonesia's tourism destinations especially Bali unable to fully prepare for the potential and growth of this market segment. This gap necessitates research studies beneficial to the development of tourism destinations in the immediate and distant future.

In the context of tourism, the important phenolmena to study are the destination *image*, the *push factors* driving motivation, and the main attractions of a destination (*pull factors*). The image of a destination is a perception formed from a variety of information received by visitors or would-be visitors. Each tourism destination has certain containing beliefs, impressions, and perceptions about that destination. The image formed is a combination of various factors that exist in the destination such as weather, natural scenery, safety, health and sanitation, hospitality, and others (Coban, 2012; Mazlina, Johari, Aziz, Kayat, & Raheem, 2012). The image of a destination is dynamic with the development of information and communication technology and especially with the role of print, audio, and visual media, which is partly why

research on destination image should be done in order to understand the dynamics.

It is hoped that the identification of factors that motivate senior tourists to visit Bali can be useful for the planning and management of the destination. The dynamics of tourist motivation and the changes within the destination should be identified by doing periodical. The main research questions in the current research are:

1) What is the relationship between the push motivation and the image of the destination of Bali?
2) What is the relationship between the destination identity and the image of the destination of Bali?
3) What is the relationship between the destination creation and the image of the destination of Bali?
4) What is the image of Bali based the push motivational factors, the identity of destinations, and des-

tination creations according to foreign senior tourist?

Destination Image

Based on the research questions, the theories reviewed for the current study relate to destination image and motivation to travel. The interpretation on the Attribute of destination images consist of several indicators as seen as in the Table 1.

Motivation to Travel

Motivation for senior tourists traveling abroad actually consists of push and pulls factors that influence travel-related decision making. Both of these categories of factors, *push factors* and *pull fac-*

Table 1
The Attribute of Destination Image

Code	Indicator	Definition
$Y_{1.1}$	Tourism activities	The impression of senior foreign tourists on the chance to do leisure and recreational activities, such as playing gold, diving, and other activities.
$Y_{1.2}$	Natural environment	The impression of senior foreign tourists on the natural environment, including beauty of the scenery, cleanliness, overcrowding, air and noise pollution, and traffic congestion
$Y_{1.3}$	Balinese culture	The impression of senior foreign tourists on culture, history and arts, particularly festival, handicraft, gastronomy, religion, historical buildings, and customs.
$Y_{1.4}$	Social environment	The impression of senior foreign tourists on the social condition of the destination, including quality of life, poverty, language barriers, and friendliness of the locals.
$Y_{1.5}$	Tourism infrastructure	The impression of senior foreign tourists on tourism infrastructure, including hotels, restaurants, entertainment centers, and recreational excursions.
$Y_{1.6}$	Economic and political stability	The impression of senior foreign tourists on political and economic factors of the destination, such as political stability, security, terrorism, and price levels.
$Y_{1.7}$	Atmosphere of Bali	The impression of senior foreign tourists on the general atmosphere of the destination, including com fort, temperature, and warmth.

Source: Beerli and Martin (2004), Chi (2005)

Table 2
Indicators for Push Motivation

Code	Indicator	Definition
$X_{1.1}$	Rest and re laxation	The push motivation to rest and relax
$X_{1.2}$	Visit new places	The push motivation to visit new places
$X_{1.3}$	Learn and experience new things	The push motivation to acquire new knowledge and experiences
$X_{1.4}$	Escape daily routine	The push motivation to get out of the daily routine
$X_{1.5}$	Meet people and socialize	The push motivation to meet people and socialize
$X_{1.6}$	Health and wellness	The push motivation to improve health and well-being
$X_{1.7}$	Physical exercise	The push motivation to exercise physically
$X_{1.8}$	Family and friends	The push motivation to visit family and friends

Source: Esichaikul (2012)

