Pseudoname: Ameena, Code: Interview 004, Category: International tourist, Sex: Female, Travel Group: Children and older adults, Origin: Malaysia

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|  | Rama:  This is to explore your opinion and experience about your rural destination travel to Bali just for the last 5 years, if you have any. If you have multiple occurrences before, then you can choose probably 1 or 2 or probably the latest one that fits this rural travel experience. And the result will be used for my PhD research. And your opinions will be quoted anonymously. Okay first one, my research focus on travel in rural destination. Could you tell me how you define rural tourism.  004:  This is based on my personal point of view, right. Rural tourism is visiting a tourism destination that is still preserved in certain ways alright, that still focus or sustain the locality of each attraction and uniqueness. But is also provide some basic facilities or infrastructures to support the tourist activities in that particular area. That is what I understand. And another thing is that rural tourism is focusing on experiencing the uniqueness of the culture at the area, and also meeting and dealing with local communities in those particular areas as well.  Rama:  So, probably just to explore, so for you what does a rural destination mean to you?  004:  It should be protected, it should be preserved. It should also, they have originality of each attraction. Meaning to say, for example, if that particular destination is for aboriginal people, right, “orang asli” for instance. If I call it as a rural destination, I want to see the uniqueness of “orang asli” in that particular area. If it’s not available there, it’s not considered rural area. And another things is that, if it’s too easy for me to go there, to experience the tourism there, I don’t consider it as rural. That is my point of view, yeah.  Rama:  Okay, so you meet with the indigenous people, local people, and some kind of place that not too easy go to. Research identifies rural tourism should be in natural open space with local atmosphere, you were right. With that in mind, what are the rural areas that you have visited in Bali previously?  004:  Firstly if I talk about Bali, there is a… I visited Bali because of the culture uniqueness of the destination itself right. And also because of the food, because of the different local community culture, heritage. That’s the reason why I visited Bali for that particular reason. Your question again, when?  Rama:  What are the place that you’ve visited?  004:  The places that I visited that considered rural. I visited a local village of the local communities. I forgot the cultural name, but I visited the local dance yeah in some sort of local village in Bali. We also visited a aboriginal people there, again I forgot the name. But that is in that particular village where you are able to see how the live, how they do daily activities, how they look for food for example. So these are the things that I have experience. And I also visited one particular village that I still remember they still believe in the spirit of water where they really value the holy water, you know, how to take a shower, how to do that in certain local ways and things like that. And it’s very unique because you couldn’t experience (it) in any city or modern destination, right. This can only be observed in rural destination.  Rama:  Is that the area with rice field?  004:  Yeah, rice field and there’s a, like a fountain, natural fountain. But I totally forgot. The last time I went to Bali was in 2019. Since I visited Bali quite a few times, every visit we try to do different things. Yeah so if in my previous visit I went to certain places, the next one I will visit another one.  Rama:  Is it always rural?  004:  Yes, we definitely go for rural areas. We tried to avoid Kuta, even Seminyak. Towards 2019, we even avoided Seminyak because Seminyak was getting crowded at that point of time as well. Seminyak is like 20 to 30 minutes from Kuta. And it’s started to get crowded, we moved to the other, the rural, the village areas in Bali  Rama:  So you avoid the urban sites.  004:  The urban yeah, crowded. Because it’s too crowded. Too many people. It’s very difficult to move around, right. Especially if you travel with a large group. So we prefer to stay in Ubud, you know, near to Tanah Lot area. We’re moving upward from the city areas of Bali.  Rama:  Yeah I thought this probably Ubud but  004:  I think so yeah, I think so, I forgot the name  Rama:  So how many times have you visited Bali, at least for the last 5 years?  004:  At least for the last 5 years, yes, I think 2 or 3 times. Bali was like our compulsory destination  Rama:  Is that annually?  004:  Quite annually, but yeah we stopped visit Bali because of the pandemic (laugh).  Rama:  Okay so, is it family travel or business?  004:  Alright, every visit was different. If you’re talking about the past 5 years. Okay, the earliest one was a business trip, so I can just avoid that. The second one was a family trip, which was only myself, my husband, and my child. And the final one in 2019 is a family trip again, but this time around it’s a bigger family trip which I also brought my mom and my husband’s sister, so this is the first time that we had elderly in our trip. Yeah, so definitely if you ask me about the travel experience, it will be different between the previous one right, because the previous only 3 of us, and the last one was about 10 travel partners during that time, 10 people, in 2019.  