The Travel Behaviors of Foreign Tourists in Bali-Indonesia

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Abstract: The behavior of tourists is much needed for planning the development of tourism, such as marketing strategy, infrastructure preparation, traffic management, accessibility and environmental management. This study aims to find and analyse the behaviors of foreign tourists during stay in Bali in choosing tourist attractions, trip chains, modes of transportation and also the relations between trip attributes. The methods by interviews with questionnaire based. This study found that the type of attractions visited are nature, culture and manmade tourism with almost balance. The number of trip chain is 1-3 places in average per day and travel time 60-240 minutes. The main consideration to choose tourist attractions is attractiveness and exciting activities, distance and travel time. The most local transportation operator used is rental and travel agent, with the wide modes used is car and motor cycle. The reason on local mode of transportation choices is cost, comfort and safety.

Keywords: Tourist; Travel Behaviors; Tourist Attraction; Trip Chain; Mode Choice

1. INTRODUCTION

Indonesia tourism activities developing quite rapidly in the last five years and it was very encourage for the Government as well as private parties as protagonists in the tourism sector. Amongst the growing world tourism growth, tourism in Indonesia is in fourth position in Southeast Asia in bringing foreign tourists compared to neighboring countries such as Thailand, Malaysia and Singapore. Thailand attracts 29.8 million tourists (Tourism Authority of Thailand, 2016), Malaysia brings in 25.7 million tourists (Malaysia Tourism Statistic in Brief, 2016), Singapore arrives 15.2 million tourists (Singapore Tourism Board, 2016) , While Indonesia in 2015 can only bring 10.23 million tourists (BPS Indonesia, 2016). The tourist attraction of Indonesia certainly has similarities in geographical location, society, history, language, culture and natural resources and also sells the same attractions, such as beaches, mountains, culture, crafts and art. With the same potential, Indonesia's tourism needs to make efforts to attract more foreign tourists as well as neighboring countries in Southeast Asia.

Bali is a one of National tourism destination in Indonesia and also as National tourism strategic areas. As a central part of Indonesia's tourism centre and as one of the leading tourist destination in the world, Bali has a wide variety of potensials that support the growth of tourism. These include potentials of nature, man and culture (Bali Government Office, 2016). The planning of tourism are more oriented to the supply side, or more oriented to the existing

resources, but with the ever increasing competition, required a more comprehensive planning approach taking into account the expectations of tourists visiting or demand side (Suradnya, I Made, 2006).

In some countries the research or studies done about demand and travel behavior of tourists, including travel itinerary choice behaviour by tourists from Taiwan who will be abroad (outbound tourists) to select six alternative destination with some choice variables (Sheng-Hshiung, et al, 2005), while for inbound tourists in choosing tourist attractions at Spain destinations (Juan L. Nicolau et al , 2006), examined also choice destination with grouping various characters of tourist based on their interest of destinations (Juan L. Nicolau, et al, 2008), there is also the factors analysis that influence of tourists destination choice in Taiwan (Tzu-Kuang, et al, 2009) and also the choice analysis of tourists attraction in the province of Guimaras, Philipina (Ganzon, M.K, et al, 2013). While studies on the destination and mode choice of transportation in particular of tourists demand in Greece (George Baltas, 2007), model of traveler behaviour and value analysis in the context of vacation destination and travel mode choice in European Unian case study (LaMondia, J., et al, 2009). It has been done also a study of preference selection mode by travelers on track "given away" from the airport to the city of Daejeon, Korea (Van Deventer, et al, 2014). Choice studies related public transport, there are mode choice behavior particularly factors influenced the use of public transport for tourist in Germany (Gronau W., et al, 2007). Studies on the behavior of tourists in Bali, some of them are an analysis of the factors of tourist attraction and the implications for planning the Bali tourism (Suradnya, I Made, 2006) and the role of transportation in tourism, with a case study of the choice destination by tourists in Bali (Budiartha, R. M., 2011).

Considering the tourism sector is the mainstay of Bali, then to be able to develop as equally as other destinations in the world, is still very necessary research of tourism specific transportation, the behavior of both foreign and as well as local tourists. This study will be examined the behavior of foreign tourists during stay in Bali in choosing tourist attractions, trip chains and modes of transportation. The behavior of tourists is much needed for planning the development of tourism in Bali, such as tourism marketing strategy, infrastructure preparation, traffic management, accessibility and environmental management.

2. LITERATURE REVIEW

2.1 International Tourist Population in Bali

Based on the recommendation of the United Nations World Tourism Organization (UNWTO, 2016) and the International Union of Office Travel Organization (IUOTO), international tourist is any visitor who visits a country outside his home country, driven by one or more of the purposes without intending earn salary in the places visited and length of visit is not more than one year or 12 months (BPS Indonesia, 2016). There are two categories of foreigners), namely:
a. Travelers (tourists) is each visitor such as the above definition who lived for at least 24 hours, but not more than one year in the places visited, for the purpose of a vacation, recreation, sports, business, attending meetings, studies and visits with health reasons
b. Excursionist is each visitor as above who stayed less than 24 hours in places visited include Cruise passengers, visitors who arrive in a country where they do not stay at the accommodation available in the country, such as by ship.

