
**EXPLORING DOMESTIC TOURIST MOTIVATIONS AND PERCEPTIONS OF JATILUWIH:
THE DOMINANT FACTORS BEHIND VISITS TO A UNESCO WORLD HERITAGE SITE****Oleh****I Putu Andre Adi Putra Pratama¹, Putu Ade Wijana² & Isvari Ayu Pitanatri³ &
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Village.*

Abstract : *This study aims to identify the dominant motivational and perceptual factors influencing domestic tourists visiting Jatiluwih, a UNESCO World Heritage Site in Bali, Indonesia. Data were collected from 100 domestic tourists using an Accidental Sampling technique, complemented by field observations and secondary sources. A quantitative approach was employed, utilizing Confirmatory Factor Analysis (CFA) with SPSS software version 27 to analyze the data. The findings reveal that the primary motivation of domestic tourists is the pride associated with Jatiluwih's recognition as a UNESCO World Heritage Site, underscoring the symbolic and cultural value of the destination. Additionally, the perception of easy access to online information about Jatiluwih emerged as the most significant factor shaping positive tourist perceptions. These results highlight the importance of cultural heritage acknowledgment and digital accessibility in attracting domestic tourists. The study suggests that Jatiluwih effectively combines its cultural and natural assets with modern accessibility to meet the preferences of contemporary travelers. Future research could expand this analysis to other cultural heritage sites to explore broader trends in domestic tourist behavior.*

INTRODUCTION

Jatiluwih Tourism Village, located in Tabanan Regency, Bali, is one of the tourist destinations that is not only known for its natural beauty, but also for its extraordinary cultural value. The area was recognized as a UNESCO World Heritage Site in 2012, mainly because of its traditional subak irrigation system that reflects the Balinese philosophy of living in harmony with nature. Jatiluwih offers spectacular terraced rice field landscapes, combined with a peaceful rural atmosphere, making it a magnet for local and international tourists. The recognition of Jatiluwih as Best Tourism Village 2024 by the United Nations World Tourism Organization (UNWTO) further emphasizes the region's position as a leading tourist destination that is not only known at the national level but also internationally. This award is also a new attraction that motivates more tourists to explore Jatiluwih. As the Best Tourism Village, Jatiluwih offers an inspiring travel experience, as it reflects the success in

maintaining Balinese cultural traditions amidst modern tourism developments. This is in line with the preferences of domestic travelers who increasingly value destinations that provide added value, such as learning about local wisdom and active involvement in community-based tourism activities.

The phenomenon of increasing numbers of domestic or national tourists visiting Jatiluwih reflects an interesting trend in cultural heritage tourism. Domestic tourists often have unique motivations, such as nostalgia for rural life, the search for destinations that support a healthy and environmentally friendly lifestyle, and an interest in digging deeper into the local culture that is part of the nation's identity. In addition, domestic tourists generally have a positive perception of the natural beauty of Jatiluwih, the friendliness of the staff managing the Jatiluwih tourist attraction (Widari, 2021).

Tourist motivation can be defined as the internal drive that encourages individuals to travel or choose a particular destination, rooted in their needs, wants, and expectations of the tourism experience. According to Pearce and Lee (2005), motivation in the context of tourism involves various dimensions, including the need for relaxation, cultural exploration, the search for new experiences, and the improvement of emotional well-being (Wiyono et al, 2018; Suhartapa & Sulisty, 2021). These motivations influence travelers' decisions in determining the type of travel and activities they choose during tourism. Meanwhile, traveler perceptions refer to how individuals process, assess and understand information about tourist destinations based on experiences, personal opinions or external influences such as media and recommendations from others. According to Echtner and Ritchie (2003), destination perceptions include evaluations of destination attributes, the image built, as well as how tourists assess the quality of the experience they are having. A positive perception of a destination, such as natural beauty or cultural uniqueness, can influence tourists' interest in visiting or returning to the destination.

