Pseudoname: Xiang, Code: Interview 007, Category: International tourist, Sex: Female, Travel Group: Adults, Origin: Hong Kong

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|  | Rama:  This is to explore your opinion and experience in visiting Bali particularly rural areas for my PhD research in Bournemouth University. Firstly, I’d like to know how you define rural tourism?  007:  How I define rural tourism? I think that’s in the comparison with the urban tourism. So I think rural tourism might be, I don’t know, but maybe defined by the geographic location which is non-urban area but also defined by the attraction or theme which you like to do in a rural destination. For example, what do you have and things could be defined as rural activities or rural attractions, so that is might be different from other type of tourism. And also what you can get as a tourist from rural tourism. And I think might be very different from urban area. For example, digital detox or relaxation that close to the nature, so that is something that I could imagine part of the rural tourism benefits, but for urban tourism it might be entertainment, hedonism. So those kinds of benefits.  Rama:  So, specifically rural destination, more specific than rural tourism, what does a rural destination mean to you personally?  007:  Rural destination, I think from my experiences if I’m going for a rural destination that might be natural environment and for the great landscape and also very authentic true people are out there and try some very local food cuisine, that’s what I imagine for rural tourism bring to me.  Rama:  Yes, because some researchers written papers that rural tourism should be connected to natural open space and with local atmosphere. So that could be the one that you said about local people and local food. With that definition in mind, what type of attractions or what place you’ve visited in rural Bali at that time 5 years ago?  007:  Rural Bali (pause). So I think the area I visited about a coffee farm, we took a taxi or something else to the farm, to look at the coffee, also the animal that producing poopoo with a coffee inside. We’re visiting that factory, or farm yeah.  Rama:  So is that just one place or is there any other places?  007:  Hmm I visited other places but I’m not sure if those are rural area. Something with a little market, Ubud? Yeah, and that’s not rural, right?  Rama:  Well, some people call it rural.  007:  Yeah, since I don’t know if Bali is like urban destination or rural destination since it’s like famous for the beach, for the resort, other areas, they’re having a core area, it’s other area so it’s difficult to find that. And I think we visited some … there close by, and we went to a local market, street market in Ubud I think. There are cheap products to sell. I think that’s the area. And I went to the beach for the sunset, like occupied for a seafood restaurant, Jimbaran. That’s also one of my destinations.  Rama:  But it’s not rural is it?  007:  I don’t know, but It’s just on the way back to our resort and then we pass by that. I'm not sure.Where is it? Yeah, and also so yeah.I think the most rural areas as I remember is about the farm I visited. Yeah since we have to take it go directly by taxi since no public transportation. It is quite rare in remote area so I remember that clearly.  Rama:  Was this you first visit to Bali or this is the only one?  007:  Um yeah Bali my only destination in Indonesia and that I only visited Bali  Rama:  I mean this is your only visit to Bali as well, you’ve never been to Bali before, right?  007:  No, this is my first time.  Rama:  But also you came there for… you said for conference  007:  yeah, for conference but we have a lot to spent time. And even during this conference they have a tours. So we managed to visit around but I think go to the farm just far away. So that's our own time that is not organised by the conference  Rama:  Okay? So I just want to take on your background on your visit to Bali. At that time, where were you come from? I mean, were you from come from China or from the UK?  007:  Hong Kong  Rama:  what is the composition of your travel? I mean your travel companion.  007:  Oh it was my colleague  Rama:  How many people?  007:  A small group, me and another girl. And we have some other colleagues but we didn't travel together.  Rama:  And how about your travel to that coffee farm, how many people?  007:  only two, me and another girl (a friend from Hong Kong  Rama:  So was she in your age? Is she in the same the same age as you?  007:  I think she's much younger than me. She's now having a PhD now, haven’t graduated yet.  Rama:  Do you mind if I ask how old were you at that time?  007:  At that time, 31, and my friend was maybe 25.  Rama:  How long will you stay there? For the whole trip in Bali.  007:  Four days or five days and then four days, probably yeah.  Rama:  it was in the southern part of Bali, right? I mean in this city center  007:  Yeah.  