The arrival development of the foreign tourists to Bali have increased became 4,001,835 people in year 2015 (Bali Government Tourism Office, 2016), which is the amount of 40.67% of total foreign tourists to visit Indonesia. The growth rate of the foreign tourists to Bali in year

2014 is 14,89%, it was greater than the growth rate of the tourists come to Indonesia amount 7.19% (BPS Indonesia, 2016). However, the growth rate of the arrival tourist in Bali year 2015 was 6.24%, it was decrease compare with year 2014 because of various external or internal issues such as terrorism, disease and also the condition of global economy. Distribution of foreign tourist arrival in Bali on average 333,486 people per month and the peak season in July – September. The development of foreign tourist arrival can be seen in Figure 1.
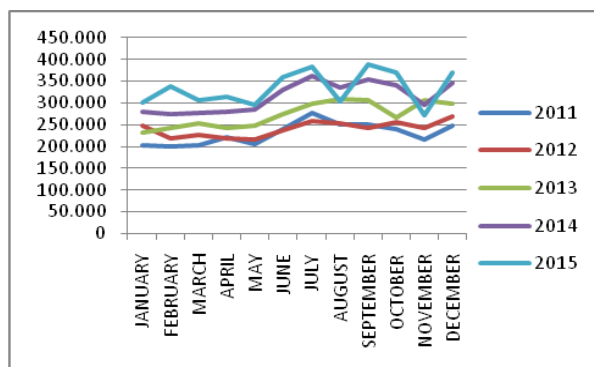

Figure 1. Development of foreign tourist visit to Bali year 2011–2015
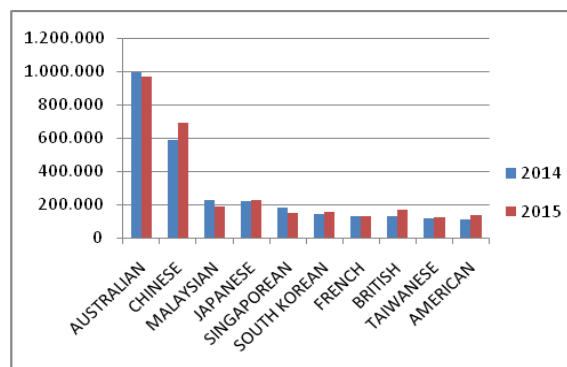
Figure 2. Direct foreign tourist arrival to Bali by market countries year 2014-2015

Looked up by the countries of the tourist come directly to Bali in 2015, there are ten countries which occur as a major market segment that reached 73.22 percent and the rest 26.78 percent are from other countries. For tourism stakeholders both private and government, this information can also be used to provide tourist packages of interest by tourists based on the nationalities.When it was observed, the country who gives the largest contribution of tourist visit to Bali was Australia of about 24.16 percent, followed by China amounted to 17.20 percent, and in the third position is Japanese with a contribution of 5.70 percent. The data can be seen in figure 2.

2.2. Tourist Travel Behaviours

A tourist travel decisions are generally based on the questions that want solved like: (1) why the trip was done, (2) what will be obtained from the tour, (3) to whom the trip was asked and managed, (4) where the destination can meet the needs and desires, (5) when should the trip done, (6) how the trip was done, (7) with whom the travel will be done, etc. (Cooper,2005), (Subbarao, 2013) provide explanations included: (1) Model of the tourist behaviors, (2) Model of travel decision process, (3) Model of travel purchasing behavior, (4) Model purchasing of tourism products, (5) Process of tourist travel choice.

Destinations or tourist attraction is a geographic region that are in one or more administrative regions, where are inside it there are tourist attractions, public facilities, tourism facilities, accessibility also community are intertwined and complement national tourism (Ismayanti, 2010). Tourism product is a series of various related services and their services produced from a variety of companies (in terms of economical), community services (in terms of the social) and natural services. According to Oka A. Yoeti (2002), the tourist product as one of the supply objects in the marketing deals have the main elements of which are consist of three parts:

a. The attraction of tourism destination, including the image reflected by tourists

b. Facilities owned tourist destination, such as accommodation, transportation, parking, restaurants and others
c. The access to reach tourist attractions

Travel behavior variables that can be identified from previous studies, statistical data and also the preliminary observation that has been done are as follows:
1. Social economic characteristics variables, including: Nationality, gender, age, occupation, level of education, income, main purpose to come to destination, etc
2. Traveling characteristics variables, including: type and location of accommodation, consideration in choosing accommodation, tourist activity, trip attraction, number of person to the trip attraction, modes, consideration in choosing modes and impression to modes of transportation services
3. Trip chain choices variables, including : kind of trip attractions, location and number of trip chain, distances, travel time
4. Modes choices, including : operator of modes, modes of transportation, cost

3. DATA COLLECTION

This research procedure consists of 6 main stages, namely the stage of preliminary studies, the literature review, data collection stage, data analysis stage, the stage of the results presentation and the conclusion stage.

The first phase in this research is to do the steps as follows:
a. Identification of the tourist travel behaviors variables from previous studies.
b. Identification of the data required data
c. Design of the survey instruments (questionnaire) for data collection,
d. Conduct pilot project and finalization questionnaire
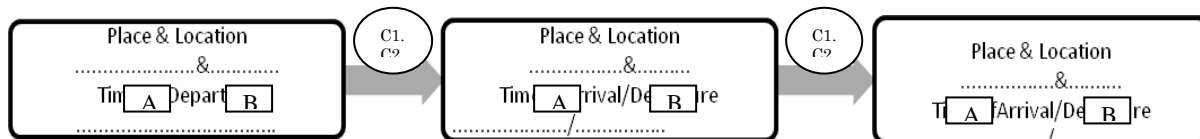e. Data collection by interviews with questionnaire-based

The questionnaire was compiled adopted from previous study on title a departure time choice model on the shopping trip (Ramli, et al, 2013). The questionnaire was distributed to 400 tourists who were visiting Bali as respondent in random sampling system. It was done in various locations scattered tourist attractions in Bali, such as Sanur, Kuta, Nusa Dua, Jimbaran, Ubud, in the period December 2016 – end January 2017. As shown in table 1, a detailed questionnaire with seven questions to obtain data on the characteristics of individual foreign tourist, then fourteen questions designed to the characteristics of the tourist trip in Bali and the trip chain of their daily trip to tourist attractions visited must be filled for minimum one day.

