Pseudoname: Putri, Code: Interview S002, Category: Business, Sex: Female, Level: National, Job: Local & Outbound Travel Agent Manager

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| Rama:  Ini untuk riset PhD saya di Bournemouth University. Tadi sudah disebutkan juga kalau ada yang akan dikutip hanya statement-nya saja, tanpa nama. Jadi bebas mau menyampaikan yang, kalau dirasa confidential atau controversial, ga ada threat gitu. Oke yang pertama, boleh tahu job role Anda dan involvement di pariwisata atau transportasi?  S002:  Saat ini aku lagi running business, travel agency, khusus di luxury segmentation. Marketnya Indonesia. Aku cofounder dan business development. Intinya bisnisnya luxury travel agency based di Indonesia, marketnya Indonesia, untuk destinasinya worldwide termasuk Bali. Jadi untuk domestic, Bali memang tujuan yang popular juga buat klien kita.  Rama:  Jadi orang Indonesia?  S002:  Ya, marketnya orang Indonesia. Jadi domestic travel.  Rama:  Berarti banyak outboundnya dong ya?  S002:  Ya, jadi memang sebenarnya sih 80% harusnya outbound, 20%nya domestic. Cuma kan karena kemarin pandemic dan kita juga baru berdiri pas sebelum pandemic, jadi ya sekarang masih kebanyakan domestic. Tapi kita outbound juga udah mulai jalan.  Rama:  Kalau yang domestic selain Bali mana lagi?  S002:  Ada yang popular tuh Labuan Bajo, abis itu Raja Ampat, Maluku, terus Jawa juga sih. Jawa tuh kayak Yogyakarta, road trip gitu kayak sekarang kan luxury train dari Jakarta ke Amanjiwo itu untuk ke Borobudur. Nah itu mulai popular juga sih. Jadi kayak experience luxury train di Indonesia kan belum ada, baru itu doang. Dikelola oleh KAI juga.  Rama:  Nah kalau risetku kan tentang rural destination travel di Bali, spesifik rural areanya doang. Boleh tahu pandangan Anda tentang rural tourism?  S002:  Rural tourism kalau untuk Indonesian market sendiri, sometimes diminati sometimes ngga sih. Karena tergantung preference dari klien juga, Cuma ada juga marketnya dimana kayak mau escape gitu kan dari kesibukan di Jakarta karena kebanyakan marketku business owner, itu tinggalnya di Jakarta, bising juga sama day to day. Jadi ke Bali nyari tempatnya yang lebih tenang gitu, jadi lebih ke yang remote. Contohnya mereka biasanya kalau di Ubud gitu itu mereka pakai private villa, karena satu keluarga kan, ga mau keramaian gitu. Atau di resort-resort yang khusus buat wellness gitu. Jadi mereka datang ke sana Cuma buat yoga, atau Cuma buat meditasi. Jadi lebih ke situ sih. Tapi di sela-sela trip mereka andaikata pakai private villa pun biasanya kita kayak selipkan activities yang memang kayak ada culturenya gitu. Kayak ikut sama warga local melukat, abis itu cooking class. Di tengah-tengah sawah terus ada pendoponya terus mereka cooking class di situ. Belajar bikin masakan Bali itu ada juga. Terus cycling tour masuk ke desa-desa juga ada. Touring pakai motor yang naik gunung gitu, masuk ke hutan-hutan, ya motor cross kayak gitu lah. Jadi memang ada Cuma karena kan di luxury market itu ga banyak wisatawannya. Tapi sekali pergi kayak arrangement nya macem-macem perintilan. Jadi menurutku ga main di quantity sih, main di quality. Tapi untuk rural tourism itu memang ada sih, lumayan diminati lah kalau Bali.  Rama:  Plan travelling itu dari TA atau tamu?  S002:  Jadi biasanya kita ada pre-interview gitu, jadi kita cari tahu dulu ini tamunya pengennya kayak apa. Abis itu kita ga punya ready itinerary yang misalnya hari pertama apa, hari kedua ke sini, hari ketiga ke sini, ngga. Jadi kita kayak bener-bener semuanya customized gitu loh. Jadi based on preference tamunya, ini tamunya ga mau di city centre gitu, maunya yang di rural. Ya kita buatkan tripnya sesuai dengan yang dia prefer. Jadi kalau misalnya dia ga mau ke desa-desa, ga mau rural, ya kita atur aja yang deket shopping centre atau deket beach yang memang touristy, ya tergantung tamunya aja. Biasanya kita suggest juga itinerary nya, opsi A ke sini, hari kedua nanti bisa kemana lagi, bisa diatur. Atau ada yang Cuma mau mobil doang. Atau misalnya mobil plus driver, mereka kayak fleksibel lah nanti D-day nya mau kemana tergantung mood aja. Yaudah berarti disewainnya, kita arrangenya Cuma akomodasi plus mobil sama driver unlimited hour misalnya. Jadi kalau misalnya dia mau pergi kemana ya tinggal pergi aja gitu sama drivernya. Itu juga ada jadi kayak free and easy gitu, jadi depend on tamunya biasanya.  Rama:  Berapa orang biasanya?  S002:  Small sih family, maksimum ada yang big group family 20 orang. Rata-rata yang paling 6-10 lah. Paling sedikit ya couple ada 2 orang. Umumnya sih family with kids. Adult sama anaknya, 2 sama nanny nya 1. Ada juga group of friends, biasanya lebih banyak 10-20 orang yang datang, couple, couple, couple, teman-teman semua.  Rama:  Oke, selanjutnya focus di rural ya. Untuk destinasi rural sendiri menurut Anda seperti apa sih?  S002:  Rural destination ya daerah pedesaan yang lebih remote lah ya, yang masih asri. Sebenarnya kan Bali di luar Denpasar udah masuk rural ga sih. Kalau menurutku di luar yang touristy areas, itu rural, yang masih bisa komunikasi sama localnya, yang emang daily life mereka masih original. Kalau aku bisa mention sih mungkin yang masih rural tuh kayak Ubud, kayak di Uluwatu tuh kan beberapa tempat juga masih desa gitu. Terus apa lagi. Sebenarnya sih di luar dari itu ga banyak yang orang cari sih. Kayak ya biasanya paling di sekitar-sekitar situ aja.  Rama:  Kalau tamu yang ke Bali biasanya berapa % yang rural dan city centre?  S002:  I could say 70% ke remote, 30% ke yang di kota gitu. Karena sekarang mereka udah beralih nyari yang secluded kan kalau orang-orang ini. Jadi kayak udah bosen gitu sama city, kayak nyari something yang beda. Karena kan ini Bali ya, mereka kan udah pernah ke Bali sendiri sebelumnya. Klien aku kan advance traveler semua. Jadi kalau misalnya cari yang city mah udah biasa mereka bisa booking sendiri. Tapi kalau misalnya pakai travel agency, khususnya untuk di luxury travel berarti mereka cari yang something different yang mereka ga bisa booking sendiri biasanya. Jadi makanya yang dioffer lebih ke local experience gitu, ada juga yang kita sempilin yang kayak sustainability contribution nya gitu ke locals. Jadi ada kayak visit sekolah-sekolah untuk bagi sepatu. Tapi kalau itu aku kurang inget detailnya karena aku ada tim product yang ngurusin itu.  Rama:  Kalau bisa ditambahin lagi, kalau ada, kenapa mereka mau ke area rural? Selain mau escape…  S002:  Ada beberapa reasons sih yang aku perhatiin ya. Pertama, dia pengen jadi trendsetter. Ada yang pengen imagenya dilihat di social media atau dimana tuh as orang yang berkontribusi ke rural, kayak sustainability gitu, voluntourism. Terus pengen cari voluntourism biar jadi trendsetter juga jadi orang-orang kayak “oh itu dimana? Saya ga pernah ke sana.” Karena mereka itu followersnya sedikit tapi influence gitu loh di circlenya. Jadi buat mereka, mengunjungi tempat yang belum pernah dikunjungi sama orang sebelumnya itu adalah suatu kebanggaan. Terus memang mostly reason nya kayak pengen santai, pengen lebih ada privacy. Jadi terus pengen quality time sama keluarganya di tempat yang lebih ga city, lebih tenang. Terus apa lagi ya reasonnya ya. Ada juga yang adventurous orangnya, jadi pengen explore, explorer, explore experience yang baru.  Rama:  Bagaimana perjalanan tipikal yang ke Bali?  S002:  Landing terus dijemput pakai private transport. Kami biasanya hire untuk mereka driver dan mobil, lalu check in ke hotel, atau resort, atau villa. Hari pertama itu ga ada (aktivitas) apa-apa biasanya, nanti hari kedua, ketiga, baru ada activities, at least 1 activity per day. Jadi kalau tamu aku tipikalnya yang lebih suka santai, bukan yang satu hari padat dari pagi sampai malam. Mereka lebih kayak stay di 1 tempat misalnya di resort atau di villa and then activity nya di sekitar situ, atau day trip gitu tiap harinya. Jadi basenya di satu tempat.  Rama:  Nah yang daily itu mobilitasnya menggunakan apa?  S002:  Pakai private car juga  Rama:  Bagaimana kalau yang dekat?  S002:  Depends…ada yang pakai sepeda, nanti kita sewakan sepeda di vilanya, jadi mereka bisa pergi naik sepeda. Ada juga yang pakai 4WD off road, terus pakai ATV, sometimes pakai kuda juga ada. Jadi macem-macem sih, bisa experience macam-macam transportasinya. Kalau motor sih yang motoran biasa yang sewaan gitu ga banyak. Tapi kalau motor trail gitu itu lumayan ada.  