Rama:  and then were you move around? I mean for your accommodation, or you just stay in one accommodation only  007:  Only one accommodation.  Rama:  Do you have any driving license in Hong Kong at that time?  007:  No  Rama:  I mean, I don't know in Hong Kong, is there any different between motorbike license and car license?  007:  I think so. Yeah.  Rama:  But you didn't have any of these  007:  No.  Rama:  So what, what is your main transportation mode back in Hong Kong the other day  007:  in the old days in that time? Mostly public transportation like the underground, yes, MTR. Sometimes bus, but not that much, mostly MTR.  Rama:  Yeah that is really sophisticated public transport.  007:  Yeah Yeah  Rama:  Alright. And How did you travel to Bali, was it by airplane? Of course, right?  007:  Yeah,  Rama:  So yeah, let's go to further to Bali specifically. Actually, you said that you came there for a conference, but you mind was probably for leisure for the holiday or something. But what really made you thinking like that? I mean what attracted you to, what brought you to that kind of thinking that instead of going there for the conference only, okay, I want to also enjoy and experience the tourism in Bali for example.  007:  Yeah, I think when attended conferences, the destination is very important, and I think Bali  is a very good location for holding an international conference. So, I think first, the conference is good is famous, well organised. So that's one of the reasons and then I think Bali is a destination that I want to go for a long time. And so for beautiful beach, resorts, and excellent services. So that's what I think what (Bali) is famous for. And also convenient transportation, we have a direct flight from Hong Kong to Bali, So that's also very essential. So if I need to transfer anywhere, I might need to consider about that since I don't want to transfer as many times. And yeah, I think that's the main reasons I choose to attend it to go to Bali.  Rama:  but particularly for the rural attractions you said about the coffee farm. Why did you travel to the area? Especially you, two of you separated yourself from the larger group and just two of you went further to the rural area. Why, why did you do that? I mean why you did you travel to the area?  007:  Since I want to see something different at different from the core part of Bali that different from where I'm from Hong Kong. So I think I want to go to some rural areas to see what's happening there and anything as a tourist to enjoy. And I think that the coffee thing is in Bali or in Indonesia is kind of like famous since I heard about this.  So I want to see, I want to try the differences, I want to see how it was in the growing up, how it produced. So the curiosity about the whole process and there's a lot of tasting section, which were a lot of different kind of coffees, I think that something of attract me.  Rama:  But what did you really value in that travel? I mean, what’s so important or so enjoyful?  007:  So what's what's enjoyful for this?  Rama:  What’s the most valuable for the travel. I mean yeah from the beginning of your (trip) in the hotel and then travel to the area then enjoy the place there and then come back again to your hotel?  007:  Okay. So, for that part itself. I think outside the farm the experience is very enjoyable. Since I see a lot of different kind of things, you see, how their growing different kind of like a plant coffee beans, and how those animals are eating them. And take it out and then how they stay or something else. I think outside experiences is very interesting.  Rama:  How about the travel, I mean, on the way, from your hotel to the to the place, to the attraction, and from the attraction go back to your hotel. Is there anything particular interesting or challenging or is it not so good?  007:  I don't have any like, very strong feelings or memories about the trip. But I still remember some of the roads were not in a very good condition, so the cars like up and down and they are not very stable.  Some parts are good. I think we're passing by a very long bridge. I think it's a newly built, maintained. So, that part of the road is very good. Some of the rural areas, the road is not very good. And I think it ~~starts up~~ with a long time, not really, definitely not ~~receive~~ 40 minutes and think must be longer than that. So, we’re the first to arrive there.  Rama:  One hour  007:  I don't remember actually, but I feel it's … I can still remember it's quite a long journey. And the weather is very hot and I think if I remember correctly, there's no air condition within the taxi so that make me remember that.  Rama:  Oh really?  007:  (Laugh) So we opened the windows. But you have the wind coming in, you know, while you’re driving. But just deal with the hot because  Rama:  It’s quite hard.  