The second phase of this study is to conduct an analysis and displays the results in a descriptive and verifikatif description to answer the purpose of research. To reach that goal done gathering data comprehensively about specific transport tourism, to investigate the characteristics and behavior of tourists in choosing travel attributes, i.e the selection of tourist attractions/destinations, trip chain, operator and mode of transportation. A descriptive analysis of the data and the presentation of result made to existing conditions.

Table 1. Items of Questions in the questionnaire

I. Respondents' socio-demographic characteristics

1. Nationality (please mention………………)
2. Gender (1:male;   2:female)
3. Age : ………… years old
4. Occupation (1: Manager; 2: Professional; 3:Entrepreneur;   4:Employee; 5:Army; 6:Student;   7:Others)
5. Education levels (1:University   2:Vocational/Collage   3:High School 4:Others)
6. Income (monthly in US $) : (1:Less than 2000; 2:2000-4000; 3:4000-6000; 4: 6000-8000; 5:more than 8000)
7. Main purpose to visit Bali (1:Holidays ; 2:Seminars/meetings ; 3:Bussines ; 4:Visiting relatives; 5:Others)

II. Characteristics of Tourist Trip

Q1. How many days will you intend to stay in Bali (1:One ; 2:Two; 3:Three; 4:Four; 5:Five; 6:Six; 7:Seven; 8: more than 7 days)

Q2. Where do you stay in Bali (1:Hotel 4*-5*; 2:Hotel 2*-3*; 3:Hotel non star; 4: Relatives house; 5:Others)
Then please mentione each name & address of your accomodation............../.................

Q3. What is your main consideration in choosing your accomodation in Bali? (1: Famous location; 2:Fascilities; 3: Distances; 4:Cost; 5:Travel Agent Choice; 6:Others)

Q4. What is your most favorite tourist attraction in Bali ? (1: Nature 2:Culture 3:Manmade)

Q5. Where is your most favorite tourist attraction location in Bali? (1:Denpasar 2:Sanur 3:Kuta 4:Nusa Dua 5:Jimbaran/Pecatu 6:Kerobokan/Canggu 7:Tanah Lot 8:Kintamani 9:Lovina   10:Ubud   11:Candi Dasa   12:Others)

Q6. What is your main tourist activity during your visit in Bali (1:Marine 2:Nature 3:Ecotourism 4:Adventure 5:Cultural&Heritage 6:Shopping&Culinary 7:City&Rural Tourism   8.MICE&Event   9:Sport   10:Others)

Q7. Who decided for your tourist attraction visit? (1: Myself ; 2. Friends; 3:Travel agent; 4:Others)

Q8. What is your consideration in choosing main tourist attraction? (1:Distances; 2:Travel times; 3:Cost; 4:Activities/attraction; 5:View/scenary; 6:Local culture; 7:Others)

Q9. Total number of persons in your traveling group? (including yourself) (1:One 2:Two 3:Three 4:Four 5:Five 6:Six 7:Seven 8: >Seven)

Q10.How many persons do you go to each tourist attaction? (1: One ; 2:Two; 3:Three; 4:Four; 5:Five; 6:Six; 7:more than 6 persons)

Q11.How is your main local transportation management (operator) while in Bali? (1:Travel Agent   2:Rental   3:Public transport   4:On line transport   5:Others)

Q12.What is your main local transportation mode while in Bali? (1:Bus   2:Car   3:Motor cycle   4:Bicycle   5:On foot   6:Others)

Q13.What is your main consideration in choosing modes of local transportation? (1:Distances; 2:Travel times; 3:Cost; 4:Comfort; 5:Safety; 6:Avalaibility; 7:Others)

Q14.Please give your impressions to modes of transportation services during in Bali? (1:Excellent; 2:Very good; 3:Good; 4:Fair; 5:Bad; 6:Very bad)

III. Trip chain on one or more days tourist trip in Bali

Please fill in "trip chain" below (as you remember) based on your travel diary, by using choice of places, location and transportation modes in the box below

Place & Location ....&......... Tim[A] Depart[B]

C1. C2

Place & Location ....&......... Tim[A] rival/De[B] re

C1. C2

Place & Location ....&......... T[A] Arrival/De[B] re

Place of Origin-Destination (A)
1. Hotel   5. Art/Culture Show   9. Restaurant
2. Beach   6. Temples   10.Bar/Discotheque
3. Mountain   7. Waterfall/ Rafting 11. Market/Mall
4. Museum   8. Park/garden   12. Others.........

Location (B)
1. Denpasar 5. Jimbaran/Pecatu 9. Lovina
2. Sanur   6. Kerobokan   10. Ubud
3. Kuta   7. Tanah Lot   11. Candi Dasa
4. Nusa Dua 8.Kintamani   12. Others.........

Operator Modes Used (C1)   **Modes used (C2)**
1.Travel Agent   5. Taxi   i. Bus
2. Rental   6. On foot   ii. Car
3. Public Transport 7. Others......... iii. Motorcycle
4. On line Transport   iv. Unmotorized

4. RESULTS PRESENTATION AND ANALYSIS

The data collection of questionnaires and interviews has just been completed so that in this paper only the recapitulation and grouping of survey data and descriptions can be presented. For analysis and modeling will be done on the next article.

4.1 Social Economic Characteristic of Foreign Tourist in Bali

The number of respondents in this study was 415 people foreign tourists visiting Bali, consist of various nationalities, gender, age, occupation and income. Profile of foreign tourists based on gender is almost balanced, but more women respondents 51.81%, while men were 48.19%. According to nationality obtained results similar to the time series of Balinese tourism statistics published, that the most is Australian tourists (31.08%) followed by Chinese tourists (12,77%) and English tourists (7.71%). Thus the nationalities of respondents can be used to represent the population on the sampling of respondent for the next surveys.

