

Investigating the Motivations of Balinese Women Working as Tour Guides in Bali – a World Cultural Tourism Destination

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Abstract

This research is aimed at understanding the motivations of Balinese women working as tour guides to support the development of cultural tourism in Bali. It adopted a qualitative method with specific reference to phenomenology design, wherein the development of cultural tourism on the island currently demands a large number of tour guides to serve better services and offer an in-depth understanding of the indigenous Balinese cultures designated and staged for tourism attractions, which are regulated under the governing law. These phenomena provide opportunities for both Balinese men and women to work as tour guides. The research involved 20 female tour guides domiciled in five regions of Bali, namely Denpasar, Badung, Gianyar, Tabanan, and Klungkung, who were purposely selected and have been working as tour guides for more than five years. Face-to-face and semi-structured interviews were conducted with the selected informants using interview question guides. The collected data were thematically analysed, adapting biographical and phenomenological analyses to discuss the case and draw up conclusions. The research finds that Balinese women were motivated to be tour guides due to finance, security, social appreciation, achievement, self-actualization, and power. Further research testing such motives statistically is required to discover which of the motivations served as the most and the least significant factors in deciding them to be tour guides.

Keywords: Balinese women, motivation, tour guide, understanding, cultural tourism

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Introduction

Tourism is one of the world's most important industries and offers opportunities for women to earn a good living as it empowers them and allows them to gain more independence and mobility. Tourism is a powerful tool for achieving gender equality and increasing opportunities for employment, education, and income growth. Moreover, Thien (2009) argues that tourism helps to raise awareness about maternal health and hygiene and provides work alternatives for the local communities to survive and preserve their traditional lifestyles and culture. Gender equality is critical for both economic growth and long-term development. Equality of opportunity and treatment in the tourism sector is critical to ensuring that everyone has the same opportunity to find decent work in a global labour market. The recent research undertaken by the International Labour Organization in 2021 found the regional employment-to-population ratio for women was only 46.8 %, while the ratio for men was 66.2 %. This means that there was a significant gender gap in the number of jobs available worldwide (ILO, 2021). This inequality highlights the urgent need for policies and initiatives to promote gender equality in employment (Jucan and Jucan, 2013). Such efforts could include measures to address discrimination, improve access to education and training, and increase job opportunities for women.

Seedat and Rondon (2021) claimed unpaid work by women accounts for more than one-third of their time worldwide. This unpaid work includes caring for one's home and family, as well as performing a variety of other tasks that benefit society as a whole. In fact, women in low and middle-income countries spend more time on unpaid work than women in high-income countries. This discrimination can hinder women's ability to participate in paid work and can contribute to gender inequality (Jucan and Jucan, 2013). This situation highlights the need for policies and initiatives that address unpaid care work and promote gender equality in all aspects of life. Moreover, gender disparities in unpaid work have become more apparent during the COVID-19 pandemic. As schools and day-care facilities have closed and home help has been unavailable, women have been doing a greater share of childcare than men. This has negatively impacted women's ability to participate in paid work and has even led some to leave the workforce altogether due to the pause in the tourism business (Subadra and Hughes, 2022). It is important to recognise and address these inequalities to prevent long-term economic consequences for women supporting their families' earnings.

This inequitable proportion occurs in the work opportunities of tour guides in Bali, where Balinese women who work as tour guides in Bali occupy only 10% of the total number of tour guides officially registered at the Bali Tour Guide Association (Observation, 2023). Balinese women face many challenges in their roles as domestic workers and paid workers. They are not free to leave their eventful community duties and responsibilities, which contributes to the scarcity of female tour guides in Bali. Furthermore, traditional gender roles and patriarchal values reinforce the idea that women should prioritise their family obligations over professional pursuits. Obviously, this restricts their opportunities for professional growth and economic independence.

Tour guides play several roles in contributing to the development of Bali's tourism industry. They act as social mediators, helping tourists to understand local cultures and customs. The tour guides also act as cultural brokers, promoting the positive aspects of Bali's culture and heritage to tourists through interpretations of the visited sites (Cohen, 1985; Howard 2001; Subadra, 2015). As sources of information and guidance for tourists, tour guides play an important role in preserving the cultural heritage of Bali. Their knowledge and expertise

assist tourists to appreciate and respect the local customs, traditions, and beliefs, contributing to the sustainable development of tourism in Bali. Obviously, tour guides encourage tourists to engage in responsible and ethical tourism practices that support the preservation of Bali's cultural and natural resources designated for tourism.