Table 3
Indicators for Pull Motivation

Code	Indicator	Definition
$X_{2.1}$	History of Bali	Interested in the history of Bali
$X_{2.2}$	Culture of Bali	Interested in the culture of Bali
$X_{2.3}$	Nature of Bali	Interested in the nature of Bali
$X_{2.4}$	Prices in Bali	Interested in the prices in Bali
$X_{2.5}$	Events and festival	Interested in events and festivals in Bali
$X_{2.6}$	Leisure active ties	Interested in spending leisure or vacation time in Bali
$X_{2.7}$	Transportation	Interested in the transportation network to, from, and within Bali
$X_{2.8}$	Distance from country of origin	Interested in the closeness of Bali from country of origin
$X_{2.9}$	Food, beverage, and culinary	Interested in the various food beverage, and culinary offerings in Bali
$X_{2.10}$	Facilities and services	Interested in the facilities and services of hotels in Bali
$X_{2.11}$	Health facilities	Interested in the health facilities in Bali
$X_{2.12}$	Immigration procedure and service	Interested in the convenience of immigration procedure and service
$X_{2.13}$	Safety	Interested in the safety of Bali
$X_{2.14}$	Service quality of travel agents	Interested in the service quality of travel agents
$X_{2.15}$	Service quality of tour leaders	Interested in the service of tour leaders or tour guides

Source: Esichaikul (2012)

tors, are complementary to one another and form a joint motivation that becomes the factor of the attributes of a tourism destination (Gnoth, 1997). These indicators are adopted in the present study due to the similarity of the object of study, which is senior, foreign travelers are consisting of eight variables as seen as in the Table 2.

The following is an interpretation of motivational pull factors. These factors consist of several indicators that declared valid and reliable in a study conducted by Esichaikul (2012). These are consisting of 15 variables as seen as in the Table 3.

Researh Method

This study was designed using survey method of research involving 400 foreign nationals as respondents. The tourists were selected using accidental sampling method when they are on vacation in Bali. Technique of exploratory factor analysis and SEM-AMOS were used to produce the goodness of model.

The first step this research to determine the relationship between the push motivation and the image of the destination of Bali. The second step to determine the relationship between the destination identity and the image of the destination of Bali. The third step to analyze the data in producing the image of Bali based the push motivational factors, the identity of destinations, and destination creations according to foreign senior tourist.

This research involved 400 senior tourists as respondent that they were staying in Bali when this survey conducted. This study surveyed 400 respondents,

an amount considered to be adequately sufficient, as it is greater than the requisite of SEM analysis between 100-200 respondents (Hair, Black, Babin, Anderson, & Tatham, 2006; Hooper, Coughlan, & Mullen, 2008). The use of quantitative approach in this study attempts to find a causal relationship between variables in the model, by applying theories and concepts related to motivation and destination image. The addition of a qualitative approach in this study aims to give a deeper understanding not fully obtained through quantitative research alone, which should be able to provide a more complete and profound description.

Result and Discussion

Profile of Respondents

Respondents who completed the questionnaires for this study were senior foreign travelers who vacationed in Bali. The results of the study show the profile of respondents as follows:

1) The aging: descriptively, the respondents were divided into two age groups: the 55 to 65 age group, and the over 65 age group. The study showed 73 percent of respondents belong to the 55 to 65 age group, which is greater than the over 65 age group at 27 percent. Looking at the physical condition, respondents from the 55 to 65 age group are generally in better physical condition, allowing them to travel outside their country when compared to the 65 and over age group. The proportion of the age group in this study is similar to the research of Esichaikul (2012).

2) Based on nationality: the proportion of senior foreign tourists visiting Bali is dominated by Australian tourists, which reached 41 percent, then the Netherlands at 10 percent, Germany at 7 percent, 5 percent from the United States, 4 percent from Japan, 4 percent from the United Kingdom, and the rest from other countries. The complete comparison of senior foreign travelers visiting Bali which ranked the top 10 nation of origin from Australia, the Netherlands, Germany, USA, Japan, France, Britain, Italy, Switzerland, and Russia. Viewed from the geographical distance, the dominating country of origin is Australia due its geographical proximity;

"It's close to Australia; it can be economical, its culture is interesting and the people are wonderful, a comment from one respondent from Australia"

Distance factor affects the elderly travelers' consideration in choosing a tourism destination because of their physical limitations and declining physical condition.