Okay. So what about the other day. Did you just visit places in the southern part of Bali, right? The other days, apart from that day you visit to the rural area.  007:  I think we went to some other parts like a market. Yeah, that's may not be the rural areas. For other places I don't think I visited much about rural areas since I think I will ... I also need to … It's like I think that's made for tourist, attract for tourist, there is a lot of restaurants, shops, it's like an outlet, people getting in and they buy a lot of things from different shops, a lot of restaurants, barbecue, local Indonesian food. We also went there for dinner I think.  Rama:  How did you get there? Was it using a taxi or something else?  007:  I think we're walking there, it’s not far from the resort and I think we probably walks there.  Rama:  I see. So you just use a taxi when you went to the coffee farm, right?  007:  Yeah, and the way to Ubud market, it's by the coach, since the conference organised that.  Rama:  So from your view personally, why did you choose that kind of taxi? I mean was that conventional taxi or you book it by an app or something?  007:  In the trip to the farm? I think we book the taxi from the hotel reception.  Rama:  Why did you choose to use taxi and just request from the hotel?  007:  Since we don't know anyone else, we just strangers there. So, the only persons we could trust, or we can get information from, is the hotel. So, we're in the hotel. So, we asked information from hotel and they already have some, you know, connections with some of tour services. So, they introduce to us, they have already some connections with taxi drivers. So they normally know, they know personally, so they introduced to us and also the … part is the first is for security, I think the whole town know them. So, they don't drive us somewhere nobody's there and also the hotel could receive the money, like representing them. So as a visitor, we don't need to exchange a lot of currencies locally we can pay just either by card or to the reception, easier.  Rama:  Okay. So, you said that you chose taxi because of the security and ease of payment, and you stay at a hotel and then you feel that the hotel will know what's the best for you, right? But did you know, any alternative transport mode that can get you to the coffee farm other the asking the hotel for taxi?  007:  No, but I think there might be some tours, I guess. But it's not like you can book immediately when you want to go. So, I think taxi is the best choice for us and for any public transportation I don't think there's any.  Rama:  All right. From your personal point of view, is there any relationship between your choice of transportation mode and your goal of that travel to rural area?  007:  Any relationship? I think just … taxi could bring me there. So, but if you ask any relationship …  Rama:  I mean, whether my choice of transportation mode will also, for example, giving me better experience on the way or I just want to get there as fast as possible, or …  007:  I think it provides us the flexibility, like the taxi that we know when you call them, they can just arrive maybe like, 10 minutes, 15 minutes. So, that's easier for us to arrange our schedule, our itineraries. But for the public transportation, you need to wait in different times. You need to wait for them. And for tourists, I think time is very tight almost for everyone.  So, if we can have a flexible choice, I think may be taxi, it's good for us. And also, for the currency or for the, for example, I think picking a taxi in Hong Kong, if it’s lots of time it will be very expensive, but for that long of time in Indonesia, I think it's affordable. So because of the price, I think I could afford that.  Rama:  Was that trip base or hourly base, the fare for the taxi?  007:  Trip based, for certain amount of money.  Rama:  So, you use the taxi for the whole day?  007:  (3:17) Um, no, I think we asked the reception that we want to go to the farm. And for the return trip, how much we can get from there? And they gave us a price.  Rama:  With no time limit whatsoever?  007:  No, no not, it's not a public taxi. It's like a private. You know, a private car.  Rama:  Yeah, I see. So it's like a car hire or rent?  007:  Yeah, I think so. It's like the hotel has some like, you know, familiar people. I mean, you know. They always deal with their businesses.  Rama:  Yeah, yeah yeah. It's is the most common way for tourist in Bali to rent a car there. Yeah, I don't know if at some point in the future you will you come back to Bali again? For leisure, for example, or  007:  Yeah, I think it's possible. Especially if I'm having holiday back home that in Hong Kong. I think Bali is one of the choices that I want to have some relaxation or family trip.  Rama:  If then you will go to Bali again and then some near future. For example, will you consider another or other mode of transport there?  