Based on age tourists visiting Bali, the most widely present on the range of age 19-46 years as much as 73.73%, with an age of more than 47 years is 18.55%, while the teenagers aged 12-18 years only 7.71%. Next in terms of occupations, most tourists coming is student at university, private employee and entrepreneur. The educational level of the tourist population coming is dominated by tourists with level of education graduted from university is 53.73%, College of 17.59% and High School was 16,87%. Whereas in terms of income, the most tourists of 26.99% who come have an income US $2000 – 4000 and amount 26.02% of total tourist have income of US $4000 – 6000. So be aware that tourists coming to Bali is ever attended University, has a steady job and medium income. The description of the characteristics of international tourist visiting Bali based on age, occupation, education level and income can be seen in Figure 3.
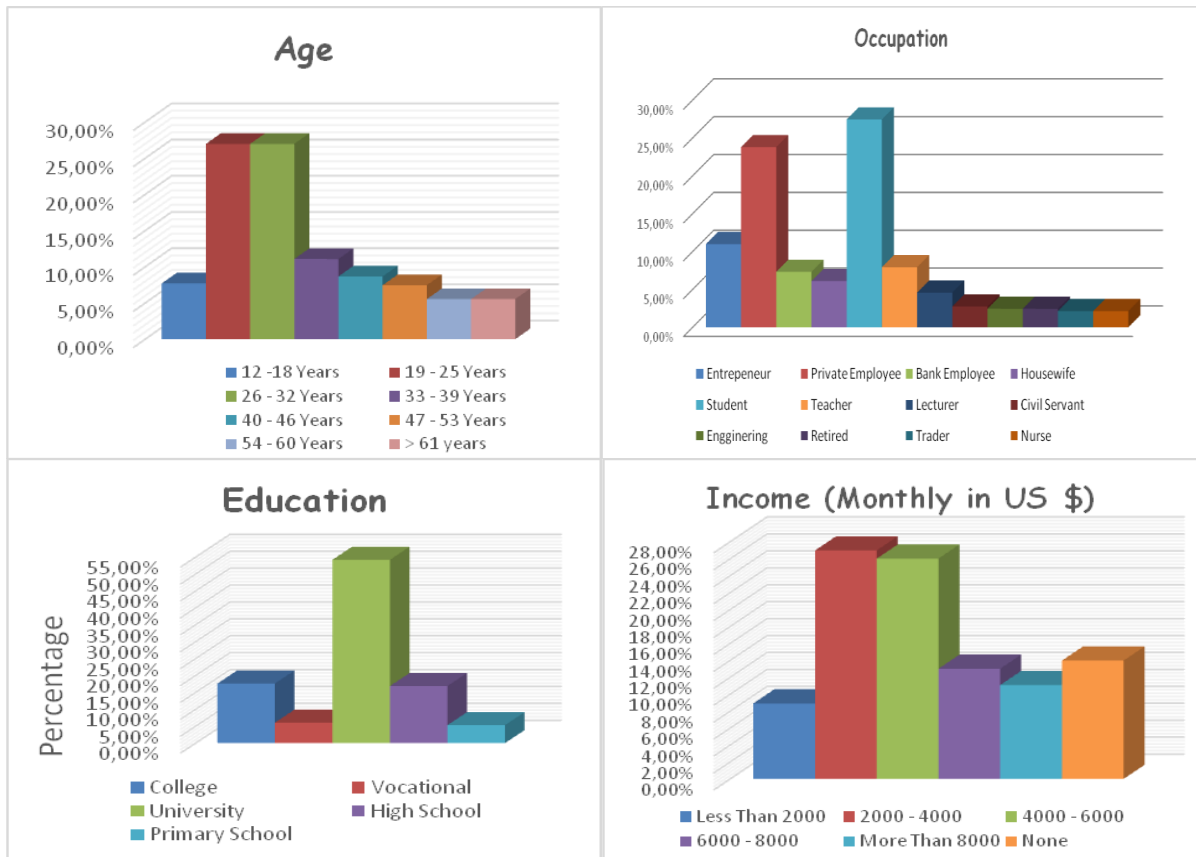
Figure 3. The characteristics of international tourist visiting Bali
Based on age, occupation, education level and income

Tourists coming to Bali in the last 5 years has been visited Bali in average, at least one time and some of them have been come to Bali more than 7 times . There was only 16 people of 415 respondents who have never come to Bali at all before. Foreign tourists tend to stay in Bali for a minimum of 3 days and even 35.18% of respondents stay in Bali more than 7 days. This shows the length of stay of foreign tourists in Bali quite long due to the many places of tourist attractions and activities that can be done. The tour to tourist attractions around 38.31% was done with 2 friends or family members, in the form of small group with 2 people or bigger groups of more than 6 people. Long stay in Bali and the number of members accompanies tour while in Bali, can be seen in Figure 4.