Rama:  Sepeda ini untuk sekitar situ aja?  S002:  Iya, tapi depend, ada yang emang ke Bali khusus buat sepedaan itu bisa jauh. Terus ada guidenya biasanya kalau sepeda trip yang jauh. Jadi kita sediakan guide emang untuk guide rutenya kemana-mana. Nanti guidenya ini pick up tamu di resort atau villanya, sepedanya udah disiapin dulu sebelumnya.  Rama:  Full service ya?  S002:  (Laugh) Begitulah, kan maunya enak. Jadi walaupun rural tapi comfortable begitu mereka. Jadi mereka ga mau diajak kotor-kotor. Mungkin kotor-kotoran as a part of activities iya, tapi ga mau yang tripnya dia effort gitu. Misal jalan kaki ke akomodasinya naik tangga. Ada tamu saya yang cari vila itu harus kita tahu berapa anak tangga yang bakal saya naikin, berapa steps. Karena mungkin ada juga orang yang agak tua jadi dia concern dengan orang tuanya. Jadi even though mereka pengen experience rural atau remote destination, tapi tetep concern sama comfortable dan safety juga.  Rama:  Mereka pakai atau pilih moda transportasi itu karena apa kira-kira sebabnya?  S002:  Ya itu, kenyamanan satu. Lalu safety juga, udah pasti mereka lebih prefer pakai mobil daripada motor karena mungkin safetynya mungkin kan. Terus barang bawaannya biasanya banyak. Tahu sendiri orang Indonesia kalau shopping kopernya beranak kan. Jadi walaupun mereka ke rural, pasti ada hari-hari terakhir sebelum pulang beli oleh-oleh gitu. Jadi pasti bawa tasnya cukup banyak, apalagi kalau bawa family juga kan, anak-anak. Jadi barangnya pasti banyak, jadi ga mungkin pakai motor. Satu itu, jadi pasti pilih mobil yang lebih spacious gitu untuk bawa barang-barangnya juga. Kan itu harus kita kalkulasi juga makanya biasanya sebelum kita kasih tawaran transportnya, misalnya mobil tipe apa, misalnya Alphard, atau minivan, atau tipe yang lebih kecil sedan. Kan kita mesti nanya juga barangnya berapa banyak kopernya yang dibawa misalnya. Jadi kita harus kalkulasi juga. Jangan sampai nanti dia datang, orangnya sih satu, barangnya lima, kan ga muat. Terus experience juga kayak activities gitu kan ada moda transportasi, sepeda, kuda, atau apa gitu kan mereka carinya di experience sih, kayak “oh belum pernah nih naik ATV di Bali” “belum pernah sepedaan di Bali pakai sepeda yang bagus.” Tipe tertentu, kadang emang ada request spesifik gitu. Mau sepedanya yang seri ini, aku aja kadang ga paham. Kita ada kerja sama, pastinya sebagai travel agency kita punya partner juga yang operate di Bali. Jadi kita punya koneksi provider siapa yang bisa sediain ini ya, emang specialty di tour sepeda ya kita punya juga, tinggal kontak-kontak gitu. “Eh ada ga spesifik ini?” Tamunya maunya seperti ini requirementnya, kan kita harus bisa sediain nih. Ya kita ga mungkin bisa ngerjain semuanya sendiri juga lah. Jadi ada kerja sama juga sama local di sana. Local operator, Balinese, guide juga kan pasti orang Bali yang memang udah tahu blusukan.  Rama:  Oke, itu kan factor-faktor internalnya ya, kalau factor yang di luar mereka bagaimana?  S002:  Oh kalau factor eksternalnya udah pasti kita akan suggest transport yang kita udah kerja sama dan pasti trusted, primary label, emang kita udah tau track recordnya. Wah ini pasti tamu kita selamat kalau pakai dia. Udah gitu pasti on time. Jadi menghindari hal-hal yang ga diinginkan lah, tiba-tiba mobilnya mogok di tengah jalan kan ga lucu gitu. Udah pasti harganya juga sesuai, yang ga overpriced, all inclusive. Udah gitu kan ini karena tamunya full service jadi kita emang cari yang servicenya oke, yang drivernya ramah, drivernya knowledgeable. Dari transportasinya, yang bersih, yang baru, physicallynya ga yang jorok.  Rama:  Yang knowledgeable dari driver kan emang perlu ya. Kalau dari sisi si tamunya perlu knowledge apa kira-kira?  S002:  Knowledge apa yang dibutuhkan sama tamu sebelum dia pergi. Ya knowledge nya sih kalau ini tamuku kan kebanyakan full service ya, jadi knowledge yang dia perlu tahu ya Cuma harus kemana dia biar ketemu drivernya. Harus kemana loketnya.  Rama:  Iya, jadinya itu doang kan?  S002:  Iya, jadinya Cuma itu aja karena semuanya udah diatur. Karena semuanya udah diprovide, mereka yaudah terima beres aja. Tapi biasanya yang segmen high-end ini dia tuh udah tahu apa yang dia mau gitu. Jadi sebelum dia reach out ke kita, biasanya dia udah doing pre-research dulu, misalnya dia udah googling dulu. Eh kira-kira kalau mau sepedaan nih rutenya kemana aja. Terus di sana bisa ngapain aja. Jadi sebenarnya dia tuh udah lebih spesifik tahu gitu karena pengalaman dia sebelumnya. Jadi mobil pun kayak, mungkin sebelumnya udah pernah naik mobil tipe tertentu jadi kayak langsung tahu “maunya mobil ini.” “maunya yang sepeda ini.” Alesannya biasanya lebih karena udah cocoknya sama itu, udah comfortable sama itu, udah trust sama brandnya. Kan sampe ada juga yang kayak istilahnya…Contohnya hotel di Indonesia ada brand Aman juga kan ada tamu-tamu yang kalau mau stay harus di Aman, istilahnya Aman junkies gitu. Mau dikasih merk apapun pokoknya itu aja (laugh). Aman itu ada yang di…kayak Amandari dan Amankila juga ada kayak di secluded place gitu sih. Jadi emang kayak resortnya tersendiri gitu dan mereka activitiesnya banyak di on site juga gitu. Jadi kayak tamunya selama seminggu stay di sana ga kemana-mana, di situ-situ aja.  Sekarang banyak sih resort bintang-5 yang sengaja bangun di area rural, pelosok banget, kayak 6th senses Uluwatu kan bener-bener mojok banget sampe jalannya kecil bisa liat monyet-monyet di jalanan. Masuk resort tahu-tahu gede gitu.  Rama:  Berarti emang mereka Cuma pake moda transportasi yang disediain aja ya?  S002:  Oh ada yang aku missed. Ada juga klienku yang pakai private jet dan helicopter untuk ke Bali, dari Jakarta ke Bali naik private jet ada juga. Helicopter waktu di Bali, karena ga feasible kalau naik helicopter (dari Jakarta). Kalau misalkan dia basenya di Surabaya mau ke Bali naik helicopter itu masih bisa. Tapi kalau dari Jakarta ke Bali itu terlalu Panjang, terlalu long-haul, jadi dia harus stop di tengah-tengah mungkin di sekitar Jawa tengah atau Jawa timur untuk isi fuel, baru turun lagi jadi kayak mahal costnya untuk helicopter langsung dari Jakarta. Dan helicopter kan risknya lebih tinggi dari pesawat. Biasanya kalau move dari Bali ke Labuan Bajo. Kalau di Bali pakai helicopter biasanya buat activities sightseeing Bali from the top gitu, jadi landingnya di tempat yang sama lagi.  Rama:  Ada yang pernah keluar dari arrangement?  S002:  Dari segi transportasi ya? Ya keluar dari arrangement bisa jadi misalkan dia ada urgent mau kemana gitu kan. Telepon taksi via hotel, ada juga tamu yang ga sewa mobil setiap hari, jadi bisa aja pakai taksi. Jadi banyak probability di arrangement travelnya. Jadi ga setiap saat tamu mau pakai ini, karena ada juga kan tamu yang “oh yaudah 2 hari stay aja di villa barbeque-an,” jadi ga perlu transport kan. Eh ternyata kurang mau beli pampers buat babynya misalnya abis kan itu harus keluar, jadi kan ya nyari taksi atau apa yang memang ga ada di arrangement kita.  Rama:  Biasanya apa tuh mereka pakai taksi aja ya?  S002:  Iya sih kalau tamuku kebetulan karena kan high-end semua jadi so far sih ga ada yang pakai public transport atau pakai yang lain. Biasanya telepon Blue Bird kalau di Bali. Kalau taksi konvensional mereka juga kurang, ga berani gitu. Atau biasanya kan kalau stay di resort kan resortnya punya mobil juga. Nah itu mereka biasanya tinggal telepon concierge aja minta mobil, disediain mobil tinggal jalan.  Rama:  Arrangement sendiri sebenarnya apakah lihat policy atau regulasi ga sih di sana?  S002:  Of course, apalagi Bali kan ada pecalang segala macem terkait activities. Jadi kayak contoh mau ikut melukat di suatu temple tertentu dengan jumlah orang yang lumayan banyak kan harus dapet izin ya dari orang situ. Ga bisa tiba-tiba datang. Makanya advance arrangement semua kebanyakan untuk trip yang khusus gitu. Terus misalnya, contoh bus besar juga kalau di bali ada area tertentu yang ga boleh masuk bus besar. Itu juga mesti izin dulu, ngikutin protokolnya. Tapi itu biasanya juga orang partner kita yang di Bali sih yang ngurusin, penyedia transportasi yang lebih tahu sih yang ngurusin di sana, jadi mereka yang ini. Cuma kita dikasih notice aja, oh ini perlu izin. Ya mereka bantuin kita juga untuk izin. Terus helicopter juga ada izin terbangnya juga, maksimum orang berapa, passenger list harus jelas siapa yang naik.  