Rama:  Who are they?  004:  My husband, my sister, and my cousin, as well as my mother, my kids, and my husband’s sister, so there were about 10 of us together.  Rama:  Is it organised by a travel agent or is it just travel by yourself?  004:  No, yeah since we have quite a lot of experience visiting Bali, we don’t need travel agency anymore.  Rama:  Probably you’re more expert than me. When you travel there with only 1 kid, was the other kid has been born?  004:  I think, 2019, was about 3 years from now. I already have my 2nd daughter, but I didn’t bring her, I only took my eldest one with me, I think (she) was about 3 years old. Because, looking at Bali, I think, during that time taking a very small child is not really easy or comfortable, because you have to move around with different type of transportation. So we tried to let the youngest one to stay at home, to stay with my mom. So we just took the first one with us.  Rama:  You were 38?  004:  Late thirties yeah  Rama:  How about your husband?  004:  My husband was in 40s (45), because now he is 48  Rama:  I’m still considering this 2 travels. So how long did you stay in Bali?  004:  Alright, whenever we go to Bali, we make sure that we stay there at least 7 days yeah. So I think even the last one, or the second last trip was about 7 days.  Rama:  Where were those?  004:  Previous one, we stayed at Seminyak, again quite far from the city. And the last one I think near Ubud, I think I told you before I couldn’t remember the village name, but I stayed … this is a bit farther than Seminyak. Because we learned that every time we come back to Bali, we tried to move to a more rural area instead of staying in the city.  Rama:  So did you stay in the same hotel or move around?  004:  No. Eh, oh yes. We never changed. We usually stay in a villa, where you can rent the whole villa for certain period of time. So you have the ownership of the whole property for that period of time.  Rama:  So what did you use to travel to Bali during this travel with 10 people? Airplane?  004:  Yeah  Rama:  Then how did you go to the rural area, the villa?  004:  Okay, since our travel companion is quite a lot. At first we decided, we planned to hire a car, to rent a car. Then after we done with the calculation, we decided that “no.” Renting a car is not economical for us, because it’s 10 of us. So what we decided is that we hired a driver with a big van. So that he can take us anywhere we want to go in that 7 days.  Rama:  So you hired this driver and a van for a week?  004:  For a week, yes. Because if you do the calculation, it is much cheaper than renting a car. Because if I want to rent car, I have to rent 2 cars. And it doesn’t include petrol and other things. We also don’t want to get tired, we don’t want to get lost along the way and things like that and we finally decided to hire a van together with the driver.  Rama:  Previously with the 2 cars (option), were you think you will drive your own?  004:  Definitely we will be driving the car. We’re not going to hire the driver.  Rama:  For the trip that you were only 3 people, did you also stay in the same place?  004:  I don’t like to move around. I rather travel to places that I want to visit and come back to the same accommodation.  Rama:  So Bali is your main destination right? Do you have driving license in your country?  004:  Yes  Rama:  Do you have private vehicle there?  004:  A car. We’re not that rich, we only own a car. I even have motorbike license, but I don’t own a motorbike. I think at this age, you are trying to avoid motorcycle because of the safety purpose. But when I travel to Bali for example, I definitely rent a motorbike to move around  Rama:  Really? Which trip was that? The trip with 3 people?  004:  No, because I have small child right. But when we traveled with 10 people in 1 group. Sometimes. Because we were staying there for about 7 days, in certain days my mom and my aunt wanted to go shopping for example with that van. They will go to that places with a van and the youngsters, or us, we decided to rent a motorbike and we moved around to go to the beach, to the other places, by motorbike because it’s much easier right.  Rama:  Is this motorbike provided by the accommodation?  004:  No, you have to find in the rental shop. You need to go out and find the rental shop, and you can rent the motorbike from the business.  Rama:  How can you find the shop?  004:  It’s very easy because in Bali, if you go to… Let’s say if you are staying here in your, this is your villa, and then when you walk in the shop area, there are a lot of advertisements, motorbike rental, bicycle rental, even car rental services. So you just need to go there and ask them whether they do have motorbike available and if they say yes, you just rent the motorbike there.  Rama:  So it is within the walking distance of your villa, that’s quite easy. You are working in your country right. For your commuting purpose, or shopping and other travel purposes, what is your main transport mode?  004:  Definitely my car, my private car. I don’t use public transportation. I only use private transportation.  