



The Model of Development Tourism Village Through the Involvement of Millennial Generation in Bali

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Abstract

The area of Nyambu and Baru Marga Village, Tabanan Regency is very potential to be developed. This village has interesting natural characteristics, unique social and cultural life. In its development, it is necessary to pay attention to the existence of the millennial generation where currently tourism travel is dominated by millennials and grows in a digital environment. This research is a descriptive qualitative research and quantitative descriptive. Qualitative research is used to determine the role of the millennial generation in developing tourist villages. Quantitative research is conducted to determine the characteristics and motivation of millennial tourists by using frequency analysis. This study used 100 respondents who represented the characteristics and motivations of millennial tourists in Bali as well as semi-structured interviews with 6 people who needed to be known. The results of this study indicate that the age group between 20-25, totaling 75 people, is a potential market in promoting and introducing more about Nyambu and Baru Marga tourism villages. The highest number of millennial tourists visiting tourist villages is from the type of work as students as much as 46%. It is known that the majority of tourists visiting tourist villages are male with a percentage of 54%. Motivation is a determining factor for millennial tourists to take a tour of the survey results of 100 respondents, 76% stated that visiting the tourist village of Nyambu and Desa Baru Marga Tabanan because of natural attractions.

Keywords: *Millennial Generation; Characteristics; Motivation*

Background of Research

Millennial residents have a role in national development in various sectors, one of which is the tourism sector. The strategic position of Bali as a tourist destination opens opportunities for different appreciation and tourism development (Anom, 2010). The development of tourism in Bali until the end of 2019 was also reflected in the growth of 180 tourist villages, 9,740 new tour guides, and 448 travel agents and event organizers (Disparda Bali, 2020). One of the developments in tourism is to open opportunities

for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government. Development is a form of social change (Robert, 1989). The promotion of the tourism village needs to be intensified again (Huda, Nurhaeni, & Suharto, 2020). Bali Island has developed into one of the world's most visited tourist destinations with over one million foreign visitors flying directly to Bali (Budasi & Anggayana, 2019). Lots of foreign tourists visit Bali on holiday even on ordinary days (Anggayana, Budasi, & Kusuma, 2019). Globalization has increased competition in tourism markets (Kusuma, Osin, & Anggabawa, 2019).

Technology advances continue to grow very rapidly and gave birth to the digital society (Ngafifi, 2014). According to Yuswohady (2016) in the article Millennial Trends Millennial generation is a generation born in the early 1980 to 2000 period. The millennial generation is very close to technology, which shows that technology is an important part of influencing the way millennials travel. These symptoms are marked by the many sources of information through social media channels such as Facebook, YouTube, Instagram, and telegram. Therefore, in the era of the industrial revolution, much changed the way humans work from the use of manuals to be more instant through automation and digitisation (Ruastiti, 2020). Millennials is a generation that is flexible and likes freedom but not unlimited freedom (Setiawan, 2018). The economy of the Indonesian people, especially the millennial generation, has undergone a change from traditional or conventional systems to the digital economy or digital technology. Technology advances continue to grow very rapidly and gave birth to the digital society. The context of the information technology revolution and the mix of generations. Through the character building, the community empowerment will realize the economic capital that can flow within the social structure; therefore, it can be used as a basis for moving the economy towards the usefulness of the community's life (Ruastiti, 2020).

This generation is relatively brave when traveling with the aim of seeking unique, new, authentic and personal experiences. This is in line with the concept of tourism in Bali which has been packaged in many alternative forms of tourism, which include agro-tourism activities, ecotourism, spiritual tourism and village tourism. The development of a tourist destination needs to consider aspects: (a) the socioeconomic environment, (b) the tourism market, (c) the availability of supporting facilities and (d) tourist attractions (Edward, 1991). All the potential that exists can be sold in Bali tourism. Even the dimensions of everyday life can be used as a tourist attraction. This change is very necessary for the role of stakeholders in managing Indonesia's assets and human resources, especially the millennial generation in Bali who rely on the tourism sector as an economic driver.