Rama:  Kalau transportasi darat, berarti regulasi yang lebih sakti itu regulasi dishub atau pecalang?  S002:  Bali nih agak lucu juga. Karena dulu aku pernah bikin event di Bali protokolnya Panjang. Ada pecalang dulu, abis itu ada city council/kepala desa, eh ternyata ada peraturan gubernur yang ga ngebolehin kita bikin event besar waktu covid gitu, yaudah batal semua. Cuma kalau dishub so far ga pernah urusan sama dishub juga sih. Lebih ke regulasi masuk ke Balinya sih belakangan ini karena Covid kan. Jadi regulation masuk ke Balinya kayak anak kecil harus apa, dewasa harus apa. Jadi banyak yang harus reschedule juga karena aturan masuk, Cuma kan sekarang udah kebuka lebar jadi udah lebih gampang. Jadi malah pas entry sih lebih banyak protokolnya.  Rama:  Kalau pilihan moda transportasinya berarti bisa sebebas-bebasnya ya? Mobil jenis apapun?  S002:  Ya selama tersedia di Bali, bisa. So far kalau Bali ga banyak permintaan aneh-aneh sih. Bayangin aja, di Afrika minta mobil Bugatti. Minta mobil spesifik tipe ini warna pink gitu kan, pusing. Di Bali ga seaneh itu permintaannya. Mungkin karena mereka juga udah sering pergi ke Bali jadi kayak udah punya ekspektasi, udah punya knowledge sebelumnya gitu di Bali adanya apa. Karena aku ga handle inbound sih ya, ga handle tamu dari luar, jadi kurang tahu kalau turis asing.  Rama:  Kalau hard dan soft infrastructure itu kira-kira mempengaruhi pilihan tamu untuk ke rural destination?  S002:  Yang pasti kalau infrastructure, selama dia bisa sampai di tempat tujuan dengan mudah dan nyaman, mereka akan consider untuk datang ke situ. Tapi kalau udah kayaknya effort banget, ga ada infrastrukturnya, cari apa-apa susah ya jadi consideration buat mereka sih. At least ada fasilitas lah di situ, masih bisa…supermarket atau apa. Terus kalau soft infrastructure, WiFi tetep dicari sama mereka. Karena kan kebanyakan business owner ya, jadi kalaupun mereka liburan kayak tetep at least mereka bisa monitor bisnisnya dari jauh. Jadi even though mereka naik cruise aja kan tetep nyariin WiFi. Jadi kalau misalnya di desa pun tetep mau ada WiFi.  Rama:  Tadi ada satu yang ga kesentuh, kalau laut, kapal, ada juga?  S002:  Ada, Cuma aku ga tahu kalau cruising gitu bisa disebut rural juga atau gimana. Tujuannya emang banyak sih ke remote kayak private beach yang ga ada penghuninya, tapi apakah itu bisa disebut rural juga kalau moda transportasinya pakai cruise atau kapal gitu.  Rama:  Ya rural sih emang ambigu.  S002:  Makanya aku ga sebut tadi yang naik kapal untuk misalnya barbeque beach di pantai yang tidak berpenghuni, sambil liat sunset  Rama:  Tapi ga ada warga lokalnya ya?  S002:  Warga local yang siapin makanannya, iya tapi ga ada interaksi.  Rama:  Bagaimana dengan transport di sungai?  S002:  Rafting atau trekking. Sungai di Bali kebanyakan waterfall, jadi even though mereka ke sana juga kan ga naik kapal ya, ga naik perahu atau kapal.  Rama:  Mereka kalau macet jadi pertimbangan ga?  S002:  Traffic ya, kayaknya ga begitu signifikan sih. Jadi biasanya yang antisipasi dari travel agency kalau dia harus arrive di suatu tempat jam segitu kita kasih spare waktu. Jadi dari awal kita udah info duluan ke sini nih kurang lebih sekian lama dengan kondisi traffic seperti ini.  Rama:  Wah enak banget jadi tamunya ya. Termasuk cuaca diinfokan juga ke tamu?  S002:  Ya kalau di booklet itinerary kita, semua udah diarrange, kita kasih forecast juga di situ, hari ini hujan, hari ini ngga. Sampai segitunya. Dan apalagi kalau include sama cruising, cycling, yang outdoor, biasanya kita udah pantau weather dari D-1 atau D-2, kita update terus. “Besok kemungkinan besar hujan, mau reschedule ga ke hari berikutnya aja.”  Rama:  Itu info weather forecast dari mana?  S002:  Kita biasa acuan forecastnya BMKG (Indonesia MetOffice).  Rama:  Kalau mereka biasanya terpengaruh kultur local gitu ga? Pilih tempat tujuannya atau tadi dibilang mereka udah tahu seperti apa di sana, tapi apakah pilihan mereka terpengaruh oleh kebiasaan local di situ?  S002:  Buat yang emang mau cari spesifik local culture experience, iya berpengaruh. Jadi kan mereka pengen ikut local daily life gimana, bikin-bikin gitu, yang apa sih istilahnya, yang Bali punya bunga yang disusun tinggi gitu. Mereka kadang pengen ikutan bikin juga sama locals. Terus tadi yang pergi melukat juga mau ikut. Sampe ada juga yang cari spesifik, waktu itu Kim Kardashian pernah datang ke Bali terus pake datang diramal sama peramal local gitu di Bali. Terus tamunya minta “aku pengen diramal sama si dukunnya Kim Kardashian di Bali.” Itu ada juga. Di satu sisi jadi consideration buat mereka untuk pilih itu.  Rama:  Tapi kalau moda transportasi buat orang Indonesia sih ga berbeda ya, Bali dengan kota lain.  S002:  Iya ga terlalu beda. Untuk culture sama belief itu ada juga yang khusus datang ke Bali untuk meditasi. Jadi sama expert di sana yang emang spiritual guru gitu. Untuk meditate. Sama ada juga kemarin ada film tahun berapa tuh, “Eat Pray Love,” ada juga yang kayak datang ikutin rutenya Eat Pray Love ke desa-desa itu ke tempatnya Sandra Bullock itu, dia kan pemainnya, pokoknya itu lah.  Rama:  Selain yang udah disebutkan tadi, kira-kira ada alternatif moda transportasi apa lagi di sana yang mungkin jarang dipilih tamu atau mungkin juga ga pernah dipilih tamu?  S002:  Di Bali tuh ada traditional transport ga sih kayak Becak gitu. Aku ga tahu karena ya yang ga dipilih pasti public transport. Di sana ada trans bali juga itu pasti ngga dipake sama tamu. Kayak trans Jakarta gitu ada trans bali. Abis itu, bus juga dipake, tapi karena kebanyakan family kecil jadi jarang, tapi kita bisa offer bus juga kayak bus wisata, charter. Kan itu ada model kayak coach yang 24-seater, 30-seater, tapi itu jarang. Biasanya dipake buat kalau misalnya ada wedding. Kalau rural jarang sih karena kan ga accessible juga ke rural pake bus, paling minivan biasanya 15-seater. Bus kecil 24-seater depend sama tempatnya, ada yang bisa ada yang ngga (accessible). Apa lagi moda transportasi di Bali ya. Apakah motorized sea transport kayak parasailing termasuk transportasi? Jet Ski? (Laugh) ngga kan, soalnya ada catamaran, jet ski, sampai Unta pun ada di pantai di Bali. Yang dipakai baru kuda. Itu unta dibawa dari mana.  Rama:  Jadi emang karena mereka udah pasti disediakan, udah pasti ada, jadwal juga udah diarrange, jadi ga ada kepentingan pakai yang lain lagi. Sebenarnya Travel Agency potensial sekali. Ada ga kira-kira hubungan ada moda transport yang mereka pakai dengan tujuan mereka liburan?  S002:  Ya tadi balik lagi kan. Ada 1 tapi belum kejual sih di aku. Sekarang di Bali tuh ada experience caravan. Jadi bisa stay di caravan, terus masuk ke … jadi rutenya dikasih dari kita, mereka self-drive udah ada rutenya, kalau misal berapa hari kemana-kemana aja. Itu mungkin in the future bisa jadi memang tujuan wisata, pengen experience caravan trip di Bali. Caravannya ada 2, ada yang kayak model di New Zealand gitu yang terpisah kayak ada campersnya, ada caravan yang kayak combi gitu tapi belakangnya udah dimodifikasi gitu. Itu baru, baru tahun 2019 atau 2018, pas banget sebelum pandemic baru ada tuh companynya yang punya caravan itu, self-drive. Tapi kalau misalnya di luar dari itu, aku rasa kalau Bali buat domestic (orang Indonesia) ngga ya, transport itu Cuma jadi sarana untuk dia sampai ke tujuan wisatanya, bukan sebagai tujuan utama dia pergi karena transportasinya. Kayak tadi kalau Jawa itu kan emang train kan, emang train khusus buat kereta wisata gitu, kalau itu memang mau Cobain keretanya gitu ke sana, bukan karena mau kesananya, tapi emang pengen Cobain moda transportasinya. Kalau di Bali kan belum ada, paling caravan itu.  Rama:  Lanjut ke sustainable travel. Bagaimana Anda memandang sustainable travel?  