Rama:  If your car is broken or something, then what to do?  004:  In that case there will be no problem, because we have that Grab service, the e-hailing service, it’s everywhere. So it’s very easy to get e-hailing service, with car. Back home, they only provide e-hailing service with a car, GrabCar.  Rama:  I need to come back to Bali. You said that you were attracted to Bali because of culture experience, different culture, food, and community. Is there anything you want to add?  004:  I would say that I am a regular traveler, I love to travel, I travel a lot. But no matter how many times I visited Bali, I will never get bored of repeating my visit to Bali. Because the moment you touch down to the terminal, you can feel the uniqueness, the vibe of Bali, that you couldn’t feel it anywhere else, no matter where you go, seriously. (laugh) That’s so unique about Bali, even the smell, the moment you touch down at the airport terminal, you can start to smell the aroma of Bali which you couldn’t feel it somewhere else. I don’t know how to describe it, but I think Bali is so special that I couldn’t find the same uniqueness of interest in any other places, no matter where I go so far, yeah. They have the praying pot, I forgot the name of that pot, but I don’t know. That could be one of the reason, but there is something about Bali that you couldn’t find somewhere else. It’s too difficult to describe.  Rama:  How about the rural areas. You said that you avoided crowded attractions, anything else that drive you to go to rural areas?  004:  When I was younger, when I visited Bali, I will definitely go to Kuta. Because it’s full of youngsters, full of entertainment activities. But as you grow older, I am more interested on looking at the localities of the destination. So that’s why I decided to go to the rural area where I am able to meet with the local people, get involved with them. I even go to local shops to buy food, to buy ingredients. I don’t go to the common supermarket that every other tourists go. I go to small shops which popularised by local communities in Bali, so we got cheaper price, we got to learn about local dishes, local ingredients. So that’s why I think I prefer to go to rural area rather than go to the city centre of Bali.  Rama:  What do you value in your travel to the rural areas?  004:  The calmness, not to say quiet, but it’s away from hustle bustle of the city. If you go to Kuta, you can experience the quietness in Bali around Kuta maybe around 6 to 8, to 10, in the morning. And after that, it will be very busy, loud, you know, and too many people. They just recovered from hangover. So I don’t like. Maybe I used to like it maybe 5 or 10 years ago. But now I value calmness, I value the sound of birds when I visit the rural area. (Laugh) Yeah, that’s what you’re looking forward to, instead of the hustle bustle of the city. So that what I prefer to go to Bali. Just to sit there in front of the paddy field, and listen to the birds, listen to insects, talking to local people. Because usually when you go to city centre, you don’t really mingle with local people. You’ll mingle with other tourists, international tourists or local tourists. But when you go to rural area, you spend more time with local communities. That’s what I value now at this age.  Rama:  So you want that experience with local rather than with other tourists. I’m still confuse which trip to focus, but just tell me in general. For example when you stay in a villa for 7 days and then, which rural sites you travel to? How you travel to?  004:  As I told you, I couldn’t remember all the names of the attractions. But what I practice was that, say for example, today I wanted to see the north part of Bali. So what we will do is that we will travel to the north side only. And tomorrow, say we will go to the south, then we will go to the south. And the next day I want to go to city centre for example to buy stuffs, or to look for souvenirs, so we will go to the centre. We never travel the whole island of Bali in one day. We couldn’t do that anymore. We did that maybe 10 years ago, but we couldn’t do that again because of, (1) because of the transportation, we are using van now, 10 or 15 years ago we use motorbike to move around, so it’s much easier, (2) the traffic congestion is getting worse now in Bali, even in rural area, not only in the city centre, so traffic congestion is getting worse. You couldn’t cover many areas in one day anymore. Not like what you can done in many years ago. you couldn’t do it anymore.  Rama:  So, how many sites you can travel in one day typically?  004:  Probably around 3 to 5, but not more than that. You won’t spend so much time in certain places right. But if you want to go to Kartika Sari, is it? The popular market in Bali. Usually we will just spend 2 destinations only in one day. Because we’re going to spend so much time there. Even if you want to go to Tanah Lot for example, you cannot go to more than 3 attractions in one day, you can only cover 2 or 3 attractions maximum.  Rama:  So were you leaning towards tourist sites or for you is the place you’re staying more important?  