Policies that provide services and social protection as well as encouraging men and women to share domestic and care work support to speed up progress on women's economic empowerment in tourism in addition to creating equal opportunities for education and training in hospitality services as well as promoting women's entrepreneurship and access to finance contribute to advancing their economic empowerment (Ong, 2009; Wadhera and Koreth, 2012). At this point, tourism stakeholders, particularly governments and the private sector, shall work together to implement these policies and initiatives (Byrd 2017; Subadra, 2019). This collaboration leads to the growth of diverse and inclusive economies where women can also fully participate in and benefit from tourism including as tour guides who escort tourists travelling around the destination. It is crucial for these efforts to be sustained and continuously evaluated to ensure progress and impact over time. As noted, tourism has a significant positive impact on destination societies. It has generated rapid and widespread growth, resulting in numerous benefits for both the communities that host tourists and the tourists themselves. Thus, tourism has become a major source of income for many countries, providing employment opportunities and boosting local economies as well as empowering women to involve in tourism. However, it is important to manage tourism in a sustainable way to minimize negative impacts on the environment and local cultures.

Furthermore, tackling gender-based discrimination and violence, addressing unconscious biases, and promoting gender-sensitive policies in travel agencies help close gender gaps and accelerate women's economic empowerment (Jucan and Jucan, 2013). Cultural and societal changes are necessary for the long-term sustainability of these efforts, which include equalising the opportunities for the male and females to work as tour guides in Bali to prove that Balinese cultures are dynamic and adaptable to the current trends where tourism initiates the rise of universalism and peace (Subadra, 2015). In addition, providing training and education for women in the tourism industry can also contribute to their economic empowerment and allow for greater representation in leadership roles (Ong, 2009). This can lead to a shift in power dynamics and the breakdown of traditional gender norms. Ultimately, these efforts can result in a more inclusive and equitable tourism industry that benefits both women and men tour guides.

Literature Review

Defining Tour Guides and Their Roles in Cultural Tourism

The notion of a tour guide has been discussed by tourism scholars from different perspectives, which are mostly defined by the assignments and roles they play in supporting tourism development. The definition of tour guide was initiated by the European Federation of Tourist Guide Associations in 1986 and defined as "*a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority*". This definition focuses on the legal qualifications and duties of a tour guide escorting tourists to tourism sites and interpreting any interesting objects gazed at onsite through the tourists' language to give an understanding of the visited attractions, either natural or culturally staged for tourism. This suggests that tour guides play a crucial role in the tourism industry as they are responsible for providing visitors with an informative and

enjoyable experience. They must have a deep understanding of the local culture and history, as well as excellent communication skills, to effectively convey this information to tourists. The same view is also expressed by Black and Ham (2005) who define a tour guide as a person who guides groups or individual visitors around the buildings, sites, and landscapes of a city or region and who interprets, in the language of the visitor's choice, the cultural and natural heritage and environment. This guiding concept is more focused on the number of tourists guided during the tours visiting particular regions offering cultural and natural attractions for the tourists and the interpretation of the sites using the tourists' languages. In other words, tour guides have evolved over time to include not only the physical guidance of tourists but also the provision of cultural and historical context to enhance their experience (Weiler and Walker, 2014; Subadra, 2022). Nowadays, tour guides are expected to possess extensive knowledge of the destination's history, culture, and customs in order to provide a more immersive and educational experience for their tourists.

Local perspectives of tour guides are also defined by Indonesian scholars, Sampalan (2015), wherein tour guides are people who have a lot of passion for traveling, enjoy interacting with foreigners, and have good foreign language skills. Additionally, they also have excellent physical and mental health, are extremely knowledgeable about a variety of topics related to tourism, enjoy providing excellent customer service, and have a sense of humor. Tour guides are crucial in providing tourists with an unforgettable experience, as they are responsible for ensuring that visitors feel comfortable and safe while exploring new places. Their expertise and enthusiasm for their job can greatly enhance the overall travel experience for tourists. Tanjung (2015) defined a tour guide as someone who has special skills including knowledge of foreign languages (one or more of English, French, German, Japanese, Dutch, Italian, Korean, Chinese, and so on), knowledge of the history, social conditions, politics, economy, and culture of Indonesia, knowledge of tourist attractions in Indonesia (and abroad), and a positive mental attitude to provide services to tourists both foreign and domestic. This definition is more likely to concentrate on the tour guides' competency, including their skills in mastering the languages of the tourists and their knowledge of the tour programs offered to the tourists, as well as the attitude they display while escorting the tourists around. Therefore, it can be concluded that being a tour guide requires not only language proficiency and knowledge of tourist attractions but also a positive attitude towards providing excellent service to tourists. Tour guides play a crucial role in ensuring that tourists have an enjoyable and memorable experience during their travels.