The motivations of tourists and their perceptions of destinations such as Jatiluwih are important aspects that determine the successful management of a tourism village. For domestic tourists, the motivation to visit Jatiluwih is often rooted in a combination of the desire to enjoy the beauty of beautiful nature, escape from urban routines, and gain educational experiences related to local culture (Pratama et al, 2021). Tourists' perception of Jatiluwih as a destination that offers harmony between natural beauty and cultural values is the main attraction that needs to be maintained. However, a deeper understanding of the dominant factors that drive this tourist motivation is crucial to ensure tourism management remains relevant and sustainable (Yuan & Vui, 2023). By recognizing the needs and perceptions of tourists, managers can design more effective strategies to maintain Jatiluwih's appeal without compromising its environmental beauty and cultural values. In addition, this understanding also helps in creating a more satisfying tourism experience for visitors while providing sustainable benefits to the local community.

Several researchers have focused on analyzing the motivations and perceptions of international tourists towards cultural heritage sites (Permana, 2018; Yuan & Vui, 2023).

However, there are few studies that highlight the motivations and perceptions of domestic tourists visiting UNESCO World Heritage Sites, particularly in the context of rural tourism destinations such as Jatiluwih. Further studies are needed to understand what drives tourists to choose a Jatiluwih Village as their destinations, how they perceive the experience they get, and what factors influence their decision to return. This information can

be a strategic basis for destination managers in developing data-based policies that not only increase the attractiveness of the destination but also strengthen the sustainability of tourism through better management of the tourism experience. Based on the background discussion above, the objectives of this study are to identify the dominant factors motivations and perception of domestic tourists of Jatiluwih as a UNESCO World Heritage Sites, and provide recommendations to improve destination management and visitor satisfaction

RESEARCH METHODS

This study was conducted in Jatiluwih Tourism Village, Bali, which is a tourist destination recognized by UNESCO as a world heritage site. The sample in this study were domestic tourists who visited Jatiluwih Tourism Village. The sampling technique used Accidental Sampling, where respondents were selected by chance based on their presence at the research location. Determination of the number of samples was carried out using Quota Sampling, which determined 100 respondents who met the research criteria.

The data sources in this study consist of primary data obtained through distributing questionnaires and field observations, as well as secondary data obtained from related journal articles, tourist domestic visitors data and relevant books. The type of data used in this research is quantitative data, which is analyzed using quantitative descriptive data analysis techniques with the Confirmatory Factor Analysis (CFA) approach. This study uses quantitative descriptive analysis was used with the help of Confirmatory Factor Analysis (CFA) through SPSS software version 27. The data analysis process began with validity and reliability tests, then continued with confirmatory factor analysis. The stages in factor analysis include: first, determining the number of factors, which is done by selecting variables that are relevant to previous research and existing theory. Second, variable testing is carried out using several tests, including:

- Bartlett's test of sphericity, which is used to test the correlation between variables in the sample.
- Kaiser Meyer Olkin (KMO) test, to measure sample adequacy, with KMO values > 0.5 indicating sample feasibility.
- Measure of Sampling Adequacy (MSA) test, which is used to determine the degree of correlation between variables, with MSA criteria > 0.5 .

Furthermore, determining the number of factors formed based on the eigen value, where factors that have eigen value > 1 are selected for further analysis. Factor rotation is done to facilitate interpretation and find out which variables are strongly correlated with certain factors. Finally, factor interpretation is done by grouping variables that have high factor loading (at least 0.5) into the formed factors.

RESUT AND DISCUSSION

Result

Validity dan Reliability Test

The validity test is used to determine whether or not an instrument used in research is valid. In this study, the method used in the validity test is the product moment correlation method. The r table value is obtained from the r product moment table with a significance value of 5%, the r table value of 100 respondents is 0.138. The r table value is obtained from the r table product moment with a significance level of 5%, which corresponds to an r table value of 0.1966 for 100 respondents

Table 1. Results of Validity Test of Tourist Motivation Indicators

No	Tourist Motivation Indicators (X1)	R Count	Statement
1	I visited Jatiluwih to enjoy the beautiful natural scenery (X1.1)	0,659	Valid
2	I was interested in visiting Jatiluwih because of the uniqueness of the rice terraces which are an interesting visual attraction (X1.2)	0,574	Valid
3	I visited Jatiluwih to learn about the local culture that is still well preserved (X1.3)	0,579	Valid
4	I was interested to know more about the traditional farming system and nature conservation applied in Jatiluwih (X1.4)	0,623	Valid
5	I chose Jatiluwih as a travel destination to experience authentic tourism, away from the crowded city (X1.5)	0,669	Valid
6	I visited Jatiluwih to find peace and relaxation that I could not find anywhere else (X1.6)	0,688	Valid
7	I visited Jatiluwih because I wanted to contribute to the local economy through the tourism sector (X1.7)	0,386	Valid
8	I believe that by visiting Jatiluwih, I am supporting the social and economic sustainability of the local community (X1.8)	0,434	Valid
9	I visited Jatiluwih because I wanted to show that I could enjoy a famous and prestigious destination (X1.9)	0,425	Valid
1	I felt proud to visit Jatiluwih, which is a place recognized as a world heritage site by UNESCO (X1.10)	0,365	Valid