004:  I prefer to mix the experience. Because the last trip was, could be one of the many trips that I have to Bali. But the whole companion were their first experience. So even though I want to avoid those tourist attractions, but since there was their first experience in Bali, I had to take them to certain or important tourist attractions in Bali, to make them feel the real of Bali and what so special about Bali. So that’s why I brought them to certain tourist places as well.  Rama:  Were you go out everyday or spend few days just to stay in the villa?  004:  Maybe about one day just staying in the villa. Because there is a swimming pool in the villa, so we have small kids, right. So we let them swim and do nothing in one whole day, so we just cool and enjoy the food. But other than that, we usually go out and travel, just rent a motorbike to move around the nearby villages.  Rama:  So you know how to rent a car, do you know any other alternative that you can use to get you to rural areas?  004:  In Bali? As far as I know we can rent a car, a van, or a motorbike. Seldom that I see people traveling by using bicycle, because you know Bali is very unique in terms of a landscape, there is a lot of hills, downhills. To me it’s not that safe for you to ride a bicycle to move around without safety, we don’t have helmet in the destination. Other than that, I don’t think that they have public transportation, I don’t know. I might not have any idea about that but that is beyond my knowledge whether they have public transportation or not, especially to rural areas. Bus, small bus. Small bus, they do have that, but we don’t use that kind of transportation.  Rama:  Why is it?  004:  Because when you’re using that transportation, it will take you from one place to another. But you have your travel plan, you have to go to this place, and then next you want to go to this place. So I think it’s much convenient for you to have your own private car or hire or rent or hire driver to do that. Even for example if you are from A to B, they may have angkot (microbus) from A to B, but from B you want to go to C they might not have a proper microbus services from B to C. So it’s not convenient for a traveler like us.  Rama:  You said that GrabCar is your alternative mode in your country, have you also consider this one in Bali?  004:  Never, we never use GrabCar. We know that they have Grab. But we also heard from the local, we even saw a notice board, a signage, “this area is not for GrabCar, this area is not for Gojek, this is only for local taxi.” And we even spoke to local people to avoid any problem during those time or in the future, we decided to use only local taxi instead of using Grab. Because we want to make sure that we are protected, we want to make sure that we are safe. Because we are afraid that if we use GrabCar, or e-hailing service, we might be harmed by people due to those signage, so we avoid e-hailing service.  Rama:  Why do you think there is this kind of signage?  004:  Because the local people, this is what I heard from the local, they are not happy with e-hailing services. For them, this kind of services are actually killing the taxi drivers. So, I don’t know if they want to scare us or what, but they said a tourist has been involved in a fight with a local community because they are using this kind of services, so you’d better avoid that for your safety, for your good. So we definitely listen to them, we avoided this facilities. And just use local taxi  Rama:  When did you hear or see this for the first time?  004:  I think it’s around 2015 or 2016, yeah it’s already there. Because I remember my first daughter was born in 2015, I went there again in 2015, we heard about this already.  Rama:  How about the destination itself, means you can interpret it as the management of the villas or the rural sites, were they provide any kind of transport mode to pick you up from some places to their area?  004:  No, but they are the one who recommended us with the van driver at the first place. Usually in rural area of Bali, they have a lot of private villas there. And those villas are not owned by local people, they are owned by English owners. For example, that villa that we stayed for 7 days, the last time we visited Bali, was owned by someone from Australia. So the owner is not staying there or living there. But there is some local people from Bali who are taking care of the villa. So, in order for us to contact for the arrangement for the villa. We had to contact the local guy from Bali. Our first initial contact was with the owner in Australia, but the next communication with the Bali guy. We even informed him that we wanted to hire a van with a driver, do you have a recommendation? So he connected us with the driver  Rama:  But as far as you know, there is no vehicle provided by the villas or sites, right?  004:  No, I don’t think so  Rama:  Have you consider walking, at least from villa to other rural sites?  004:  No, because the villa is quite outskirt, and one thing about Bali is that there is a lot of dogs there, street dogs. It’s very dangerous. So we tried to avoid that. But if you want to move from one place to another by walking maybe when we go to the local shops to buy vegetables, fish, and chicken. But other than that, we won’t do that. We usually use a transportation, either with a van or we rent a motorbike.  Rama:  So it’s the safety. How about in your country, about walking?  