007:  It depends on what's the availability for me. For example, if it’s still like a what I had before, like the taxi, the cars, or the like scheduled coaches, and we still need to choose taxis or like the private cars.  But if they have a public like a well-established public itinerary, like here hop-on-hop-off buses in Bournemouth, I think I will definitely try that.  Rama:  Even if you go to the destinations or attractions that is far away from the city centers, will you consider the hop on hop off (bus)?  007:  If I go there? Yeah. If we have the bus go there, I'm not sure since normally those buses are around the city centers or the major attractions.  Yeah. But I mean if you have some much good transportations that like has been tried many times but many visitors for example, maybe on the social media or on different ages if they post a comment that “okay this is the very good experiences or this is a very well-established itinerary. So, I think I will try.  Rama:  Could you tell me why are you interested that? For example, you mentioned hop on hop of bus  007:  I tried hop on hop off buses in the UK, in different cities. So, I think the advantage for that is it covers all the famous attractions in the city. And also, it has the tour guide of what so they can introduce us about the information. But I'm not sure if that a suitable for the rural area tourism since its normally far away.  But I think it's possible is durable since here, you know, we have like those buses from Bournemouth to Salisbury so even further so that's all in public transportation. So, I think that’s also possible for the public transportation. And also, if there's a choice, for example, if there's choices for public, like buses or MTR, or this kind of things could, you know, replace those private cars, I will definitely try the public ones since you may meet other tourists, you may meet local residents.  So, you know, the social aspect in travel, not only, you know, this hide into your own cars, you're like in the bubble, you don't really interact with outside. So that's also the other advantage for the public transportation.  Rama:  Yeah, yeah. Well actually, there are many more options and probably at that time of year as well at 2017. Because I think it's since 2015 there are more choices like ride hailing, for example, like Lyft or Uber here in the UK, we have that one, two companies in Indonesia and also available in Bali. But yeah, that that's fine. I can see what is the point of view from international traveler, at least.  Other than motorised transport have you ever considered not motorised vehicle as an option?  007:  Motorbike?  Rama:  Non-motorised means, like bicycle or  007:  Oh, we ride by ourselves? Oh, it has on the distance if it's too far away. I may not be able to ride by myself. I'm not really good at riding bicycles. So if it’s within maybe 30 minutes, I will consider (riding a bicycle)  Rama:  Half an hour?  007:  20 minutes. Half an hour is far for me already. (Laugh)  Rama:  Okay. So there will be new transportation modes being developing Bali. It’s still in a feasibility study phase, such as the train actually, like, not the common train but the light rail, but it's installed on the ground, not on the top and it will go around the island.  007:  That's good.  Rama:  And there are also suggestions to electrify the vehicle become electric vehicle. Yeah, with these two options will be there, I don't know it's some years in the future. Will you consider these two modes of transport?  007:  Yeah, definitely. If it's just like, like how to say, modern rail or like on top of the ground, I think, why not?  It's even better than MTR since we can see the sceneries in the train. I think that might be my priority in transportation.  Rama:  It will be on the ground, not on the top.  007:  Oh on the ground. Okay, but still good, I think it’s efficient and it's fast, cheaper than hiring cars and also it’s more green than having your own hired cars. So I think that will be a good choice.  Rama:  Okay. May I go back to your travel Bali in 2017. Did you plan your itinerary in Bali? Of course, that is the conference event when you are organised by the event organizers, for the days that you are in Bali, but you find this free time for you to go to the rural area.  Did you plan this from Hong Kong for example? Or you just go for it?  007:  No. I plan when I arrive and yeah. So, I think, um, since I can had a little bit trouble when I'm not presenting, so maybe there's no particular days, I'm available.  So when I arrived the hotel, I can you know, immediately at the reception, for example, what suitable for the half-day trip or what they trip and they already a lot of brochure in the reception desk. So we just had a look and then we decided where to go.  So we contact the reception to make the trip for us.  Rama:  So it looks like spontaneously. Yeah, but I guess you have not so much time as you just have one, two days free other than that events. Okay.  