Based on Table 1. the results of the analysis, all 10 indicators on the motivation variable are declared valid, as the calculated r-value (r count) for each indicator exceeds the r table value.. Then, as for the test results of the indicators on the tourist perception variable, which can be explained in Table 2 below:

Table 2. Results of Validity Test of Tourist Perception Indicators

No	Tourist Perception Indicators (X2)	R Count	Statement
1	I feel that the natural scenery in Jatiluwih is very beautiful and satisfying (X2.1)	0,466	Valid
2	I feel satisfied with the quality of facilities provided in Jatiluwih, such as parking areas and rest areas (X2.2)	0,637	Valid
3	I feel safe when visiting Jatiluwih, both physically and socially (X2.1)	0,606	Valid
4	I felt welcomed by the local people in Jatiluwih.	0,709	Valid
5	I feel that Jatiluwih offers a rich and authentic cultural experience.	0,434	Valid
6	I feel that the price paid to visit Jatiluwih is worth the	0,537	Valid

	experience.		
7	I found it easy to get information about how to reach Jatiluwih online	0,651	Valid
8	I feel that Jatiluwih has interesting tourist attractions and is different from other destinations.	0,561	Valid
9	I feel that Jatiluwih preserves nature and the environment well.	0,438	Valid
1	I feel comfortable while in Jatiluwih, both physically and emotionally.	0,510	Valid

Based on the results of the analysis, all 10 indicators on the tourist perception variable are also declared valid because their calculated r-values are greater than the r table value. This indicates that all the indicators used in this study are appropriate and reliable for measuring the respective variables. Then it can be continued with the reliability test.

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.841	20

The reliability test states that an instrument is considered reliable if the Cronbach's Alpha value exceeds 0.600. The results of the reliability test for the 20 indicators of tourist motivation and perception demonstrate that all instruments used in this study are reliable. This conclusion is based on the Cronbach's Alpha value of 0.841, which is greater than the alpha threshold of 0.600. Thus, the measurement instruments employed in this research are consistent and dependable for evaluating the variables

Feasibility Test

The initial decision that must be taken in conducting factor analysis is to determine whether the existing data meets the requirements for factor analysis, namely through steps consisting of the Bartlett's Test of Specificity, the Kaiser-Meyer Olkin (KMO) test and the Measure of Sampling Adequacy (MSA) test. Factor analysis is declared feasible if the KMO value is greater than 0.5 and the MSA value is greater than 0.5. The results of the feasibility test using the Bartlett's Test of Sphecicity, the Kaiser-Meyer Olkin (KMO) test can be explained in the following table:

Table 4. KMO dan Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.760
Bartlett's Test of Sphericity	Approx. Chi-Square	742.733
	df	190
	Sig.	0.000

The KMO test results show a Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of 0.760, exceeding the minimum threshold of 0.5, indicating that the sample size is adequate for analyzing the variables in this study. The MSA test results revealed that indicators X1.7 and X1.8 had MSA values of 0.443 and 0.495, respectively, which are below the 0.5 threshold, leading to their elimination from the motivation variable. The remaining 8 indicators for the Tourist Motivation variable met the MSA criteria with values above 0.5. Additionally, all indicators for the Tourist Perception variable met the MSA requirements, allowing them to proceed to the next

stage of factor analysis.