004:  I don’t have any problem with walking in my country. I think another reason is that you feel familiarity of the place. When you are in your comfort zone, you feel safer, true or not? But when you are outside of your comfort zone, you might feel not safe, you are scared of your surroundings. So you avoid those harmful activities.  Rama:  Studies shown in the news that there will be train, probably will be there around Bali, it’s a new transport. And there probably electric vehicle will be there, can be cars, motorbike, bicycles, probably scooters as well. Will you consider these 2 modes?  004:  No, I won’t. And I am afraid that when, if they really develop those infrastructure in Bali, I think it might also affect my personal interest to go there. Because to me, as I mentioned to you earlier, when I want to go some rural places, you enjoy the difficulty, the limitation, of accessing those destinations. That is my point of view. So if you can everything there that can simplify your tour or travel, to me it’s no longer a rural area. There is no uniqueness about Bali anymore. You are losing the uniqueness of Bali. Because whenever I tell people about my experience to Bali, I’ll definitely will talk about how difficult to move around from one place to another. How difficult is the road, how terrible is the road, no proper road, there is a lot of holes. But that’s a beauty of rural tourism to me (laugh). Because I can share you another example. I don’t know if you have been to that place, Batu Karas. It’s about 2 to 3 hours from Bandung. It’s not easy to get there, the last time I went there, we even stuck about 6 to 8 hours because the bridge was fell off due to heavy rain. But it was very interesting! (Laugh) That’s the beauty of experience those rural tourism to me. This is different from others’ comment (laugh)  Rama:  During your last trip to Bali, did you plan your daily trip in Bali before from your country or is it just spontaneously?  004:  Definitely we planned everything from my country. Because this is my ritual habit, whenever we brought elderly people with us while traveling. We’ll definitely make sure that everything have been planned for the whole trip. Because you know, when you have elderly people, or young kids, traveling with you, you might want to be spontaneous. But you cannot be spontaneous all the time, because you have to take care of their safety, their wellness. So whenever I have kids or elderly, I will plan in advance. But if I travel only with my husband, we usually don’t have any proper itinerary or plan. We just go wherever we want, depend on our mood in that particular day, in that morning. So if we want to go, we just go. We want to stay at home, we stay at home.  Rama:  Is there anything else that you book from your country other than the villas and the van?  004:  No. Only the villas and the van. Even we have already the van, there are some days that we don’t want to travel with the van. So we let the seniors to travel with the van and that we rent motorbikes.  Rama:  Is it on the plan as well?  004:  No, that one was spontaneous. Because (it’s only) among us, our mother has been taken care (by the driver with the van).  Rama:  What do you think to consider in the plan?  004:  Another thing, whenever we travel. We make sure that everybody is protected with travel insurance, that’s it. So for that particular travel, we booked the villa, we booked the van, and travel insurance for everyone in that trip. Because there is a lot of unpredicted occasion that might happen. The last time we went to Bali, my husband’s friend learned how to surf. The fin of the board hit his jaw and he had about 12 stitches at the local clinic. Luckily, he was covered by the insurance. If not, he had to spent about 2500 GBP for that stitch only. Because they charged differently to international tourist. So, to protect yourself, you have to buy travel insurance.  Rama:  For the daily trip itself, how did you plan the trip? Did you do any research?  004:  For example, we’re done with today. So we will sit together and ask, “what do you want to go for tomorrow?” for example. “Are you still feeling okay? Are you tired?” So let’s see for example, I still remember one particular day we decided to go to paddy field, it’s a hill paddy field, where you can try a swing. So we planned the next day to go to that particular swing, it took us about 2 to 3 hours just to reach there because of the traffic. When we arrived there, it was suddenly raining heavily. So you cannot use the swing. So you have to make immediate alternative plan, “what should you do next?” But, with the limitation in terms of congestion, duration, you can only visit the nearby area. You cannot go to the other places that might be too far away from that attraction.  Rama:  How do you know about the nearby area?  004:  You just search using your phone, or based on your previous experience.  Rama:  Any special apps?  004:  No, we just google it, look at the Instagram, the OOTD (Outfit of the Day) spot where people usually go in Bali. Because those social media hashtag is playing an important role. You can get all the information from there. So just search from there.  Rama:  But you did say that you plan everything before. So the plan can still …  004:  Yeah still can change because of the weather, congestion, and sometimes my mother was tired. She didn’t want to go anymore. She said, “can I just stay in the van?” No, you can’t. There will be monkeys attacking you. So we decided to stop the trip for that day and just go back to our villa.  