Furthermore, Hansen and Mossberg (2016) argue that the tour guide is a key figure in tourism, responsible for providing information and services to tourists. They are storytellers and mediators and are essential in teaching visitors about their destination. A successful tour guide performs their professionalism in guiding tourists in the destination and adheres to required regulations. They also have excellent communication skills and are able to engage with people from diverse backgrounds. A more recent policy that has applied in Indonesia has also included certification as an assessment of being a competent tour guide, which is organized by the professional certification agency of the Republic of Indonesia. Professional certification can help improve competence in a wide range of professions. It can be used to help maintain and improve tour guide performance and to raise and maintain tour guide standards. Certification programs can also provide a level of assurance to tourists that they are receiving services from a qualified and knowledgeable guide, which can enhance their overall experience and satisfaction.

Conceptualising Motivations in Tourism Studies

Motivation has been the subject of much debate among scholars from various fields of study, including psychology, economics, and tourism. There is no single answer to the question of why people do things because different people have different motivations for different things. However, there are some general characteristics shared by people who are driven to succeed. People who are motivated to achieve something are passionate about it and have a strong desire to succeed. They are also determined to achieve their goals and are willing to put in the effort to do so. Motivation can come from various sources, such as personal values, external rewards, or a sense of purpose. It is an important factor in achieving success and can help individuals overcome obstacles and setbacks along the way. Luthans (1992) defines motivation as the power contained in the organism that encourages to do. Motivation does not stand alone but is interrelated with other factors, both external factors and internal factors. It is the power that encourages an organism to do something, which comes from both external factors- the things outside of the individual and internal factors - the things within the individual (Aziti, 2019). In other words, motivation is not just something that exists on its own but is intertwined with other things in human lives. Motivation is influenced by various factors such as personal values, beliefs, and goals, and it plays a crucial role in shaping behaviours and actions.

Maslow (1954) also developed a typology of motivations that included physiological needs, security needs, social needs, appreciation needs, and self-actualization needs. This typology will be used in this study to combine the work of Mclelland (1987), who classified motivation into the need to achieve specific goals (achievement) and the need for power, as well as the current research on motivation by Leiter and Maslach (2017) who discovered the need to belong and to relate to and cooperate with other parties. By combining Maslow's typology with the work of McLeland, Leiter, and Maslach, this study aims to provide a comprehensive understanding of the various types of motivations that drive individuals. Expectedly, the findings from this study can be used to develop effective strategies for motivating individuals in different contexts, especially in the workplace tour and travel agency with a specific case of the motivations of Balinese women to tour guides.

Research Method

This qualitative research uses a phenomenological approach in order to understand the meaning of individual experiences as tour guides and to answer research questions descriptively through interviews and observation (Yin, 2018; Denzin and Lincoln, 2018). Phenomenological research allows for a deeper exploration of the subjective experiences of tour guides, which provides valuable insights into their motivations, challenges, and successes to gain a more nuanced understanding of the female tour guide profession by examining these experiences in detail.

The research was conducted through face-to-face interviews with female tour guides who were purposely selected based on the determined criteria, such as those who have worked for more than five years (Schreier, 2018; Denzin and Lincoln, 2018). This allows the researcher to gain in-depth experiences of the female tour guide. The research instruments were used to include guidelines for conducting interviews with female tour guides with the main purpose of extracting relevant information; fieldnotes which are written records of what was heard, seen, experienced, and thought during data collection; and cameras and recording devices (Tracy, 2013; Flick, 2018).

The collected data were then analysed using thematic analysis which allowed for the identification of common themes and patterns among the responses (Nowell et al., 2017). The findings provide insights into the experiences and challenges faced by female tour guides in the tourism industry. The qualitative data analysis is specifically tailored to provide a rich description of the lives of female tour guides conducted through interviews with research subjects and is supplemented by interpretive analysis to provide a complete understanding of the meaning of the data (Miles, et al., 2014; Denzin and Lincoln, 2018). The interpretive analysis is based on a theoretical framework that helps identify patterns and themes in the data used to develop a comprehensive understanding of the experiences of female tour guides. This approach allows the researcher to gain insight into the unique challenges and opportunities faced by women in this profession.