S002:  Sustainable travel itu berarti ada considerate effectnya/impactnya ke social, ekonomi, dan environment di destinasi wisatanya itu. Jadi sekarang sih kayak di Bali udah mulai pakai eco-lodge atau eco-hotel, mereka mulai dari sabun sampo segala macam selimut udah pakai bahan yang ramah lingkungan. Terus sabun sampo yang bio degradable, terus zero waste makanan. Kayak food waste di minimized sama mereka. Kebetulan kalau brand yang udah chained, mereka kan udah punya sustainability goals kan. Aku ga tahu sih mereka brainwashing atau ngga ya. Tapi di business modelnya mereka itu emang udah ada sustainability goalnya gitu, jadi tamu yang datang ke situ di activities nya ada contribute something ke social misalnya, atau ke environment, contoh menanam pohon. Kalau di daerah beach ada yang kayak menanam terumbu karang. Mereka punya, ada FourSeasons, mereka punya bar yang minumannya zero waste. Jadi bahan-bahan makanannya mereka punya kebun sendiri, mereka tanam sendiri, terus nanti dimasaknya dari kebun, terus all semua bahan dari sedotan semua edible semua, bahan ramah lingkungan. Jadi kayaknya kalau di high end market lebih possible deh untuk sustainable tourismnya.  Rama:  Itu kan dari sisi “disananya”, kalau dari sisi “kesananya” bagaimana?  S002:  Movingnya ya. Nah kalau di Bali sih menurut aku kalau transportasi belum ya. Kalau di sini kan kayak udah ada dikalkulasi kan emissionnya berapa yang diproduce kalau kamu naik kendaraan ini dari A ke B. Kalau di sini dari airlines tuh ada Co emissionnya, atau kalau mau booking transportasi juga ada di website di internetnya provider. Tapi kalau di Bali belum ada sih kalkulasi kayak gitu, jadi kita juga ga tahu berapa polusi yang kita … Bali belum ada. Makanya kita enhance nya paling di pemilihan akomodasinya yang ramah lingkungan, abis itu activities yang ramah lingkungan. Tapi kalau untuk transportasi agak susah nih. Yang ramah lingkungan kan paling Cuma bisa sepeda doang, sama apa yang ga motorised. Yang lainnya kita ga tahu si company ini … emisi atau kayak gimana.  Rama:  Menurut Anda bagaimana caranya supaya lebih sustainable?  S002:  Menurut aku di Europe & UK kan udah ada costnya misalkan kereta di Trainline, misalnya kamu naik bus atau kereta ada saving emission berapa terus kalau misal travelling berapa orang tuh savingnya berapa emission. Menurutku tuh di Bali perlu ada kayak gitu juga supaya kita tuh bisa suggest ke tamu tuh kayak ada sustainability contributionnya loh. Kalau Anda mau pertimbangkan dari sisi sustain-nya nih, moda transportasi ini lebih ramah lingkungan daripada yang ini. Tapi kan kita sebagai travel agency karena informasinya ga ada juga dari si penyedia transportasi, kita juga ga bisa adjust ke tamu dari sisi itunya. Itu masih dari sisi environment. Kalau dari sisi social atau ekonomi, udah pasti kita suggest yang emang ada local contributionnya. Makanya kan pakai providernya semuanya local kalau Bali ya. Mobil juga penyedia mobilnya memang company based di Bali. Kita ga pake operator yang kayak perusahaan asing yang punya operator di Bali gitu, biasanya kita avoid itu. Jadi kayak activities, guide kita pakai local daripada orang luar Bali supaya kita ada contribute ke local economy juga.  Rama:  Kalau outbound bagaimana? Misal ke Afrika?  S002:  (Local juga) providernya afrika, kecuali kalau misalnya hotel chain besar kan, contoh marriott. Itu kan udah global brand gitu ya. Itu biar mereka yang kontribusi. Karena gimana kan, biar gimanapun tamu cari yang Namanya udah ada gitu. Tapi biasanya makanya sustainability tuh aku biasanya enhance di activitiesnya.  Rama:  Tadi kan karena tidak ada informasinya ya. Kira-kira siapa yang harusnya drive informasi ini?  S002:  Kalau mau main skala makro, ya udah pasti dari government harus yang memayungi. Kayak kemarin yang CHSE (cleanliness, health, safety) itu menurutku sesuatu yang bagus, tapi kurang, bentuknya nih ga terlihat nyatanya nih apa. Misalnya hotel A sudah ada CHSEnya, transport B sudah ada CHSEnya, tapi ya ga keliatan bentuk kongkritnya gimana. Jadi itu kan sebenarnya certification under yang menyatakan kalau oh perusahaan ini sudah dari segi cleanliness ok, health ok, safety ok, environment ini tapi gimana. Itu kan sustainabilitynya baru sampai environment doang, belum ada ke sosialnya, belum ada ke ekonominya. Dan menurutku kurang keliatan gitu efeknya ke tamu gimana, kayak ga jadi bahan konsiderasi mereka lah CHSE itu. So far belum.  Rama:  Dibanding sustainability contribution kalau diinformasikan ke mereka (turis) apakah lebih berpengaruh?  S002:  Ya kalau misalkan mereka ikut involve di act nya itu kan lebih membangkitkan keinginan gitu, “oh iya ya, saya bisa contribute sedikit loh.”  Rama:  Tapi motivasi itu ada di segment ini?  S002:  Ada, Sebagian ada Sebagian ngga. Kayak sekarang pekerjaan rumah aku sebagai travel agent juga mengedukasi sustainability. Karena kan di Indonesia masih sesuatu yang belum lumrah soal sustainability ini. Jadi kita bikin podcast tentang sustainability, terus kita juga promote hotel atau akomodasi atau activities yang punya sustainable contribution. Jadi kayak kita bikin Instagram Live Talk sama si Teye? FourSeasons tentang zero waste barnya itu. Jadi kasih tahu ke tamu kalau misalkan stay di hotel bisa consider bahannya ramah lingkungan apa ngga, karena kita pariwisata ini besar banget loh sama waste. Jadi kayak ada soft marketing dimana kita mengedukasi tamu tentang sustainability itu. Podcast namanya […], di Instagram ada Sustainable Talk. Tapi belum banyak. Di YouTube dan di Instagram.  Rama:  Emang aware juga sebagai pekerjaan rumah travel agent ya untuk mengedukasi sustainability ini.  S002:  Iya, makanya tema research ku tentang sustainable juga. Karena aku pengen tahu dari sisi mereka sebenarnya gimana sih.  Rama:  Cuma focus di activity side ya?  S002:  Ngga juga, Cuma kalau di Bali mungkin lebih karena informasi yang kita dapat itu yang keliatan adanya di activities lebih banyak. Tapi kalau untuk outbound kan kayak di Afrika ada GameDrive. Itu naik mobil safari, masuk ke safari buat ngeliat animal gitu. Sekarang ada mobil yang listrik, ga pake fuel. Itu juga jadi bahan promosi, “ini lebih ramah lingkungan GameDrivenya.” Karena kan selama ini activity itu dikecam sama masyarakat karena ga ramah lingkungan, itu kan polusi di alam yang bener-bener pure gitu. Cuma kan permasalahannya tamu juga pengennya comfortable, jadi mungkin itu ga jadi consideration yang besar buat mereka. Jadi mereka pasti dibandingkan susah-susah effort, ini baru asumsiku ya, asumsinya kan karena mereka bayar mahal, aku ga mau spending effort untuk melakukan sustainable travel gitu. Mending aku bayar lebih buat dapet nyaman gitu. Jadi mereka di padang gurun pake resort yang ada kolam renang, which is kan sangat ga sustainable. Makanya jadinya yang paling memungkinkan adalah ke sisi dari suppliernya, si pemasoknya, yang bisa sustainable. Jadi yang kita tawarin nih udah sustainable duluan, bukan nyuruh tamunya berpikir untuk sustainable.  Rama:  Jadi supply side lebih punya peran  S002:  Iya jadi supply side lebih punya pengaruh untuk bisa menjadikan sustainable travel ini ada gitu di luxury segment, dibandingkan kita masuk ke tamunya akan lebih susah gitu untuk dia pilih hotel yang emang considered sustainable, atau transportasi yang sustainable. Ini complicated sih emang. Kayaknya di transportasi, khususnya di Bali belum sampai ke sana.  Rama:  Berarti kalau begitu travel patternnya campuran banget ya. Tapi kalau daily basis…  S002:  Mungkin base camp pattern ya, jadi dari rumah sampai di Bali stay di satu tempat, ini dia day trip, day trip, hari berikutnya lagi, hari berikutnya lagi. Lebih ke situ kayaknya. Karena andaikata mereka 2 minggu di Bali gitu misalnya, paling banyak juga pindah akomodasi 1 kali. Ngga yang hari ini dimana, nanti besokannya pindah lagi ke sini misalnya, ngga juga. Tetap pindah akomodasi, tapi ga sering. Jadi kayaknya mereka stay di satu tempat itu minimum 3 malam deh. Ada yang bener-bener 2 minggu ya di satu tempat aja terus.  Rama:  Oke. Udah sih itu aja. Terima kasih | Rama:  This is for my PhD research at Bournemouth University. Earlier, it was also mentioned that I would quote only the statement, without a name. So you're free to say what, if you feel it's confidential or controversial, there's no threat. Okay first, may I know your job role and involvement in tourism or transportation?  