"Long and expensive flight from Holland, a comment of respondents from the Netherlands"

3) The sex: the survey showed that the proportion of male respondents is greater than the female respondents. The results of this study illustrate that the number of male and female senior tourists vacationing in Bali is not too far apart from one other.

4) The work: senior tourist respondents visiting Bali were dominated by retirees, reaching 40 percent of total respondents, while 37 percent of respondents claimed that they are still actively working in various fields and another 23 percent did not state their occupational status clearly. This finding is similar to results of the study by Chen and Wu (2009), which noted that not all senior travelers are retired as 34.3 percent are still working full-time, 15.2 percent still work part-time, and only 50.5

percent had undergone retirement. Results from both studies show the dominating percentage of elderly tourists in the 55–65 ages' group, which is not comparable to the percentage of retirees. Thus, it can be said that seniors in this age group have not all retired.

Descriptive Analysis for the Push Motivation Factors

This study results in empirical findings presented with a statistical analysis tool indicating modal value. From this exposure, motivational force of each indicator on study variables can be described. The modal value in question is the highest values of the two categories of attitudes, i.e. respondents who agree (S = 4) and strongly agree (SS = 5). Based on this modal value, the dominating answers from respondents for each indicator can be determined as seen as Table 4.

The strongest push motivation for respondents traveling Bali was the need for rest and relaxation. Other indicators such as the push to visit new places, the push to acquire new knowledge and experiences, the push to escape daily routine, to meet people and socialize are indicators with high modes for S = 4 (agree) and SS = 5 (strongly agree), all of which is greater than 60 percent. The push to improve health and fitness, the push to do physical exercise, and the push to visit family and friends are push motivation indicators with the modes A = 4 (agree) and SA = 5 (strongly agree) lower than 60 percent.

Descriptive Analysis for the Pull Motivation Factors

The strongest pull motivations for senior foreign respondents traveling to Bali are the cultural, natural, and historical appeals of Bali. Meanwhile, other indicators including security, transportation, health facilities, service quality of travel agency, service quality of tour leaders or tour guides, and immigration procedure and service are not the main pull motivation factors to vacation in Bali. Descriptively, the

Table 4
Respondents Attitude on Push Motivation Indicators

Code	Indicator	STS	TS	N	S	SS	% (S/SS)
$X_{1.1}$	Rest and relaxation	6	8	28	148	210	90
$X_{1.2}$	Visit new places	10	17	50	172	151	81
$X_{1.3}$	Learn and experience new things	6	8	64	173	149	81
$X_{1.4}$	Escape daily routine	6	5	72	155	162	79
$X_{1.5}$	Meet people and socialize	9	17	78	148	148	74
$X_{1.6}$	Health and wellness	15	44	125	134	82	54
$X_{1.7}$	Physical exercise	33	66	125	107	69	44
$X_{1.8}$	Family and friends	55	47	87	106	105	53

Noted: STS: Strongly Disagree, TS: Disagree, N: Neutral, S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

Table 5
Attitudinal Tendencies of Respondents on Pull Motivations

Code	Indicator	STS	TS	N	S	SS	% (S/SS)
$X_{2.1}$	History of Bali	3	10	52	142	193	84
$X_{2.2}$	Culture of Bali	3	5	41	140	211	88
$X_{2.3}$	Nature of Bali	3	12	48	127	210	84
$X_{2.4}$	Prices in Bali	11	31	99	124	135	65
$X_{2.5}$	Events and festival	9	23	65	165	138	76
$X_{2.6}$	Leisure activities	2	8	77	148	165	78
$X_{2.7}$	Transportation	31	44	136	115	74	47
$X_{2.8}$	Distance from country of origin	23	24	110	133	110	61
$X_{2.9}$	Food, beverage, and culinary	6	16	95	133	150	71
$X_{2.10}$	Facilities and services	14	32	109	144	101	61
$X_{2.11}$	Health facilities	28	59	132	102	79	45
$X_{2.12}$	Immigration procedure and service	55	77	120	74	74	37
$X_{2.13}$	Safety	32	55	119	93	101	49
$X_{2.14}$	Service quality of travel agents	35	56	143	102	64	42
$X_{2.15}$	Service quality of tour leaders or tour guides	29	52	144	95	80	44