Result & Discussion

Balinese Women in Bali Tourism History

There have been a number of studies conducted on the attractiveness of Balinese women by both local and international scholars who have looked at the issue from different perspectives. Krause (1998) as quoted by Picard (1996), for example, impressed by the beauty of Balinese women. However, some critics argue that such studies perpetuate the objectification of women and reduce them to mere physical appearances especially the exotism of their bodies rather than acknowledging their intellectual and cultural contributions supporting tourism development on the island (Subadra, 2015; Putra, 2018). He claimed:

“Balinese women are very beautiful, as beautiful as we can imagine; beauty is graceful and physiologically simple, full of eastern glory and natural purity.”

The beauty of Balinese women has been distinguished for over a century with books entitled *Tale from Bali* (1937) and *Island of Bali* (1937) written by Covarrubias and Baum. Since the 1920s, the island of Bali has been known to Westerners due to the work of Walter Spies, a German painter and musician that promoted Bali during the early stage of Bali tourism. Spies played a major role in introducing the island's cultural diversity to the Western world which constantly attract them to visit and explore Bali. Spies' fascination with Balinese culture led him to settle on the island where he collaborated with local artists and musicians, creating a unique fusion of Western and Balinese art. His legacy continues to inspire artists and visitors to Bali today.

Balinese women are being forced to work as their families' needs and demands grow. Despite the fact that this transition may appear difficult for them, Balinese women view their careers or work subjectively, according to their own perspectives. Often, money, position, and facilities are not the only motivations for employees to work hard and perform well. Instead, recognition and appreciation for their abilities motivate them to work hard and perform well (Cukier, 2007; Bali Post, 2019). Because Balinese culture cannot function without the presence of Balinese women, social and cultural activities associated with Hindu religious ceremonies are synonymous with the presence of Balinese women as the main actors and subjects of culture in Bali. This highlights the importance of gender equality and the recognition of women's contributions to cultural and religious practices. It also emphasises the need to empower women in all aspects of Balinese society including tourism businesses.

Suryani (2003) offers a glimpse into the socio-cultural dynamics of Bali's Hindu society, particularly with regard to the status of women. According to Suryani, Balinese women are viewed as having both great power and vulnerability, which is why they are valued and

protected by society. Balinese women have a variety of responsibilities in their homes and communities, from taking care of the household to participating in religious ceremonies. Additionally, they face challenges in balancing traditional values with modern aspirations, where women now have the same opportunities to work as men do. Bali's Hindus in Bali believe in the manifestation of God in the form of female deities such as Dewi Saraswati (the God of education), Dewi Sri (the God of prosperity), and Dewi Durga (the God of transformer). These goddesses are often portrayed in stories and folklore as strong, intelligent, and respected by their people. This belief is evident in the way that Balinese Hindus use puppets, masks, and other art to express their religious beliefs. The Balinese Hindus also believe that these goddesses have the power to protect and guide them in their daily lives, which is why they are highly revered in Balinese culture. The use of art as a means of expressing their devotion to these deities is a testament to the entrenched belief system of the Balinese people.

Many Balinese women are involved in the advancement of the tourism industry in Bali, including in the culinary field (Putra, 2018), Kuta hotels (Suardana, 2010), cruise ships (Oka, 2015), and Ubud jasmine hotels. All of these findings indicate that the Bali tourism industry provides numerous job opportunities for women, including tour guides. Despite extensive research on tour guides, particularly female tour guides in Bali, it has never been studied in depth. As a result, the purpose of this study is to discover their motivation to work as tour guides in depth. The tour guide's job satisfaction is positively related to comfortable working conditions and the relationship that exists between the tour guide and the tour manager. Understanding their motivation as a strong pull factor will influence the spirit and performance of serving tourists, as well as play a role in determining tourist satisfaction and the decision to return (Prakash and Chowdhary, 2010). Therefore, it is important for organizations to invest in their employees' well-being and motivation to ensure a positive work environment and ultimately enhance the tourists' satisfactions to increase profits and a better reputation.

The number of tour guides is growing in line with the development of the number of tourists to Bali. Currently there are 6139 licensed tour guides in Bali. The government and associations continue to provide training to people interested in becoming tour guides. This indicates that the tourism industry in Bali is thriving and that qualified tour guides are in high demand to support the tourism development. As a result, the government and associations are taking steps to maintain the high quality of tour guiding services. The Indonesian Tourist Guide Association in Bali has determined the stages of coaching for becoming a tour guide. This includes courses on the law and regulations governing tour guides as well as how to be a successful tour guide. The courses also cover topics such as communication skills, cultural sensitivity, and knowledge of local attractions and history. Upon completion of the coaching program, participants will receive certification from the association.