Yeah, reflecting on your trip at a time.Of course research shown that they said people develop skills to travel. But in your viewpoint, what are the skills or knowledge people would need to be able to travel, particularly to rural Bali for example?  007:  You mean tourists, what kind of knowledge or skills we should have to travel in Bali? (pause)  I think … So that basic information about traveling to anywhere. For example, the currency was the, how much for everything roughly the destinations, is it cheaper than your you know, home or is it more expensive than your home. That's very basic. And also, first, they need to decide, you need to find out how to a travel from the airport to your hotel, by car, by train, or anything. So that's a very basic information you need to know (14:50) prior to your arrival. But of course, we have some time we can search online for some basic attractions that most of them are attractions that a must-see attractions in Bali.  So you can see what's really attracts you, but it doesn't mean your hotel have the services or maybe it doesn't mean your hotel is close to destinations. So it's still, those very last minute you need to make decision, you rely more on the information provided by the hotel, for example, this travel brochures or any travel services they may provide. Um yeah I think that's something last minute.  Rama:  I see. Okay. Let's just close this section. You've already mentioned what when well, with your, with your trip to that coffee farm. But Is there any challenges at that time? Particularly your travel to that coffee farm.  007:  You mean, the travel by the hired car, from hotel to the farm, any challenges for this transportation?  Rama:  Yeah. Is that any challenges?  007:  Hmm, challenges … One of the challenges might be ... We're traveling, two girls traveling. We still, even though it's organized by the hotel we still a little bit concerned about the safety or security since you select very private cars, and we could only trust the drivers, but nothing else, and there's no validation, no like authorized or something. So the safety of security might still be one of the challenges for female travelers.  Anything else? I think hired cars or private cars may not be really eco-friendly. It's not only for two passengers, you travel for such a long time. So I don't think it's a good for the environment but that's the only thing we could select at that time.  The condition of the car is not very good, not a new car or no air conditioning, they need to open the window. So that's another challenge. Um, other things. I think that might be all.  Rama:  Yeah, yeah. I just wondering if, whether you have an experience, trying Uber or Lyft here in the UK?  007:  Yeah, in the UK I use Uber all the time.  Rama:  Really? Yeah. I mean for transport, not for food delivery.  007:  Yeah for transport. Since I don't drive and the Uber is, is a cheaper than taxi. So I like Uber but it's not always available. Sometimes, since we don't have much Uber drivers in Bournemouth.  But in London there is a lot. So sometimes I just try my luck. Sometimes I can find a driver but otherwise I just call the taxi companies.  Rama:  I see. Have you or in your opinion, is this safety concern solved by this kind of like app-based verification of the drive, ratings, and so on and so forth?  007:  You mean like the sharing economy platforms?  Rama:  Yeah, you can also, I don't know, you can give a rating to the driver and you can see the drivers’ rating before you get into the car. In your opinion, is this solve your safety concern at some point?  007:  Based on the Uber platform, I think I'm fine since they have all the necessary information, at least the picture and how many stars the drivers having and what’s the type of the car. So I want to get in the wrong car. I think Uber is fine, since the information is transparent.  Rama:  Yeah because you know we can see that the drivers probably have experience, right? And the others passengers can comment about what the drivers can do ...  Then let's get on. The idea of sustainable has become very popular nowadays and then I just want to know your views about the sustainable tourism travel.  007:  I think sustainable travel is a very important concept nowadays, especially among younger generations when they're traveling. They keep those for social be like pro environmental behaviors in mind. So they oh we're appropriate to demonstrate it. And I think this even more important for the rural areas through tourism. Since like the places in, for example, Bali, for rural areas is not much well established public or in a well facilitated itinerary.  So many or many tourists have to use this and eco-friendly transportations, like our own car or like motorbikes or something else. So I think that's a big concern, um, but I do think we can still do something to improve it. In comparison, I think urban travel is much more eco-friendly since they have a lot of more public transportation and the people with their developing or try to plan for the destinations, they already um integrated or incorporated this concept into those services.  