Information about socio-economic data of tourists visiting Bali is very important in providing tourism infrastructure, transportation modes preparation, accommodation and also tourist attraction packages in accordance with the wishes of tourists, so that the destination of Bali has always been a favorite destination for foreign tourists.
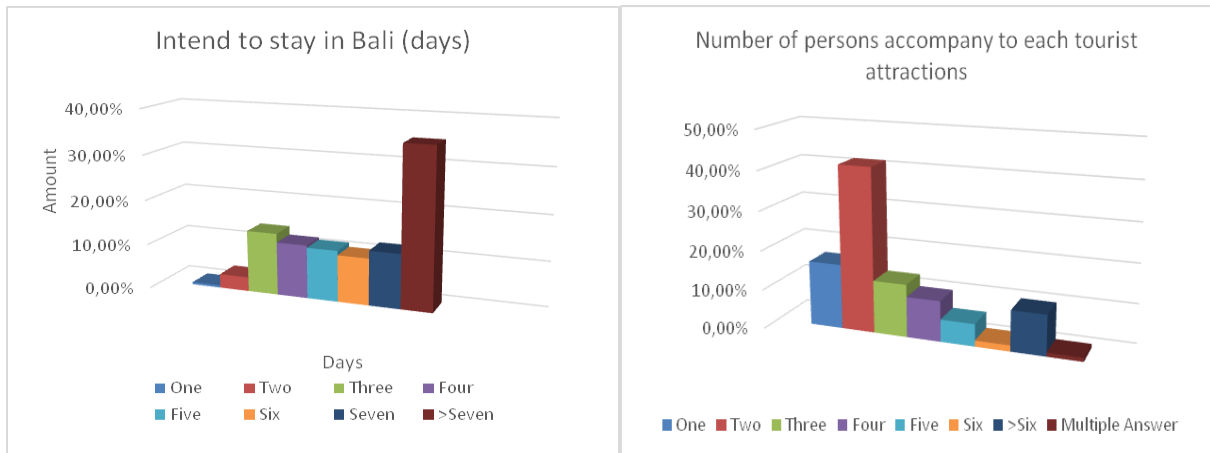
Figure 4. Long time stay in Bali and number of group member to tourist attractions

4.2 Travel Behaviors on Tourist Trip Characteristic Choices

4.2.1 Tourist Attraction Choice

The main purpose of tourists visiting Bali is for holiday. Tourist statement indicated that 87.23% mentioned it and other goals such as seminars, business, visiting friends or relatives and other purposes has a small percentages from 1 – 4% each ranging. Types of attractions visited are nature tourism, cultural or arts and manmade tourism tours with an almost 30-35% balance. While the most tourism activities are cultural and heritage activities (19%), shopping and culinary (16%) and nature tourism activities (14%). Location of the tourist attraction that became a favorite of tourist is Kuta (31%), Ubud (20%), Jimbaran/Pecatu (17%), and Nusa Dua (9%). Locations and favorite tourist activities can be seen in figure 5.
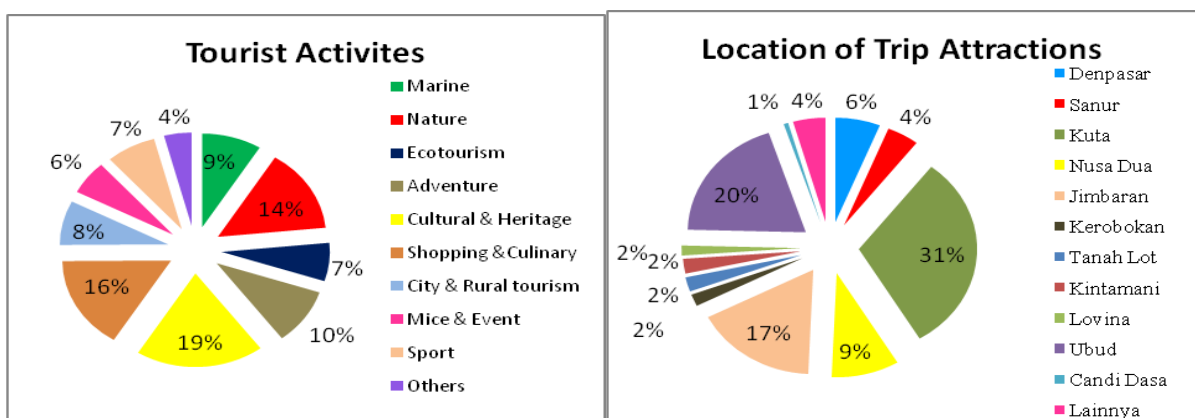

Figure 5. Tourist activities and location of trip attractions choices

In determining the choices on tourist attractions visit, the main consideration of tourists is the attractiveness of tourist attractions and exciting activities that can be done there, it was based on 25% of their statements. The others consideration are the distance to location of the tourist attractions (18%) and travel times (16%). In determine the location of tourist attractions visited, the most choices decided by tourist themself (46%) and others is to follow their friends decision is 33% . While the travel agent decision on tourist attractions visited

only 13% of the total number of tourist. The results of the tourists behaviors in considering and deciding of the tourist attraction could be visited can be seen in Figure 6.
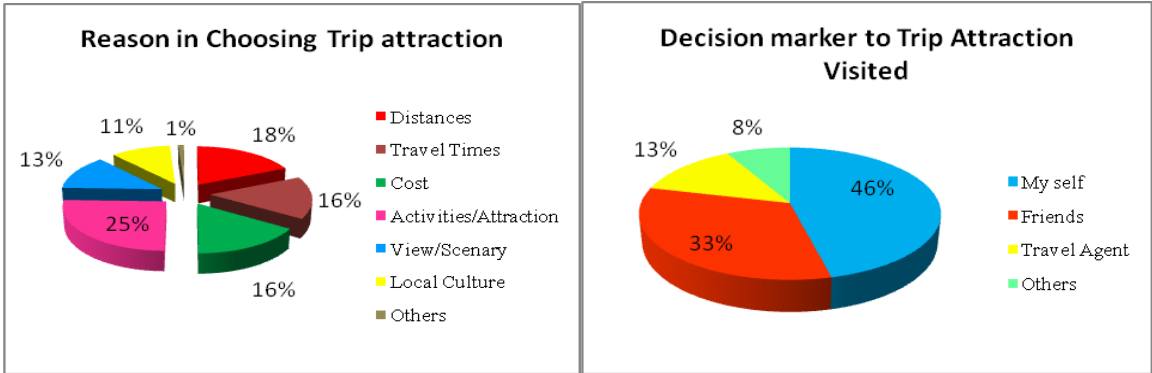

Figure 6. Decision maker and consideration in choosing main tourist attractions

4.2.2 Trip Chain Choices

The travel chain is the cycle between departures from the place of origin to return to the original place including all trips with various destinations that have occurred between departures and arrivals in a day. Travel chain decision making is essential for transportation researchers and policy makers. Trip chain of tourist in Bali indicated that the number of their trip chain a day is 1-3 places with 69% choices. The most of tourist chooses 1-3 places with the travel time less than 60 minutes. This shows that tourists visit the attraction that is not too far away and they use more time to stay in each visited object, to enjoy the scenery or doing activities there. The choice of a considerable number of trip chains is 4 and 5 places, each being 18% and 9%. While the number of most trip chains is 6 places for only 4% choices.