In Bali, many alternative tourist attractions are ready to be shown to tourists. Some tourism objects in all regencies and cities in Bali visited by tourists already have typical tourist attractions in their area (Ruastiti, 2020). The types of tourism developed in Bali are cultural tourism, ecological tourism, spiritual tourism, social tourism, and nature tourism. In Tabanan Regency, tourists can see a tourism village named Nyambu village and Desa Baru Marga village. This tourist village is very famous for its ecological, historical, cultural, and spiritual tourism. The role of the millennial generation in developing tourist villages is an active involvement in the development process of a tourism village, such as forms of activities, innovations, and creations that are carried out consciously for the development of tourist villages in the Nyambu and Baru Marga villages. This research is to determine the role of the millennial generation in the development of tourist villages in terms of their character and motivation to visit.

Method

The research locations chosen were Nyambu Tourism Village and Baru Marga Tabanan Bali Village. The method used in this study is qualitative and quantitative. The technique used is purposive sampling technique. Qualitative research is used to determine the role of the millennial generation in developing tourist villages. Quantitative research is conducted to determine the characteristics and

motivation of millennial tourists by using frequency analysis. This study used 100 respondents who represented the characteristics and motivations of millennial tourists in Bali as well as semi-structured interviews with 6 people who needed to be known.

Result and Discussion

Nyambu Village became an ecological tourism village in 2016 and has three excellent packages namely rice fields, cultural trails and bicycle trails. Meanwhile, Baru Village, Marga District, Tabanan Regency was also initiated into a tourism village because it has natural potential and local cultural wisdom that has become a cultural heritage in the past and offers tourist attractions in the form of unique traditional houses, the bumbung gebyog dance, the leko dance, the tracking path that crosses the Pacung subak and Blaluan and stay at residents' homes. The role of the millennial generation in Nyambu and Baru Marga villages is based on the philosophy of life of the Hindu religion Tri Hita Karana which teaches about the concept which means three causes of welfare, namely Parhyangan, Pawongan, Palemahan. In this case, the important role of the millennial generation is first, the role in initiating, exploring and developing the potential of the village and secondly, the role of millennials in the communication system and network of youth groups. The use of digital technology is one of the characteristics of the millennial generation, namely being able to promote superior village products and village tourism.

By knowing the characteristics and motivations of millennial tourists who visit, it is easy to know the role of Nyambu Tourism Village and Baru Marga Tabanan Village and through that can fix and package the Tourism Village effectively according to the needs of millennial tourists:

1. Characteristics of Millennial Tourists Based on Age Levels

Table 1. Characteristics of Millennial Tourists Based on Age Levels

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25	75	75.0	75.0	96.0
26-30	16	16.0	16.0	21.0
31-35	5	5.0	5.0	5.0
36-40	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Based on table 1 above, it is known that out of 100 millennial tourists who were respondents, 16 people or 16% of millennial tourists visiting Nyambu Tourism Village and Baru Marga Village are in the age group, namely 26-30 years old and the largest is the age group between 20- 25 totaling 75 people is a potential market in promoting and introducing more about Nyambu and Baru Marga tourism villages.

2. Tourist Characteristics by Occupation

Table 2. Tourist Characteristics by Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Professional Worker	7	7.0	7.0	7.0
Clerical Worker	11	11.0	11.0	18.0
Employer	36	36.0	36.0	54.0
Student	46	46.0	46.0	100.0
Total	100	100.0	100.0	

Based on table 2, it is known that the number of millennial tourists who visit the tourist village the most is from the type of work as students as much as 46%, while employees are 36%.

3. Tourist Characteristics Based on Gender

Table 3. Tourist Characteristics Based on Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	46	46.0	46.0	46.0
Male	54	54.0	54.0	100.0
Total	100	100.0	100.0	

Based on table 3 of 100 respondents, it is known that the majority of tourists visiting the tourist village are men with a percentage of 54%.