So, I thinking urban areas is performing better than the rural areas.  Rama:  Again, in your personal view reflecting on those on your travel to the rural coffee farm. How can travel to rural Bali can be made more sustainable?  007:  That's a good question. So, if we have to use the private car, it could be, for example, electricity vehicle, um, rather than, you know, the normal, the old fashioned ones. And they could design some public transportation routes, for example, some coverage, some particular rural areas, and they have different stops and they have different time to pick us up. I think that's also easier and the better for the environment.  (pause) Yeah, I think currently I only think about the two solutions.  Rama:  Yeah, I have some concern but I can take that after the last question here. So, for you as a tourist, what would you personally do? If you can come back to Bali and go to rural areas.  007:  Depending on my travel purposes, I probably am not sure, but maybe in a near future since I and if I'm travelling to Bali, it might for family trips.  So I think I may … in a resort to entertain the kids or to have a relaxing time. And if I have some spare time I may travel to some rural and urban areas outside the resort. But um since it's a family travel, it has to be the transportation to be very convenient.  Yeah, it has some constraint on my behavior, actually.  Rama:  Okay, so it was about family, right? So yeah, your option are tied to the kids and then provide convenient mode of transport. Alright. So I don't know if by chance you know that your travel option is a typical way how Hong Kong international tourists in Bali would do the same thing as you.  007:  You mean family travel or you mean staying in resorts? Yeah, I think I know they like. I'm not sure of a common travel since Bali is also, I know, a romantic place. So, couples or even single persons with friends, they could also go to Bali. So this is not a problem, but I know people love to have those, I know indulgent or hedonism or try to pampered themselves in Bali since it's famous for its services. And oh, whenever we were thinking of destination, we are thinking of for a relaxing trip with a different kind of services. So probably we won't we won't make us too tired. But basically my thought maybe some people they like, you know, natural environments. They may go for hiking or bicycle. So this possible but like me, my perception, I went to some other islands or some other countries in South East Asia, like Philippines or like Malaysia. So now I go to some islands, I stayed in a resort for a long time and I do spa and I stay in the hotel. I don't really go much, go out much more, but maybe one or two trips. And I think that's all for me. So I'm kind of like a lazy type of tourist.  Rama:  All right. Yeah, I found this this kind of options or preferences from the tourists who go to Bali with family, or with kids.  007:  So yes, but I think that the resorts are very good for kids, for the entertainment, they have a lot of activities. The schedule, design, for kids to free out the couples, I think.  Rama:  Do you know that those kind of drivers or car hire is run by the local people not by the big businesses of big firms?  007:  No.  Rama:  I see. No, it's just it's out of my question draft but yeah. Because many rental cars or rental motorbikes are currently run by local people. So I found, yeah, I have interviewed some, some people from Bali from Indonesian Professors as well. They said public transport provision might create social tension with the local people because  007:  might be, it's catching their jobs.  Those things like the local people, it makes their lives harder, or they're just, you know, reduce their employment opportunities. And it's I can understand that. Yes.  Rama:  Yeah. I’m in the middle of confusion here between keeping local people jobs there people income there, and make the transport even greener or less pollution or less emissions. But yeah, probably meet more stakeholders because I divide my interviews into stakeholders and tourists.  But yeah, I’m still finding the midpoint between what stakeholders wanted and what tourists really wanted.  007:  Yeah, I think is there maybe under thinking, if, for example, the current car hiring from the local people, maybe, if the government wants to invest some of the in the environmental friendly transportation, they could try to transform those old-fashioned, you know, a diesel used cars to the electricity vehicles or, you know, they could invest for those local people but they could also make a living by providing services.  But actually, if you ask those drivers, most people themselves to make the changes or do investment, I don't think people do that or they cannot afford it. So yeah. It's thinking about different just ways, but it depends on if the government's wants to do that, since it might be out of money.  