.   Another travel attribute is the total travel time to the location of tourist attractions in a day, in accordance with the number of trip chain. The fastest travel time is less than 60 minutes that was also the most done by tourists (58%). The longest travel time is 240 minutes, or about 4 hours. Also considerable travel time is 60-90 minutes and 91-120 minutes. The total number of trip chains and total travel time can be seen in figure 7.
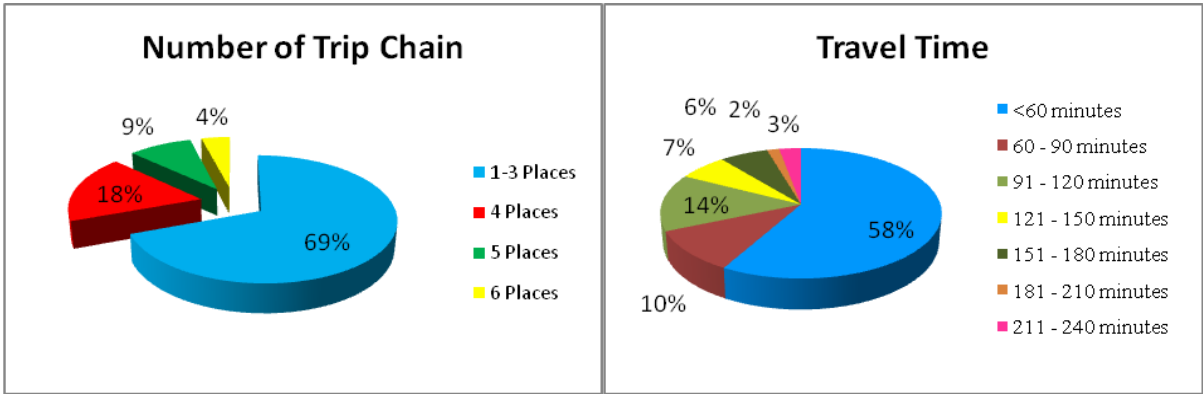

Figure 7. Number of Trip Attraction and Travel Time

4.2.3   Modes Transportation Choice

Tourist travel behaviors on modes transportation consist of local transportation operator management and modes transportation choices. Local transportation operator management for tourists in Bali can be use travel agents, rental, public transport or on line transport. The obvious difference between a rental and a travel agent is that the rental will include a rental vehicle only and it can be with/without a driver, but outside fuel, levy, parking, and meals for driver. While using a travel agent covered entire of the transportation need on the trip tour will be handled by travel agents.

The choices of mode of transportation that may be used are bus, car and motor cycle. Based on the tourist choices, the most local transportation operator used is rental (41%) and travel agent (33%). The wide of modes transportation used is car (63%), motor cycle (23%) and buses (14%). The most choices on car modes because total number of tourist to go to tourist attractions in average 3 – 4 person, so that a car fulfill the capacity. Car mode surely provided by the travel agent and also by rental. The consideration of tourist on local mode of transportation choices are cost (26%), comfort (21%) and safety (18%). Although it lack of public transport used by the tourist, but the availability of other transportation operator type such as travel agents, taxi, car and motor cycle rental, the tourists impression to transportation in Bali that 45% stated good comments. An overview of travel behaviors on mode choices based the local transportation operator, modes choice, reasons in choosing modes and the tourist impression can be seen in figure 8.
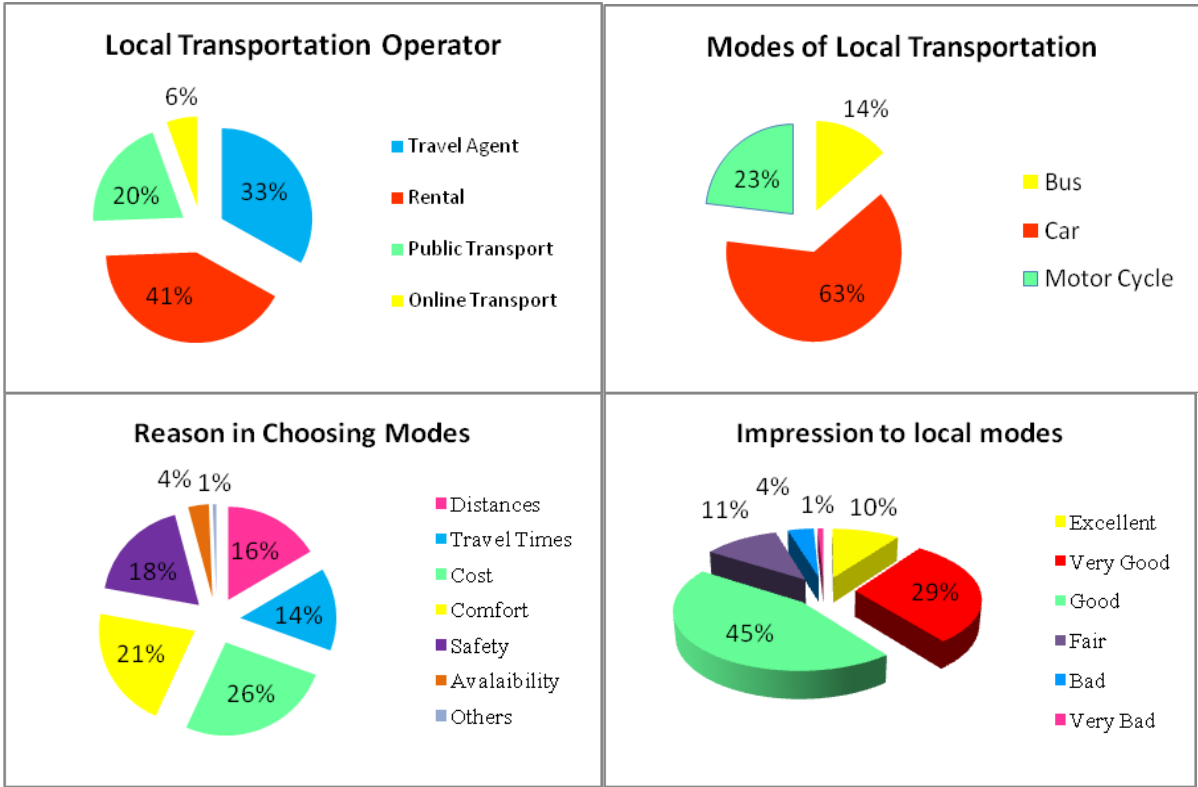