Rama:  Research shown that people develop skill to travel. In your opinion, what skills people need to travel to choose transportation mode to rural Bali?  004:  Do you mean what skills in order for you to travel? Not what skills can you develop from travel? The first one, right. I think it’s easy. You just need to have a courage and brave and confident, that’s it. You know what, the first time I visited Bali, I went there with my friend. Only 2 of us, girls. That was my first international travel, I was still 25 years old. I spent 14 days in Bali knowing nobody and the best part is that my friend who travel with me, she loves to travel but she loves to stay in the room when traveling, watching TV. So I have to walk around Bali, during that time I stayed in Kuta. So get to know people, learn about attractions in Bali, how to get there. That’s how I learn about Bali at that time. So I think if I don’t have courage, if I’m not confident, if I’m not brave enough to venture a new things in life, I won’t be able to do that. You need to have courage.  Rama:  So you access this kind of transportation and other information from local?  004:  Yeah local, and from other tourists.  Rama:  Is it what you prefer than searching on …  004:  Yeah, whenever I look for information, I prefer to have a personal touch. I prefer to have a personal communication or in person communication rather than looking on the web, reading the instructions. I don’t like it.  Rama:  What went well in your last travel in Bali?  004:  I think everything went well. We don’t have much problem. That’s why I said, when you go to a place that you really adore, all the hiccups that you experience won’t become a big deal to you. It’s just bring spices to your experience, that’s it. It won’t leave any harms, obstacles, or bad experiences toward those incident.  Rama:  How about the challenge when you travel around Bali?  004:  I think we can consider more about the uncontrollable challenge, such as congestion, this is uncontrollable. No matter how well you plan for your trip, when it happen it happen. And number 2 definitely weather, for example, you cannot control the weather. These are the 2 main challenges that I experienced not only in that particular trip. But also in even previous trips that I had before.  Rama:  But currently you can check congestion and weather from the internet right?  004:  No, we don’t really do that. To be honest with you, we’re not really into checking weather or congestion status anywhere, until we arrive here in the UK. Then, we look at the weather and stuff like that. Previously we never do that. But again, even if you stuck in a congestion in Bali for a couple of hours to reach a destination, to me it’s not a problem. To some people, that might be a problem. But I can compare my experience when I visited Jakarta for example. Again I visited Jakarta for so many times. I feel so pissed off whenever I stuck in a congestion. Because to me, we are in a city centre, it should be well developed. It should be modernised. It should be much better than what we experience in Bali. So if you put me into a situation, stuck in traffic congestion in Bali or stuck in traffic congestion in my country’s capital city, I will definitely pissed off when I am in city centre.  Rama:  How about the city centre of Bali?  004:  The city centre of Bali definitely is crowded. But again as I mentioned to you we avoided those places. So we don’t really consider it as a problem, but when you stay in rural area, to move around I still experience congestion, you still have those problems. But it doesn’t really bring so much bad experience to you as compared to city centre.  Rama:  Okay let’s move to the last 2 questions. Recently the idea of sustainable travel become really popular. What is your view on sustainable tourism travel?  004:  Interesting, what’s that, sustainable tourism travel. Sustainable that I understand is available or has been prepared for everybody regardless who you are or what your status is whatsoever. And it should be still available in the near future or in the next generation to enjoy it. So if you talk about sustainable travel, from my point of view, I think if you’re talking about Bali you should be able to experience Bali the way that we experience it maybe 5 or 10 years ago. Meaning to say that we can still sustain the originality or the uniqueness of Bali. And we try to avoid massive development in Bali, because that is another reason why I avoid Kuta for example. If you go to Kuta, there is a lot of modern building nowadays, bars, pubs, modern infrastructures, modern features. But when you to rural parts of Bali, you can still see the original building with the authentic touch of local Bali. So I think if we try to modernise Bali in the near future, we won’t be able to sustain sustainable travel in Bali, that’s my point of view. Because for me the reason why people are visiting Bali is because of the uniqueness of the attractions or destinations. If there are too many developments or modernisations, it will ruin the originality of the destination.  