Noted: STS: Strongly Disagree, TS: Disagree, N: Neutral, S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

Table 6
The Tendency of Respondent Attitudes on Destination Image of Bali

Code	Indicator	STS	TS	N	S	SS	% (S/SS)
$Y_{1.1}$	Tourism activities	4	15	63	155	163	80
$Y_{1.2}$	Natural environment	10	38	81	139	132	68
$Y_{1.3}$	Balinese culture	1	4	47	160	188	87
$Y_{1.4}$	Social environment	4	12	71	144	169	78
$Y_{1.5}$	Tourism infrastructure	5	13	91	143	148	73
$Y_{1.6}$	Economic andpolitical stability	14	60	123	145	58	51
$Y_{1.7}$	Atmosphere of Bali	3	22	105	140	130	68

Noted: STS: Strongly Disagree, TS: Disagree, N: Neutral, S: Agree, SS: Strongly Agree. Respondents could choose more than one reason, so that the total percentage exceeds 100

indicators of the financial benefits/savings vacationing in Bali, Bali's culinary diversity, and the prices of goods and services are also dominant attractive factors respondents. However, the findings of this descriptive analysis have not been able to explain which indicators truly represent pull motivations for senior respondents vacationing in Bali as seen as Table 5.

Descriptive Analysis for the Destination Image of Bali

Associated with the image of Bali as a tourism destination, respondents describe the rich culture, history, and art as the most prominent image of Bali. Bali is also perceived as a good destination for vacation and recreation. The social environment of Bali and the tourism infrastructure are still perceived to have a good image among the respondents.

Indicators such as the natural environment of Bali, the atmosphere of Bali as a tourism destination, as well as the political and economic stability of Bali have weaker tendencies in forming the destination image compared to indicators such as cultural uniqueness, being a good place for vacation and relaxation, having a good social environment, and having the image of a good tourism destination with complete infrastructure as seen in Table 6.

A dominant proportion of respondents portray Bali a destination suitable for vacation and recreation. The next image is that Bali is portrayed as a destination with unique culture, history, and art. Tourism infrastructure that has been built is considered to be capable of supporting the island of Bali as a tourism destination. Of the various things, these indicators merge into one unified destination product of Bali in the form of tourism objects and attractions throughout the island. Trips to and from Bali are considered fun; tourist services during holiday in Bali are sufficient; and the availability of various tourism facilities has tendency to a form positive image for Bali as a tourism destination.

Confirmatory Factor Analysis

Before testing the model, factor analysis was conducted to determine the appropriate indicators to represent the latent variables (dimensions). From the 30 indicators propose, only nine indicators with the factor weight of > 0.5 remained. The results of the factor analysis also formed four dimensional factors which becomes latent variables in the construct of this study. These latent variables are: (1) push motivation, (2) destination identity, (3) destination creation, and (4) destination image. The result of the factor analysis test is a reference to determine whether a destination image is influenced by push motivation, destination identity, and destination creation.

Research findings of Esichaikul (2012) can be expressed in contrast to the results of the current research. The confirmation model of 23 motivation indicators for senior tourists declared only six valid indicators based on uni-dimensionality, meaning there is an elimination process for several indicators because they are not included in the dimensions that motivate senior travelers vacationing to Bali. Tourist motivation dimension formed sub-dimensions which become new latent variables stemming from the development of push factors and pull factors. The three latent variables are: (1) push motivation variable, (2) destination identity variable (derived from pull motivation which is Balinese local wisdom), and (3) desti-nation creation variable (derived from pull motivation which include artificial made attractions).

This current research also differs from the studies of Beerli and Martin (2004) and Chi (2005), because research and testing showed that Bali does not have the power of destination image in all these variables. Bali only has the strength of cultural variable, as a destination that has a good social environment and a comfortable atmosphere for vacation.