Rama:  Yeah, even public transportation financially is not sustainable, right? Yeah, it requires subsidies. Except, MTR Hong Kong, because the fare is based on, I don't know, they calculate the inflation. So the price will move up and based on the economic situation as far as I know.  007:  Yeah, I think it Hong Kong for the MTR even though it's well established. It's a very well maintained. During those peak time, you can still see a lot of worker like staff in the station. They are holding some signs or answering questions from the tourists. So yeah, you can see a lot of more, like a half volunteer, half the staff. Maybe I think they're only working during those peak time to help people, you know, like tourists to also get questions.  So I think this is like a mixed mode of the business strategy. Yeah, they want to keep the people but they reviews some parts of the job to stay make you participating and engaging in these tourism industry. But it's half like volunteer activities. So for those people who may not have a low income or they have a spare time, but they do not have other skills, they could participate. So, I think there's a lot of business mode or engaging mode in this communities.  Rama:  Wow, I just know that. Thank you.  007:  Yeah, this is a very interesting last time. My colleagues in Hong Kong. He's new there. He said, why is there a lot of local people working here, I don't think it's necessary.  I mean, it's not necessary for you but necessary for them, you know, in the morning time at the late time or like for the holiday, a big holiday time. You can see the volunteers wearing this jacket, like a red jacket holding the sign, you know, you can ask them for any help and I think that's is half-half mode.  Rama:  Yeah, Yep. And then again Yeah I'm choosing overall as a more challenging context. So  007:  Yeah, in rural areas people are hard to manage. How to control. They’re, you know, living everywhere. And they like maybe their education level may not be that high. So it's quite hard for the government to ask them do one two three or they may not really follow. So it's even more challenging.  Rama:  All right, thank you so much.  Just one last point, I have this picture of travel pattern from various papers. I just need you to tell me, what is the most appropriate travel pattern for you when you are in Bali five years ago  007:  Yeah. So, I'm from home. And number one is a single destination pattern. Number two, enroute pattern. Oh I see a base camp pattern and four is original tour pattern, trip chaining pattern.  Original trip pattern patent, the trip chaining pattern. These two looks very similar.  Rama:  This come back to the hotel, but this one came back to your home.  007:  So home is, it means Hong Kong.  I think number three, if I go to like Bali, like A3 might be Bali and for example my resorts, like A3, and two different places.  Rama:  Yeah. Yeah, it fits you your story as well. Good. All right.  007:  It's like IQ test (Laugh)  Rama:  No, it’s just because, yeah, people travel pattern in Bali is slightly different from those kind of established pattern in journal. So I might need to slightly develop the travel pattern a bit. Because people stays in Bali more than four days, and tend to move around for the accommodation.  007:  So, oh, to other for example, islands. Other cities in Indonesia?  Rama:  No. I mean to other hotel within also the same Bali island.  You are the seventh I've interviewed including national and international tourists. But more than half of my interviewees are moving around within Bali. Instead of staying in the resort, for example, even with kids.  007:  Maybe they want to explore more parts of Bali.  Rama:  Yeah, yeah. So I will develop a little bit about the travel pattern, but yeah that's all. Is there anything you want to add our to ask before I turn off my recording?  007:  No. I think that covers most of the questions, I think. And I think it's also important for the destination's image and linking back to the environmentally friendly image. Since now only in a traditional mindset, Bali probably is one of the luxury service resorts of hotels, or the full of luxury services.  So when we come to the concept of the luxury sometimes, it might be a little bit conflict between now being pampered or having eco-friendly behaviors. So, for example, many people, they just want to, like one stop services. (They) don't want to people that much by no, for example, saving the water or being environmentally friendly or by the tickets for the public buses, to go to some places.  So their travel purposes and a destination image as well as the environmental friendly actions. There might need a good bridge to bring them all together. Since, I feel this concept might be a little bit more conflicting with each other.  Rama:  Yeah, thank you. Then I will turn off my recording. |