Figure 8. Operator, Modes, Reason and Tourist Impression on Local Transportation Choices

4.3   Relation of Tourist Trip Attributes

Tourist trip attributes concerning the choice of tourists to the attributes of their trip in Bali in choosing trip chains, tourist attractions and local transportation modes.

4.3.1   Trip Chain – Tourist Attractions

Based on the choice of tourists to the attributes of travel about the trip chain relationship with tourist trip attraction type shows that for the number of trip chain 1-3 places up to 6 places indicated that they visited the type of attraction like nature tourism, culture and manmade in a balanced. For the number of trip chains 1-3 places will be seen in the priority of nature tourism and the more number of trip chains then the manmade attractions will be more increased, as shown in Figure 9a.
        While the trip chain relationship with the location of tourist attraction shows that for all the number of trip chains indicated the dominant tourist locations and such must be visited are Kuta, Ubud, Jimbaran / Pecatu and Nusa Dua, which are all located in South Bali. For other locations of attraction is the next option for tourist, if there is still time or after the main location of tourist attractions are visited, as shown in figure 9b.
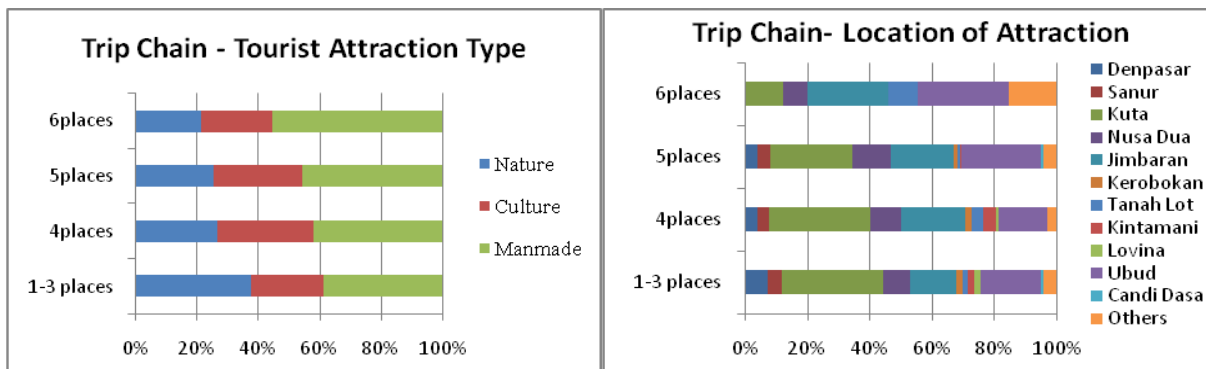

| Figure 9a. | Figure 9b. |

4.3.2   Trip Chain – Modes of Transportation

Transportation modes choice in the tour includes the choice of local transportation management (operator of modes) and modes type. The operator of modes is travel agent, rental, public transport or online transport, while the types of modes are bus, car and motorcycle.
        In the trip chain relation with the operator of modes, it is seen that for the number of trip chain 1-4 places then the use of travel agent and rental is almost balanced, but for the number of trip chain 5 places found the use of travel agent more than rental. On the number of trip chain 6 places, the use of rental vehicle more than travel agent. This condition is due to tour trip to 1-4 places per day is a tour that is usually provided by travel agents, but if tourists want to visit more places or more number of trip chains, they have to use the rental vehicle and driving by themselves. Diagram trip chain-operator can be seen on figure 10a.
        The relation between numbers of trip chains with modes indicates that the use of cars and motorcycles is very dominant on all chains of 1-6 places. The number of group members to the tourist attraction in this study is 1 - 5 people, so the mode used prefer is car and motorcycle. The use of this mode is also closely related to the mode operator. The travel agent use bus and car, while the rental used car and motor cycle. Buses are only used for tours with number of group members more than 15 people. The diagram can be seen on figure 10b.
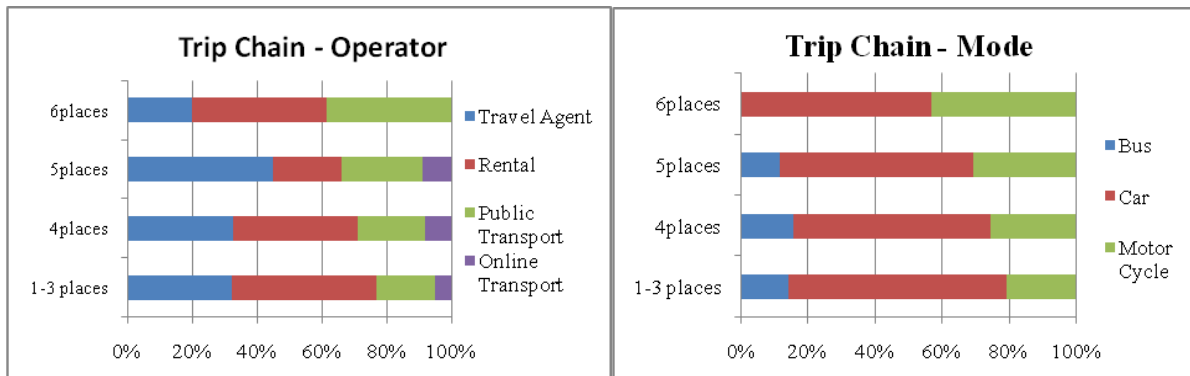
Figure 10a