The Relationship between Variables

Comparison between the suitability criteria of the model and the results of data processing indicated that the requirements for destination image model were not fully met and that model did not achieve perfect *goodness of fit*. For figures showing absolute suitability index, a small $\chi 2/df$ is expected with the interval between two to three. In the research data, the figure within that range was reached, at 2.294; as well as the RMSEA of 0.057, below the requirement of 0.08 for these criteria. For other absolute indexes, the GFI and AGFI with a minimum number of 0.9, the research obtained results that met the minimum values, at 0.956 and 0.925 respectively as seen as Table 7. The model formed can be said to have a close *goodness of fit* because its value is approaching one. Thus the relationship between variables in the model constructed is shown in the path diagram in Figure 1.
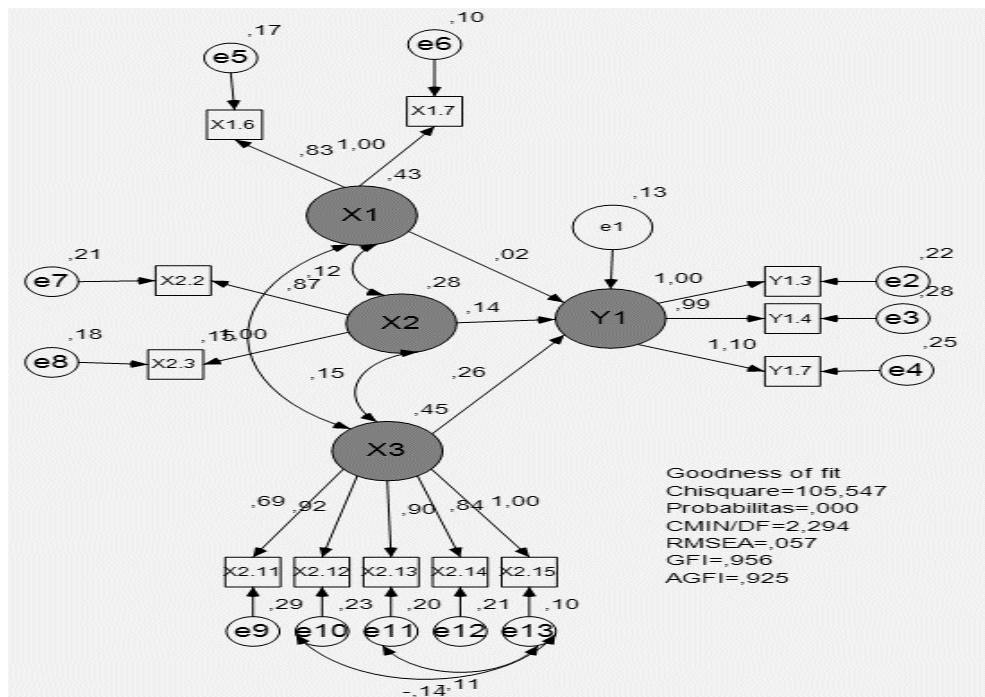