4. Characteristics Based On Length of Stay

Table 4. Characteristics Based on Length of Stay

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 day	57	57.0	57.0	88.0
2 days	31	31.0	31.0	31.0
3-4 days	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Based on the characteristics of millennial tourists based on the length of stay in the Tourism Village, most of them visited for 1 day with a percentage of 57%.

Motivation is a determining factor for millennial tourists to travel. The variables analyzed in the tourist village based on motivational reasons are:

1. Tourist Motivation Based on Visiting Purpose

Table 5. Tourist Motivation Based on Visiting Purpose

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Relaxation	5	5.0	5.0	5.0
Culture Attraction	19	19.0	19.0	24.0
Natural Attraction	76	76.0	76.0	100.0
Total	100	100.0	100.0	

Based on the results of a survey of 100 respondents, 76% stated that visiting the tourist village of Nyambu and Desa Baru Marga Tabanan because of the natural attractions this is very relevant because Nyambu Village is known as an ecological tourism village which has three excellent packages namely rice fields, cultural trails and bicycle trails. Meanwhile, Desa Baru, Marga Subdistrict, Tabanan Regency, was also initiated to become a tourist village because it has natural potential.

2. Tourist Motivation Based on Reasons for Visiting

Table 6. Tourist Motivation Based on Reasons for Visiting

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Enjoy the beauty of nature	61	61.0	61.0	61.0
I want to learn another culture	20	20.0	20.0	81.0
Because i need relaxation	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Based on table 2, it is found that 61% of millennial tourists have reasons to enjoy natural beauty. This has an opportunity to promote the tourist villages of Nyambu and Desa Baru Marga as objects to meet the needs of tourists in enjoying the natural beauty of the countryside.

3. Tourist Motivation Based on Experience Gained

Table 7. Tourist Motivation Based on Experience Gained

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Health	11	11.0	11.0	11.0
Having a chance to learn a little about culture	19	19.0	19.0	30.0
Nature's peace	70	70.0	70.0	100.0
Total	100	100.0	100.0	

Based on table 3, it is known that out of the 100 respondents who were made respondents, 70 people or 70% stated that they had the opportunity to experience the beauty and peace of rural nature.

It is known that out of 100 millennial tourists who were respondents, 16 people or 16% of millennial tourists visiting Nyambu Tourism Village and Baru Marga Village are in the age group, namely 26-30 years old and the largest is the age group between 20-25, totaling 75 people. potential market in promoting and introducing more about Nyambu and Baru Marga tourism villages. The highest number of millennial tourists visiting tourist villages is from the type of work as students as much as 46%, while employees are 36%. Of the 100 respondents, it is known that the majority of tourists visiting the tourist village are male with a percentage of 54%. The characteristics of millennial tourists based on the length of stay in the tourist village are that most of them have visited for 1 day with a percentage of 57%. Motivation is a determining factor for millennial tourists to take a tour of the survey results of 100 respondents, 76% stated that visiting the tourist village of Nyambu and Desa Baru Marga Tabanan because of natural attractions. Acquired 61% of millennial tourists have reasons to enjoy natural beauty. This has an opportunity to promote the tourist villages of Nyambu and Desa Baru Marga as objects to meet the needs of tourists in enjoying the natural beauty of the countryside. Of the 100 respondents who became respondents, 70 people or 70% stated that they had the opportunity to experience the beauty and peace of the countryside.

Conclusion

Knowing the roles and characteristics and motivations that are the background for millennial tourists for vacation can be used by tourist villages in conducting market segmentation. Tourism village managers can take existing opportunities by creating contemporary products that are friendly to millennial tourists. Improvement needs to be done through increasing resources from the village millennial generation in the use of technology in the village. Nyambu and Baru Marga Villages can collectively create digital platforms that will later function as information providers, payment receipts, ticketing and online interaction with managers. According to the current largest market share that can be targeted as the largest target of visitors and tourists, Nyambu Village and Marga Tabanan Village need to sell products that are in accordance with the character and behavior of millennials. Tourism village managers are expected to be able to maintain the sapta charm element that has been carried out well.

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