S002:  I'm currently running a business, a travel agency, specifically in the luxury segmentation. The market is Indonesia. I'm the co-founder and business development. In essence, the business is a luxury travel agency based in Indonesia, the market is Indonesian, for worldwide destinations including Bali. So for domestic, Bali is indeed a popular destination for our clients.  Rama:  So Indonesian?  S002:  Yes, the market is Indonesian. So domestic travel.  Rama:  Does that mean there's a lot of outbound?  S002:  Yes, so actually 80% should be outbound, 20% domestic. It's just because there was a pandemic and we also established just before the pandemic, so now it's still mostly domestic. But our outbound has also started running.  Rama:  Other than Bali, where else are the domestic destinations?  S002:  There is a popular one, Labuan Bajo, then Raja Ampat, Maluku, then Java too. Java is like Yogyakarta, now the road trip is like the luxury train from Jakarta to Amanjiwo goes to Borobudur. So it's getting popular too. So it's like the luxury train experience in Indonesia, that's the first one. Managed by KAI (state train company) too.  Rama:  So, my research is about rural destination travel in Bali, specifically the rural area. May I know your views on rural tourism?  S002:  Rural tourism for the Indonesian market itself, sometimes it's interesting, sometimes it's not. Because it depends on the client's preference, but there's also a market where it's like you want to escape from the busy life in Jakarta because most of my market owners live in Jakarta, and it's also noisy day to day. So when you go to Bali, look for a quieter place, so it's more remote. For example, they usually use a private villa in Ubud, because they are one family, they don't want crowds like that. Or at resorts specifically for wellness. So they come there just for yoga, or just for meditation. So it's more into that direction. But on the sidelines of their trip, even if we use a private villa, we usually insert cultural activities. It's like joining local residents in Melukat, after that the cooking class. In the middle of the rice fields there is a pavilion, and they continue to have a cooking class there. Learning to make Balinese cuisine is also there. Then there are cycling tours to enter the villages. Touring using a motorbike that goes up the mountain, goes into the forests, yes, dirt bike (off-road motorbike or motocross) like that. So it really exists, just because there are not many tourists in the luxury market. But once you go, the arrangement has various details. So in my opinion, don't play on quantity, play on quality. But for rural tourism, it does exist, it is quite attractive for Bali.  Rama:  Is the traveling plan from the TA or the guests?  S002:  So we usually have a pre-interview, so we'll find out first what this guest wants. After that, we don't have a ready itinerary, for example what is the first day, the second day here, the third day here, nope. So we really feel like everything is customised like that. So based on the preferences of the guests, these guests don't want to be in the city centre, they want to be in rural areas. Yes, we make the trip according to what they prefer. So if, for example, they don’t want to go to the villages, they don’t want to be in rural area, we'll just arrange one near the shopping center or near the beach which is really touristy, it just depends on the guest. Usually we also suggest the itinerary, option A is here, the second day can go elsewhere, can be arranged. Or some just want a car. Or for example, a car plus a driver, they seem flexible, so where to go on D-day depending on the mood. Well, it means renting it out, we arrange it. Only accommodation plus a car with unlimited hour drivers, for example. So, for example, where they want to go, they just go with the driver. It also exists so it's like free and easy, so it depends on the guests usually.  Rama:  How many people are they usually?  S002:  It's a small family, maximum there is a big group family of 20 people. The average is at most 6-10. At least there are 2 couples. Generally, it's a family with kids. Adult and 2 children, and 1 nanny. There is also a group of friends, usually more than 10-20 people come, couple, couple, couple, all friends.  Rama:  Okay, then let’s focus on rural. What do you think about rural destinations?  S002:  Rural destinations are rural areas that are more remote, yes, which are still beautiful. Actually, Bali outside Denpasar is already rural, isn't it? In my opinion, outside the touristy areas, it is rural, which can still communicate with the locals, which is indeed their daily life is still original. If I could mention, maybe It's still rural, like Ubud, like in Uluwatu, some places are still villages. Then, what else. Actually, apart from that, not many people are looking for. As usual, most of the time around there.  Rama:  What percentage of guests who go to rural and city centre of Bali?  S002:  I could say 70% to the remote, 30% to the one in the city. Because now they've switched to looking for the ones that are secluded, right? So it's like being bored with the city, like looking for something different. Because this is Bali, right, they've been to Bali themselves before. My clients are all advance travelers. So if you are looking for a city, for example, they are used to being able to book themselves. But if you use a travel agency, especially for luxury travel, it means they are looking for something different that they can't usually book on their own. So that's why what we offer is more about local experience, there are also things that we are offering, such as the sustainability contribution to locals. So it's like visiting schools to share shoes. But in that case, I don't remember the details because I have a product team that takes care of it.  Rama:  If you can add more, if any, why do they want to go to rural areas? Apart from escaping...  S002:  There are a number of reasons that I have noticed. First, he wants to be a trendsetter. There are those who want their image to be seen on social media or where it is as a person who contributes to rural areas, such as sustainability, voluntourism. Then looking for voluntourism so that you can become a trendsetter and people will be like “oh where is that? I've never been there." Because they have few followers, but that's how they influence their circle. So for them, visiting a place that has never been visited by anyone before is a pride. Then, mostly the reason is like wanting to relax, wanting more privacy. So they want quality time with their family in a less urban, quieter place. So what else is the reason? There are also adventurous people, so they want to explore, explore, explore new experiences.  Rama:  How about a typical trip to Bali?  S002:  Landing continues to be picked up using private transport. We usually hire for them a driver and a car, then check in to a hotel, or resort, or villa. The first day there is no (activity) anything usually, later on the second, third day, there will be activities, at least 1 activity per day. So if my guests are usually those who prefer to relax, not a busy day from morning to night, they are more like staying in one place. For example, at a resort or villa and then their activities around it, or day trips like that every day. So the base is in one place.  Rama:  So what do they use for everyday mobility?  S002:  Use a private car too  Rama:  How about a close distance one?  S002:  Depends…some of them use bicycles, we'll rent them out at the villa, so they can go on bicycles. There are also those who use off-road 4-Wheel-Drive, use ATV (All Terrain Vehicles), sometimes use horses too. So there are various things, you can experience various kinds of transportation. If the motorbike is an ordinary motorbike, there are not many rented ones. But if it's a trail bike, there are some (demand).  Rama:  Is this bicycle just for riding around the area?  S002:  Yes, but it depends, there are those who actually go to Bali specifically for cycling, it can be far. Then there is a guide, usually if the ride is on a long trip. So we provide a guide to guide the route everywhere. Later this guide will pick up guests at the resort or villa, the bikes have been prepared beforehand.  