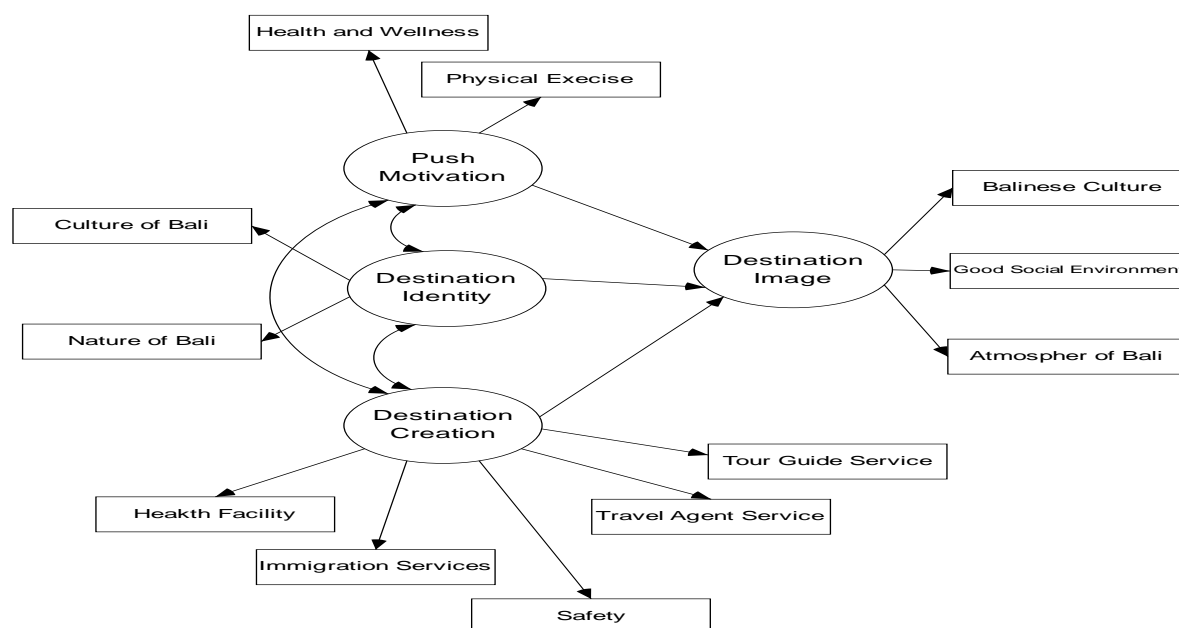**Figure 1. Construct of Bali's image as a tourism destination**

Figure 2. Destination image model for Bali tourism destination

Table 7
Goodness of Fit Measures of Structural Model

Model Suitability Criteria	Recommended Value	Test Score	Description
CMIN/DF	≤ 3.00	2.294	Good
RMSEA (sample > 200)	≤ 0.08	0.057	Good
GFI	≥ 0.90	0.956	Good
AGFI	≥ 0.90	0.925	Good

Estimation Method: Generalized Least Squares Estimates

In the construct formed, there exist reciprocal relationships between three latent variables X_1, X_2, and X_3. The relationship between the latent variable X_1 (push motivation) and Y_1 (destination image) has a CR (Critical Ratio) value of only 0.336 < 1.96, while the relationship between X_2 (destination identity) and Y_1 (destination image) has a CR of only 1.612 < 1.96. The relationship with good critical ratio is between X_3 (creation destinations) and Y_1 (destination image), with a CR of 5.577 > 1.96.

Table 8
Relationship Estimation of Destination Image of Bali

Relationship			Estimate	S.E.	C.R.	Sig	Label
Y_1	<---	X_1	0.016	0.048	0.336	0.737	par_1
Y_1	<---	X_2	0.137	0.085	1.612	0.107	par_2
Y_1	<---	X_3	0.262	0.047	5.577	***	par_3
$X1$	<-->	X_2	0.124	0.026	4.682	***	par_12
$X2$	<-->	X_3	0.155	0.026	5.896	***	par_13
$X1$	<-->	X_3	0.148	0.027	5.426	***	par_14

Note: <--- linear relationship, <--> reciprocal relationship

From the analysis and finding, can be answering the research problems clearly as follow:

1) There is not significant relationship between the push motivation and the image of the destination of Bali. Positive relationship between push motivation variable (X_1) on destination image (Y_1) occurs at a superficial level because the probability value is greater than 0.05 ($P = 0.737$).

2) There is not significant relationship between the destination identity and the image of the destination of Bali. Positive relationship between destination identity variable is also superficially associated with destination image variable because it has the probability value greater than 0.05 ($P = 0.107$).

3) There is significant relationship between the destination creation and the image of the destination of Bali. Meanwhile the relationship between destination creation variable with destination image variable is a true relationship with a regression weight of $0.262 \neq 0$, CR > 1.96 and (***) < 0.05.