Furthermore, regulations are designed to ensure that tour guides have the necessary cultural knowledge to be able to provide visitors with a memorable experience. Both their certificates of guiding competence and Balinese cultural certificates play an important role in promoting cultural tourism in Bali. Guides are required to carry guiding equipment in the form of membership cards and licenses, wear badges, and wear traditional clothing or company uniforms. In addition, our code of ethics for tour guides ensures that they are responsible for contributing positively to the development of Balinese tourism. This approach not only helps to preserve the local culture and traditions but also enhances the overall tourism experience for the tourists (Weiler and Walker, 2014).

The motivation of Balinese women to become tour guides.

Currently, 614 female tour guides in Bali have been licensed out of a total of 6139 tour guides in Bali (picture 1). This is 10% of the total number of tour guides in Bali. The majority of female tour guides are in their 41s and 50s, followed by those in their 31s and 40s. This confirms that there is no age limit for becoming a tour guide, which is why so many people choose this profession. Tour guiding is a profession that allows individuals to share their passion for travel and history with tourists while also providing an opportunity to work in a dynamic and constantly evolving tourism industry in Bali.

Adopting the work of tourism scholars who have undertaken research on tour guiding. This research revealed the motivations of Balinese women to become tour guides including physiological motivation, safety and security needs, social needs, esteem or status needs, self-actualization needs, need for achievement and need for power (Maslow,1954, Mcleland, 1987 Leiter and Maslach,2017), which descriptively discussed below.

Picture 1: *Female Tour Guides who handling tour group of Mandiri Utama Finance*



Source: *Field research, 2022*

1. Physiological Motivation (Physiological Needs)

The dominant motivation for tour guides is fulfilling basic needs, which is experienced by most of the female informants studied. This physiological motivation is a big reason why most of these women chose this career path. Sulastri and Alit revealed:

"With the results of my work as a *guide*, I can build a nice Balinese style house on 4 acres of my parents' land. I like being a tour guide...I get money for traveling...the money from one

trip could last a year. I get a lot of money, I bring guests to *tatoo*, I get 50 percent, and if I buy coffee, I get 75 percent" (Sulastri, 25/04/2022).

"Being a tour guide is the fastest way to make money. Japanese guests who bring children prefer female guides, especially older tourists who *request* female guides because they feel comfortable with women. For those who bring children, we also take *care of the* children and I get more money from the parents for taking *care of* their children. (Alit, 23/02/2022)

It is important to note that being a tour guide requires excellent communication skills and knowledge of the local area to provide the best possible service to the tourists. Additionally, some tour companies may have specific requirements or preferences for their guides, particularly Japanese tourists, who prefer to have a female tour guide with them when touring, especially older guests or those with small children.

In addition to self-factors, the choice to become a tour guide is inseparable from the informants' family conditions. The husband's job and the husband's lack of income have not been able to support the family's needs to the fullest while the family's needs are increasing, which is also a motivation for the informants, as conveyed by the following informant:

"My husband is a teacher, the teacher's salary is very small, moreover, living in Denpasar I must pay for boarding house, with children who were still small at that time. The job of bringing guests really helped the family's economy until we could finally build our own house in Denpasar" (Purnami, 23/03/2022).

The informant also mentioned that being a tour guide allows for more flexible working hours which is important for balancing work and family responsibilities. Additionally, the opportunity to meet new people and learn about different cultures was a factor in their decision to become a tour guide. With all of these factors combined, it is clear that working as a tour guide is a great way to make a lot of money. Suryani, an informant whose husband is also a tour guide, has testified to the many financial benefits she's received from being a tour guide during the height of Bali tourism in the 1990s. Suryani argued:

"At that time, I earned a lot of money, but I didn't go on a spree. I bought land, bought a house, sent my children to university, and with my income as a *guide* I was able to help my family in the village to pay for the cremation ceremony, which costs a lot of money (Suryani, 22/03/2022).

Sulastri and Puja admitted that they often receive unexpected money from her work as a tour guide, and they are very happy with the income it provides them. Putu Puja is a domestic tour guide who loves the idea of being able to surprise his guests with unexpected money They agreed that being tour guides, are able to earn a much higher income.