Figure 10b

4.3.3 Trip Chain – Travel Time

In the trip chain relation with travel time, it is seen that for trip chains number of 1-3 places, the most frequent travel time is 151-180 minutes, for trip chain 4 places found the travel time is 181-210 minutes and for 5 places visited, travel time realization is 211- 240 minutes. Based on the data is known for the more number of trip chain then travel time will be longer. The diagram can be seen in Figure 11a.

The relationship between the location of tourist attraction and travel time is also very clear. The farther location of tourist attraction visited from the location of accommodation shown that travel time is increasing. Although a bit number of locations visited but if the distance is far then travel time will be longer. The longest travel time is 240 minutes or 4 hours per day. The diagram can be seen in Figure 11b.
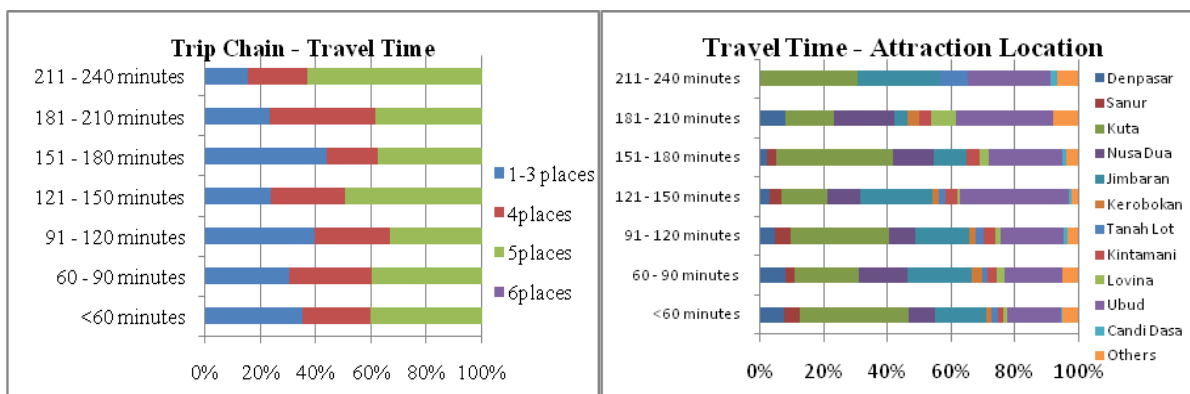

Figure 11.a

Figure 11.a

5. CONCLUSIONS

The main purpose of tourists visiting Bali is for holiday and the type of attractions visited are nature tourism, cultural or arts and manmade tourism tours with an almost balance. The most tourist activities are cultural and heritage, shopping and culinary then nature. Location of the attraction that became a favorite of tourist is Kuta, Ubud, Jimbaran/Pecatu, and Nusa Dua.The main consideration of the tourists to choose tourist attraction is attractiveness of tourist attractions and exciting activities that can be done there, distance, travel time and cost. In determine the location of tourist attraction visited, the most choices decided by tourist themselves.

Trip chain of tourist in Bali indicated that the number of their trip chain a day is 1-3 places, then the choice of a considerable number of trip chains is 4 and 5 places. The fastest travel time is less than 60 minutes and the longest travel time is 240 minutes, or about 4 hours. Local transportation operator management for tourists in Bali can be use travel agents, rental, public transport or on line transport. The most local transportation operator used is rental and travel agent. The wide of modes transportation used is car, motor cycle and buses. The consideration of tourist on local mode of transportation choices are cost, comfort and safety. Their impression to transportation in Bali reach good comments although lack of public transport, but through other alternative transport arrangements type such as travel agents, car and motor cycle rental or taxi.

The relationship of trip chain with tourist trip attraction type visited, for the all number of trip chain indicated the type of attraction like nature tourism, culture and manmade in a balanced. For the number of trip chains 1-3 places will be priority of nature tourism and the more number of trip chains then the manmade attractions will be more increased. Other relation for all number of trip chains indicated the dominant tourist locations and such must be visited was same as a favorite attraction above, which are all located in South of Bali. In the trip chain relation with the operator of modes, the number of trip chain 1-4 places found the use of travel agent and rental is almost balanced, but for the number of trip chain 5 places found the use of travel agent more than rental. On the number of trip chain 6 places, the use of rental vehicle more than travel agent. The relation between numbers of trip chains with modes indicates that the use of cars and motorcycles is very dominant. In the trip chain relation with travel time is known for the more number of trip chain then travel time will be longer. The farther location of tourist attraction visited shown that travel time is increasing.

Information about socio-economic and trip characteristic of tourists visiting Bali is very important in providing tourism infrastructure, transportation modes, accommodation and also tourist attraction packages in accordance with the wishes of tourists, so that Bali has always been a favorite destination.

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