Rama:  Full service huh?  S002:  (Laugh) That's how it is, they want everything easy. So even though it is rural, they are comfortable. So they don't want to get dirty. Maybe yes if it's dirty as a part of activities, but they don’t want the trip to be like that. For example, you can walk to the accommodation by taking the stairs. I have a guest who is looking for the villa. We have to know how many stairs they will climb, how many steps. Because maybe there are people who are a bit older so they are concerned about their parents. So even though they want a rural or remote destination experience, they are still concerned about comfortable and safety as well.  Rama:  What do you think is the reason they use or choose this mode of transportation?  S002:  It is, number one is convenience. Then safety too, of course they prefer to use a car rather than a motorbike because maybe because of the safety, right. Then the luggage is usually a lot. You know Indonesian people, their suitcases multiplies when they go for shopping? So even if they go to rural areas, there must be last days before they go home to buy souvenirs. So, make sure to bring quite a lot of bags, especially if you bring your family, right? So there must be a lot of stuff, so it's impossible to use a motorbike. That one, so definitely choose a more spacious car to carry their belongings too. We have to calculate that too, so usually before we give the offer of transport, for example what type of car, for example Alphard, or minivan, or what type? smaller sedan. We should also ask how many suitcases they will bring, for example. So we have to do the calculations too. Don't let them come alone with five luggage, it wouldn't fit (to the car). Then the experience is also like activities, right there are modes of transportation, bicycles, horses, or something like that, right, they look for it in the experience, like "oh I've never ridden an ATV in Bali" "I've never ridden in Bali using a fancy bicycle." Certain types, sometimes there are specific requests like that. I want a certain type of bike, sometimes I just don't understand. We have cooperation, of course as a travel agency we also have partners who operate in Bali. So we have a provider network, who can provide this, yes, indeed we have a specialty in bicycle tours, we have them too, just make contact. "Uh, is there anything specific about this?" The guests want it like this, the requirements, we have to be able to provide this. Yes, we can't do it all by ourselves. So there is also local cooperation there. Local operators, Balinese, guides are also Balinese, who already know blusukan (impromptu visit).  Rama:  Okay, those are the internal factors, right, what about the external factors?  S002:  Oh, for external factors, we'll definitely suggest the transport that we've collaborated with and it's definitely trusted, the primary label, we already know the track record. Wow, our guests are sure to be safe if we use this company. Definitely on time. So avoiding things that you don't want, suddenly the car breaks down in the middle of the road, that’s not funny. Of course, the price is also appropriate, which is not overpriced, all inclusive. That's right, it's because the guests are full service, so we're looking for a good service, friendly driver, knowledgeable driver. From the transportation, it should be clean, new, physically not dirty.  Rama:  Drivers who are knowledgeable are indeed needed, right? From the tourists’ perspective, what kind of knowledge do they need?  S002:  What knowledge does the guest need before they go. Yes, the knowledge that, this is my guest is mostly full service, right, so the knowledge he needs to know is only where he has to go to meet the driver (Laugh). Where should the counter be?  Rama:  Yes, that's all, right?  S002:  Yes, that's all because everything has been arranged. Because everything has been provided, they are okay with it. But usually the high-end segment already knows what they want. So before they reaches out to us, they usually does pre-research first, for example, they have googled first. Eh, if you want to ride a bicycle, where is the route? What can you do there? So, in fact, they already know more specifically because of their previous experience. So it's like a car, maybe they've driven a certain type of car before, so they immediately know "I want this car." "I want this bike." The reason is usually more because they already feel fit with it, comfortable with it, trust the brand. There's also something like the term… For example, hotels in Indonesia have the Aman brand, right. There are guests who, if they want to stay, they have to stay in Aman, the term is Aman junkies. If you give any other brand, they will just want it (Aman) (laugh). It's safe to be in… like Amandari and Amankila, there's also something like that in a secluded place. So it's like a separate resort and they have a lot of activities on site too. So it's like the guests for a week stay there, don't go anywhere, just stay there.  Now there are many 5-star resorts that deliberately build in rural areas, very remote areas, like Six Senses Uluwatu is really very cornered so that the road is small and you can see monkeys on the streets. When you enter the resort, suddenly it's a big (resort).  Rama:  Does that mean they only use the provided mode of transportation?  S002:  Oh there's something I missed. There are also my clients who use private jets and helicopters to go to Bali, from Jakarta to Bali there are also private jets. Helicopter in Bali, because it's not feasible to take a helicopter (from Jakarta). If, for example, their base is in Surabaya, they want to go to Bali by helicopter, it's still possible. But for Jakarta to Bali it's too far, too long-haul, so they have to stop in the middle maybe around Central Java or East Java to fill up with fuel, then go down again so it's like the cost is expensive for a helicopter directly from Jakarta. And helicopters have a higher risk than planes. Usually (they use it) if they move from Bali to Labuan Bajo. If they use a helicopter in Bali, they usually do sightseeing in Bali from the top, so the landing is in the same place again.  Rama:  Has anyone ever got out of the arrangement?  S002:  In terms of transportation, right? Yes, getting out of the arrangement could be for example if they have an urgent situation going somewhere. Call a taxi via the hotel, there are also guests who don't rent a car every day, so they can just use a taxi. So there are many probabilities in the travel arrangements. So it's not every time guests want to use this, because there are also guests who say "oh well, just stay at the villa for 2 days, having barbeque,” so there is no need for transportation, right? It turns out that they want to buy diapers for the baby, for example, after that they have to go out, so they will look for a taxi or something that isn't in our arrangement.  Rama:  Do they usually use a taxi?  S002:  Yes, my guests happen to be high-end, so far, no one has used public transport or used anything else. Usually call Blue Bird in Bali. Their conventional taxis are also lacking…, (they just) don't dare to do that. Or usually if you stay at a resort, the resort has a car too. So, they usually just call the concierge and ask for a car, the car is provided and just go.  Rama:  Is the arrangement itself actually affected by the policy or regulation there?  S002:  Of course, especially in Bali, there are Pecalang and all kinds related to activities. So, for example, if you want to join melukat in a certain temple with a fairly large number of people, you have to get permission from that person. Can't come all of a sudden. That's why there will be mostly advance arrangements for special trips like that. Then for example, a big bus, in Bali there are certain areas that are not allow a big bus to enter. It also requires permission first, following the protocol. But it's usually our partners in Bali who take care of it, transportation providers who know better are the ones who take care of it there, so it's them. Only we were given a notice, oh this needs permission. Yes they help us too for permission. Then the helicopter also has a flying permit too, the maximum number of people, the passenger list must be clear who is boarding.  