Rama:  Transport dominates the emission in tourism travel. What do you think can be done for the transportation, particularly transportation for tourism to rural Bali?  004:  I agree with that. Transportation is the heart of tourism. You cannot go anywhere without transport. But transport is not everything in tourism. If people can go to Bali 20 or 10 years ago with whatever available resources that we have during that time, why just can’t we continue that in the future? I think you know about Lombok for example. There is one particular island, Gili Trawangan. There is no transportation allowed there. There is no motorised or petrol transportation are allowed there, only bicycle and horse riding, horse carts are a lot. Yet there are still doing well in tourism until today, they didn’t even change that in transportation. And they are still producing high number of tourists in that destination until today, yeah in Gili Trawangan. Why do you have to change something in Bali just because you want to make things more… I don’t know what is the reason of doing the government in terms of transportation in Bali, I don’t know about that. Maybe they want to make things easier for the tourists, to provide better facilities. But is it really necessary? That’s the question.  Rama:  So how do you think travel to rural Bali can be made more sustainable? Certainly you oppose the development, but do you mean that the travel can be more sustainable by leaving as it is or probably bring it down like Gili Trawangan?  004:  No, just maintain that we already have now in Bali. We have introduced petrol and motorised transportation in Bali, we cannot simply stop that. This is something different to what is going on in Gili Trawangan. So just maintain whatever available resources that we have there, and let everybody enjoy their trip to Bali as they are. But do not improve, or do not modify the development in terms of new building, new infrastructure, new sort of things. Because definitely you are actually expel people from visiting Bali. That’s why for those who are really into Bali, if you can find tourists that are really into Bali, they will never ever to tell you that they want to stay in Kuta anymore. Because Kuta is too modernised already. People will definitely go to the rural areas in Bali. Because those places are still protected and they can still feel the originality of Bali instead of going to the city centre of Bali. Normally the one that go to Kuta are the youngsters and those people are actually visiting Bali for the first time, usually. Yeah first timer, definitely they will go to Kuta. But for tourists, repetitive travelers, definitely, I can guarantee you, they will avoid Kuta and go further away to the rural areas. So what you are trying to do now? Which category that you, what tourist category that you want to serve now? The first-time traveler, or the repetitive traveler, the return traveler. That is the thing that they have to consider as well. If they want to focus on first time traveler, yes they can modify Kuta. But if they want to protect return travelers, they should also protect those rural destinations in Bali.  Rama:  Let me confirm for the last time. So you are saying with the existing transport mode in Bali, just like what you did before. That is currently okay for the natural protected areas in the rural Bali?  004:  I think it’s okay. You don’t have to do so much for those areas. And you have to understand that the size of the road in Bali is not that big. The public road is now wide. So just imagine if there are 2 buses collide together, one to moving forward and the other one is coming this way, it will create massive congestion just because of the bus. So you imagine, if you improve the number of transportation, are you actually solving the problem? Unless you are widen the space, widen the road. But are able to solve the problem as well? So these are the things that you need to consider. Maybe you can widen the road, improve the infrastructure rather than improve the number of transportation mode in Bali with electric train and things like that. I don’t think it’s appropriate for Bali  Rama:  So what would you personally do as a tourist so rural travel in Bali can be more sustainable? Any change?  004:  No, I won’t change a bit about Bali, if you ask me. Not only the way I travel, and the way how the tourism operators in Bali are doing now, don’t do any … I mean, don’t change whatever they already have now. I will still do the same thing. Because that is what I love about visiting those places, so I will definitely do the same thing. But as I mentioned to you, if the destination has changed, it might also change my interest to go there.  Rama:  So more difficult it is to go to rural area, the more you like  004:  Yeah (laugh) that’s the beauty of rural tourism.  Rama:  Okay, last question, I have travel pattern here based on papers. Which one do you think fits your travel?  004:  I think mine would be this one, regional tour pattern. So whenever I travel from my country, this will be my hub and I will start my tour whenever I go, maybe 1,2,3,4,5 and I will come back to my hub in a day. So whenever we touch down, we will straightly go to our hub, or go for a lunch and go to the hub, stay there. And then start our journey by visiting few places and then come back to the hub.  Or this (enroute?) can be our pattern of the first day. The same for the last day |