Factor Analysis

The method used in the initial factor analysis is the varimax rotation method, which focuses on the factor loading values. Factor loading represents the degree of correlation between an individual variable and the factors formed. This approach helps simplify the structure of the factors, making it easier to interpret which variables are strongly associated with each factor. The results of the factor rotation for tourist motivation to visit Jatiluwih Tourism Village can be summarized in the following table:

Table 5. Tourist Motivation Varimax Rotation

Factors	Component Matrix ^a		
	Component		
	1	2	3
X1_1	.823	-.142	-.070
X1_2	.734	-.140	-.338
X1_3	.514	.492	.357
X1_4	.731	.103	-.182
X1_5	.792	-.229	-.176
X1_6	.732	-.063	.255
X1_9	.239	-.350	.813
X1_10	.241	.837	.055

Based on the factor rotation results, 3 motivational factors for tourists visiting Jatiluwih were identified from a total of 8 indicators. The varimax rotation test showed that all indicators had a factor loading value greater than 0.5, indicating a strong correlation with their respective factors. The following table presents the results of the tourist perception factor rotation for Jatiluwih :

Table 6. Tourist Perception Varimax Rotation

	Component Matrix ^a		
	Component		
	1	2	3
X2_1	.543	-.153	-.325
X2_2	.561	-.585	.125
X2_3	.579	-.387	-.378
X2_4	.678	-.519	-.088
X2_5	.504	.481	-.437
X2_6	.476	-.074	.719
X2_7	.723	.395	.123
X2_8	.607	.146	.139
X2_9	.496	.535	-.100
X2_10	.492	.283	.281

Based on the factor rotation results for tourist perceptions, 3 factors were successfully formed from a total of 8 indicators. However, factor X2.10 did not meet the requirements, as its factor loading value was below 0.5. The varimax rotation confirmed that the remaining factors had loading values above 0.5, indicating a strong correlation between the indicators and their respective factors.

Discussion

Based on the results of factor analysis, the dominant factor that motivates tourists to visit Jatiluwih is a sense of pride in Jatiluwih's status as a UNESCO world heritage site. Indicator X1.10 with the statement "I felt proud to visit Jatiluwih, which is a place recognized as a world heritage site by UNESCO," shows the highest factor loading value, which indicates the importance of this international status in shaping tourist motivation. Awareness of this global recognition provides a strong dimension of prestige for tourists, as they feel they are contributing to the preservation of culture and nature in Jatiluwih (Crompton, 1979).

Recognition as a UNESCO world heritage site not only strengthens the image of Jatiluwih as a tourism destination that has high historical and cultural values, but also provides added value in the form of unique experiences that cannot be found in other tourist destinations (Yuan & Vui, 2023). In addition to the pride factor of international recognition, tourists' motivation to visit Jatiluwih is also closely related to the need to experience peace, tranquility, and unspoiled natural beauty. Overall, the dominant factors found in this study indicate that UNESCO status is not only a symbol of prestige, but also a major attraction that motivates tourists to visit Jatiluwih, providing them with an unforgettable experience both emotionally and intellectually (Uysal, 2008; Pratama et al, 2021).

The dominant perception factor influencing tourists visiting Jatiluwih is the ease of accessing online information about how to reach the destination. This factor reflects the critical role of digital accessibility in shaping tourists' perceptions and decision-making processes. As stated by Buhalis and Law (2008), the availability of online information significantly enhances the overall travel experience by reducing uncertainty and facilitating better planning. The high factor loading for the statement "I found it easy to get information about how to reach Jatiluwih online" underscores the importance of user-friendly digital platforms, accurate maps, and comprehensive travel guides in fostering a positive perception of the destination.

Moreover, in the era of digital tourism, the ease of finding information online aligns with travelers' expectations for convenience and efficiency (Xiang & Gretzel, 2010). This finding suggests that Jatiluwih's efforts to maintain an online presence through official websites, social media, or third-party platforms—have been effective in attracting visitors. Enhancing digital accessibility not only improves the destination's visibility but also strengthens its competitiveness, particularly among domestic tourists who increasingly rely on technology for trip planning (Sigala et al., 2012; Permana, 2018; Foster & Sidhartais, 2019; Yuan & Vui, 2023).

CLOSING

Conclusion

The analysis reveals that domestic tourists' motivation to visit Jatiluwih Tourism Village is predominantly driven by a sense of pride in its status as a UNESCO World Heritage Site. This factor highlights the symbolic value and global appeal of Jatiluwih. Additionally, tourists' perceptions of the ease of accessing online information about Jatiluwih emerge as a dominant factor shaping its positive image as a tourist destination. These findings indicate that cultural heritage recognition, international acknowledgment, and digital accessibility play a crucial role in attracting domestic tourists. Jatiluwih successfully combines its natural, cultural, and digital strengths to meet the preferences of modern travelers.

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