Rama:  For land transportation, does that mean that the more powerful regulation is the Dishub (Transportation Agency) regulation or the Pecalang?  S002:  Bali is a bit funny too. Because in the past I have held an event in Bali with a long protocol. There was a pecalang first, after that there was a city council/village head, but apparently there was a governor's regulation that didn't allow us to make big events during the time of covid, so all of them were cancelled. It's just that, so far we’ve never had any business with Dishub either. It's more about the regulations about entering Bali lately because of Covid, right? So what are the regulations for entering Bali for a child, what should an adult do? So many have to reschedule because of the entry rules, but now it's wide open so it's easier. So even at entry, there are more protocols.  Rama:  For the choice of transportation mode means that tourists are free to choose, right? Any kind of car?  S002:  Yes, as long as it is available in Bali, they can. So far, they don’t have many strange requests in Bali. Just imagine, in Africa asking for a Bugatti car. Ask for a specific car of this type in pink, right, annoying. In Bali, it's not as strange as those requests. Maybe it's because they've often been to Bali so they already have expectations, already have prior knowledge of what Bali is like. Because I don't handle inbound, I don't handle guests from outside, so I don't know about foreign tourists.  Rama:  How about the hard and soft infrastructure, will it affect the guest's choice to go to rural destination?  S002:  What is certain is that in terms of infrastructure, as long as they can get to their destination easily and comfortably, they will consider coming there. But if it seems like a lot of effort, there is no infrastructure, it's hard to find anything, so it's a consideration for them. At least there are facilities there, it can still be a supermarket or something. Then for soft infrastructure, WiFi is still sought by them. Because most of them are business owners, so even if they are on vacation, at least they can monitor their business from afar. So even if they take a cruise, they're still looking for WiFi. So if, for example, in the village, they still want WiFi.  Rama:  There was one that I forgot, how about the sea, the ship, is there any trip by this mean?  S002:  Yes, I just don't know that cruising can be called rural or what. There are many go to remote areas like private beaches where there are no residents, but can it also be called rural if the mode of transportation is cruise or boat?  Rama:  Yes, rural is ambiguous.  S002:  That's why I didn't mention those who boarded the boat for example a beach barbeque on an uninhabited beach, while watching the sunset  Rama:  But there are no locals, right?  S002:  Local residents who prepare the food, yes but there is no interaction.  Rama:  How about transport on the river?  S002:  Rafting or trekking. Most of the rivers in Bali are waterfalls, so even if they go there, they don't take raft.  Rama:  Is traffic jam considered by the tourists?  S002:  Traffic, I don't think it's that significant. So usually what the travel agency anticipates if they have to arrive somewhere at that time, we give him spare time. So from the start, we've informed them how much time to get there with this traffic conditions.  Rama:  Wow, it's really nice to be your guest huh. Including the weather, is that also informed to the guests?  S002:  Yes, in our itinerary booklet, everything has been arranged, we will give a forecast there too, this day will be rainy, this day will not. It really is. And especially if it includes cruising, cycling, outdoor activities, usually we've already monitored the weather from D-1 or D-2, we'll keep updating. "Tomorrow it will probably rain, do you want to reschedule to the next day?"  Rama:  Where is the weather forecast info from?  S002:  We usually use the BMKG (Indonesia MetOffice) forecast as a reference.  Rama:  Are they also usually influenced by local culture to choose their destination? or you said they already know what it's like there, but is their choice influenced by local customs there?  S002:  For those who really want to find a specific local culture experience, yes, it has an effect. So they want to participate in local daily life, how about making things like that, what is the term, Bali has flowers that are arranged so high. They sometimes want to do the same with locals. Then those who went to melukat also wanted to come along. Until there are also those who are looking for specifics, at that time Kim Kardashian had come to Bali and then used to come and be told by a local fortune teller in Bali. Then the guest asked "I want to have a fortune-telling with the shaman of Kim Kardashian in Bali." It's there too. On the one hand, it's a consideration for them to choose it.  Rama:  The mode of transportation for Indonesians is no different, right? Bali from other cities.  S002:  It's not too different. For culture and belief, there are also those who specifically come to Bali for meditation. So it's the same as the expert there who is really a spiritual teacher. To meditate. There was a film in what year, "Eat Pray Love," there were also those who came to follow the Eat Pray Love route to those villages to Sandra Bullock's place, she's the actress, isn’t she?  Rama:  Apart from what has been mentioned above, what other alternative modes of transportation are there that guests may rarely choose or may even never choose?  S002:  In Bali, is there traditional transportation, like becak? I don't know because the one that is not chosen would definitely be public transport. There is also Trans Bali there, which is definitely not used by guests. Like Trans Jakarta, there is Trans Bali. After that, buses are also used, but because most families are small, it's rare, but we can also offer buses like tour buses, charters. There are models like 24-seater, 30-seater coaches, but that's rare. Usually used for when, for example, there is a wedding. For rural, it's rare because it's not even accessible to rural areas by bus, at most minivans that are usually 15-seaters. Small 24-seater buses depend on the place, some can and some are not (accessible). What are the other modes of transportation in Bali? Does motorised sea transport like parasailing included as transportation? Jet Skis? (Laugh) No, because there are catamarans, jet skis, and even camels on the beach in Bali. Horse is the one that has been used. Where did the camel come from anyway?  Rama:  So it's because they've definitely been provided, there's definitely available, the schedule has also been arranged, so there's no need to use anything else. Actually, the Travel Agency has great potential. Is there a relationship between the modes of transportation they use and their goals of vacation?  S002:  Yes, there is one more but I haven't sold it yet. Now in Bali, there is an experience caravan. So you can stay in the caravan, then enter … so the route is given from us, they already have a self-drive route, if for example how many days to go anywhere. That may in the future be a tourist destination, want to experience a caravan trip in Bali. There are 2 caravans, there is one like the model in New Zealand, which is separated like there are campers. Then there is a caravan that looks like a combi but the back has been modified like that. That's new, just in 2019 or 2018, just before the pandemic there was a company that had that caravan, self-drive. But outside of that, I don't think so for domestic (Indonesian people) tourist in Bali, transportation is just a means for them to get to their tourist destination, not because of the transportation. Like the train in Java before, it's a special train for tourist trains, you really want to try the train there, it's not because you want to go there, but you really want to try the mode of transportation. There is no something like that yet in Bali, only the caravan.  