4) The image of Bali determined significantly by destination creations according to foreign senior tourist. From the goodness of fit analysis, it is concluded that the model is considered fit. The model shows that push motivation and destination identity influence destination image superficially. Destination creation is determined to be the real variable that affect destination. Testing of the model shows that cultural and natural appeals of Bali are not significantly correlated with the image of Bali as a cultural tourism destination that is socially

and environmentally friendly. Senior foreign travelers demand quality of service from guides and travel agencies.

Those indicators suit the characteristics of senior travelers, which in general require more assistance in traveling as well as elderly-friendly services. The model illustrates that to improve destination image in the eyes of senior tourists, the variable that can be managed independently is the destination creation variable. This is indicated by the two indicators forming the variable, which are the quality of service from travel agencies and the quality of service of tour leaders or tour guides (see Figure 2)

Conclusion and Recommendation

Conclusion

The problems discussed in this current research are divided into four, namely (1) the relationship between push motivation and destination image, (2) the relationship between destination identity and destination image, and (3) the relationship between destination creation and destination image. (4) The image of Bali based the push motivational factors, the identity of destinations, and destination creations according to foreign senior tourist. The model formed of the relationships is close to a goodness of fit so that the conclusions can be stated as follow:

1) There is not significant relationship between the push motivation and the image of the destination of Bali. Although the relationship is not significant, but the tourist motivation to underserved interest in physical training, and motive to improve their health and fitness should be considered by managers, especially managers of tourism destinations.
2) There is not significant relationship between the destination identity and the image of the destination of Bali. Although the relationship is not significant, but the appeal of Balinese culture, and natural beauty of Bali must be maintained.
3) There is significant relationship between the destination creation and the image of the destination of Bali. Indicator that must be given serious attention is health facilities, immigration procedure and service, destination safety, service quality of travel agents, and service quality of tour guides or tour leaders.
4) The image of Bali determined significantly by destination creations according to foreign senior tourist. Whatever the evidence of creation variables significantly influence the image of the des-

tinations may indicate that the human factor is more important role than the other variables. Indicators which became a powerful image to Bali is an indicator of Balinese culture, social environment indicators, and the indicators atmosphere of Bali.

Recommendations

Although this research has successfully formed a model however the model testing have yet to achieve a model with perfect goodness of fit because many indicators were eliminated and overlapping, thus further research is needed to obtain confirmation that the model has a perfect goodness of fit both theoretically and statistically. Confirmation of upcoming model is hoped to deliver more reliable results if that model only includes indicators deemed to be valid in the confirmatory factor analysis of formed latent variables. Further research with larger sample size is believed to be able to form a near-perfect model.

The qualitative data indicated that not all senior foreign tourists have positive opinions about Bali; several tourists actually critiqued the various issues considered to interfere with the image of Bali as tourism destination. Congested road conditions and traffic jams are considered to damage the reputation of Bali. Too many fees are charged for tourist services but some services are still not up to par, particularly services in arrival and departure terminals at Ngurah Rai International Airport. Poor assessment of immigration services at the airport, deemed unsatisfactory, could be caused by the recent upgrade of the airport terminals. Further study is hoped to be conducted after the completion of the new and renovated airport terminals, including the improvement of the airport's system and human resource development.

Some tourists also worry that tourism development is making Bali too westernized. Tourists see increasing number of hotels and buildings built not according to Balinese cultural styles, making them less attractive to tourists while Balinese architecture is appealing to foreign tourists. Such is also the case with the development of tourism supporting facilities; many are seen to be built with little regard to area development planning, for instance shopping centers, malls, and other modern markets, which are considered to be detrimental to the uniqueness of Bali's tourism. Meanwhile tourist information centers are rare, making it difficult for tourists to find information. Many police officers are collecting illegal retribution, especially to foreign tourists. According to some travelers, increasing amount of trash in tourist areas interfere with the activities and enjoyment of tourists.

Qualitative data collection also indicated that some things were assessed negatively by senior foreign tourists about Bali, including (1) trash and waste problems that have not been properly managed, (2) traffic congestion, (3) the immigration procedure and service that is considered to be less than optimum, (4) the number of unofficial retributions by some police officers, (5) development of tourism facilities that do not characterize the culture of Bali, and (6) the overuse of plastic materials.

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