Rama:  Continue to sustainable travel. How do you view sustainable travel?  S002:  Sustainable travel means that there is a considerate effect/impact on the social, economic, and environmental aspects of the tourist destination. So now, like in Bali, they have started using eco-lodges or eco-hotels, starting from soap, shampoo, all kinds of blankets, they have used environmentally friendly materials. Use bio-degradable shampoo, zero food waste. It's like food waste is minimised by them. Incidentally, if the brands are already chained, they already have sustainability goals, right? I don't know if they are brainwashing or not. But in their business model, they already have a sustainability goal, so guests who come there are activities that contribute to social, or to the environment, for example planting trees. For the beach area there is something like planting coral reefs. They have, they have Four Seasons, they have a bar with zero waste drinks. So they have their own garden, they plant their own food ingredients, then they cook it from the garden, then all the ingredients, from straws and everything are all edible, environmentally friendly ingredients. So it seems that the high end market is more possible for sustainable tourism.  Rama:  That's from the "in there" side, how about from the "to there" side?  S002:  Moving yes. Well, in Bali, I don't think the transportation is there yet. Here (UK), it's already been calculated how many emissions are produced if you take this vehicle from A to B. If you're from airlines, there's Co emission, or if you want to book transportation, it's also on the provider's website on the internet. But in Bali there is no such calculation, so we also don't know how much pollution we make… Bali doesn't exist yet. That's why we enhance it the most in the selection of environmentally friendly accommodation, after that the activities are environmentally friendly. But for transportation, it's a bit difficult. The ones that are environmentally friendly are the only ones who can only ride bicycles, and what are not motorised. The rest, we don't know about this … emissions or what.  Rama:  In your opinion, how to make it more sustainable?  S002:  In my opinion, in Europe & the UK, there are already included in the costs, for example trains on the Trainline, for example, if you take a bus or train, how much emission savings are there, and if for example, how many people are traveling, how much emission is the saving. I think there needs to be something like that in Bali so that we can suggest to guests that there is a sustainability contribution. If you want to consider it in terms of sustainability, this mode of transportation is more environmentally friendly than this one. But we as a travel agency because there is no information from the transportation provider, we also can't adjust it to guests from that side. That's still from the environmental side. From a social or economic perspective, we definitely suggest that there are local contributions. That's why you use all local providers, if you're in Bali. Car is also a car provider, it is a company based in Bali. We don't use operators like foreign companies that have operators in Bali, we usually avoid that. So like activities, we use local guides rather than people outside Bali so that we can contribute to the local economy too.  Rama:  How about outbound? For example to Africa?  S002:  (Local too) the provider is African, except for big hotel chains, for example, Marriott. It's a global brand, right? That's for them to contribute. Because how can it be, after all the guests are looking for someone whose name already exists. But usually, that's why I usually enhance sustainability in their activities.  Rama:  That was because there was no information. Who do you think should drive this information?  S002:  If you want to play on a macro scale, it's certain that the government has to be the umbrella. Like yesterday, the CHSE (cleanliness, health, safety) I think is something good, but it's lacking, the form doesn't really look like what it is. For example, hotel A already has a CHSE, transport B already has a CHSE, but it doesn't look like a concrete form. So that's actually a certification under which states that this company is already in terms of cleanliness ok, health ok, safety ok, environment but what about it. It's just that the sustainability has only reached the environment, not yet socially, not yet available to the economy. And I don't think it's obvious how the effect will have on guests, it's not like they're taking CHSE into consideration. So far not.  Rama:  Compared to the sustainability contribution, is it more influential if you inform them (tourists)?  S002:  Yes, for example, if they are involved in the act, it will generate more desire, "Oh yes, I can make a small contribution, you know."  Rama:  But is the motivation there in this segment?  S002:  Yes, some are some are not. Like now, my homework as a travel agent is also educating sustainability. Because in Indonesia there is still something that is not common about this sustainability. So we make a podcast about sustainability, then we also promote hotels or accommodations or activities that have a sustainable contribution. So it's like we make an Instagram Live Talk with Teye? FourSeasons about the zero waste bar. So, let guests know if for example staying at a hotel, you can consider whether the material is environmentally friendly or not, because we tourism is really big with waste. So it's like there is soft marketing where we educate guests about sustainability. The podcast is called […], on Instagram there is Sustainable Talk. But not much. On YouTube and on Instagram.  Rama:  We are aware that it is the travel agent's homework to educate about sustainability.  S002:  Yes, that's why a theme of my research is about sustainable as well. Because I want to know from their side what it really is.  Rama:  Just focus on the activity side, right?  S002:  Not really, only in Bali maybe more because the information we get is what appears to be in more activities. But for outbound, like in Africa, there is GameDrive. That's riding a safari car, going into safari to see animals like that. Now there are cars that are electric, don't use fuel. It was also a promotional material, "it's more environmentally friendly GameDrive." Because so far this activity has been criticised by the community because it is not environmentally friendly, it's pollution in nature which is really pure. The only problem is that guests also want to be comfortable, so maybe that's not a big consideration for them. So they must be compared to trying hard, this is just my assumption, the assumption is because they pay a lot, they don't want to spend effort to do sustainable travel like that. They'd rather pay more to get that comfortable. So they are in the desert using resorts with swimming pools, which is very unsustainable. So the most likely thing is on the side of the supplier, the supplier, which can be sustainable. So what we offer is already sustainable first, not asking the guests to think about being sustainable.  Rama:  So the supply side has more of a role  S002:  Yes, the supply side has more influence to make sustainable travel exist in the luxury segment, compared to leaving it to the guest, it will be more difficult for them to choose a hotel that is considered sustainable, or sustainable transportation. This is really complicated. It seems that transportation, especially in Bali, has not reached that point.  Rama:  It means that the travel pattern is really mixed, right? But if daily basis...  S002:  Maybe a base camp pattern, so from home to Bali stay in one place, here it is a day trip, a day trip, the next day again, the next day again. It's more like that. Because if they were in Bali for 2 weeks, for example, at most they would also change accommodation once. It's not where it is today, the next day it's moved here again, for example, not really. Keep moving accommodation, but not often. So it seems they stay in one place for a minimum of 3 nights. There are really 2 weeks in one place just keep going.  Rama:  Okay. That's all. Thank you |