"Because there is unexpected surprise money, shopping at the *art shop*, we get 55 percent from the *art shop*. I became a freelance because I can choose *jobs*, during *high season* I can challenge the price, when the guests are crowded, we can negotiate because French *guides* are limited in number" (Sulastri, 25/04/2022).

"Because I saw my friends who became guides first had a lot of surprise money. After I did it, it turned out to be quite promising financially because we can follow the lifestyle. I live in my parents' house so I don't need to buy land, but I can build and repair a house for my parents. So, in terms of income, it is quite promising since becoming a tour guide." (Puja,

16/03/2022).

This suggests that working as a tour guide may be quite lucrative and that it pays more than enough to cover necessities. Yet, some tour guides have claimed that the pay can vary greatly depending on the area and time of year. Factors such as the size of the tour group and the duration of the tour may also affect a tour guide's salary. Despite this variability, many individuals still find working as a tour guide to be a rewarding and enjoyable career choice.

2. Safety and Security Needs

Being a tour guide provides more security from the threat of dismissal or termination of employment because this profession doesn't have an age limit and doesn't recognize retirement age. Susteryaniti, a 45-year-old Russian-speaking tour guide and Suci, a Spanish-speaking tour guide, both claimed that their motivation for working as tour guides is that it provides a stable income and allows them to travel frequently:

"Because being a tour guide, people never ask how old I am. In fact, the older I get, the more established experience I have, unlike the job of being a Sales Promotion Girl". (Susteryaniti, 21/04/2022).

"I'm getting older and working in a restaurant is only limited to 30 years after that I am no longer hired, especially since I'm in front of the *public relations* department, I'm not *fresh looking* anymore, so I realized myself and resigned. At that time, I saw that there was an opportunity to register as a guide, so I registered. Guide, if we can work, we can still work, it's not limited by time, the longer we work, the more experienced we are" (Suci, 04/05/2022).

The age element is one of the primary reasons the informant chose to become a tour guide. Becoming a tour guide is a much better possibility than working in a restaurant because restaurant staff are expected to be youthful and attractive, while tour guides have much more scope for growth. Tour guides have the chance to share their knowledge and passion for a particular place or culture with others while also getting paid to travel and explore new destinations. Additionally, being a tour guide can offer a more flexible schedule and the opportunity to work independently or as part of a team. In addition to being safe from termination of employment, there is a sense of financial security as expressed by Sulastri who claimed that the income earned from one trip, either from guide fees, shock money, or commissions, plus tipping, was enough to eat for a year:

"I like being a guide more because I get money for traveling. When there were a lot of guests, the money from one trip could last a year" (Sulastri, 25/04/2022).

There is a strong motivation for security among tour guides, especially considering the age of most of them. This is due to the fact that, as they near retirement age, there are few opportunities for them to work in other sectors. The most important qualification for becoming a tour guide is knowledge and language. Age is not an issue for those who intend to become a tour guide.

3. Social Needs (Affiliation or Acceptance Needs)

Tour guides provide an important social need by providing opportunities for interaction and affiliation with others. They provide a valuable service to tourists by helping to connect them with the community and providing access to valuable resources.

"I don't like working in an office, a monotonous job sitting in an office. I prefer to meet

many people outside. I happen to be a *single parent*, so there are a lot of traditional activities. if I work in an office, I can't ask for a day off at any time, but here I can refuse orders, I go *over* to friends." (Sriani, 23/02/2022).

"I meet a lot of people and like to mingle. that's my *feeling* and my comfort before I didn't know there was a lot of money in being a *guide*" (Interview Karyati, 02/05/2022).

Knowing that getting to know new people and sharing the country's rich cultures with tourists is a source of personal satisfaction and that engaging with other countries so closely contributes to their cultural enrichment and also helps in building strong relationships and fostering mutual understanding between different nations, which is crucial for promoting Bali tourism as a peaceful and harmonious tourism destination in the world. In addition, this may attract more tourists who are seeking a safe and relaxing vacation. This can lead to an increase in revenue for the local economy and provide more job opportunities for the people of Bali.

Another view argued by Dewi who claimed that being a tour guide gives her the opportunity to broaden her horizons because she can meet people from different countries and cultures which encourage her to learn many guest habits. It is recognized as challenging and motivates her enthusiasm to become a tour guide.

"To broaden my horizons, I can communicate with people. My initial focus was not money at first. To be mentally tough to deal with people, to have experience meeting people. Being a guide, I must keep learning, because the guests who come are different in character, that's what I like so we must keep learning, our patience is also required" (Dewi, May 12/05/2022).

Working as a tour guide provides you with the opportunity to meet a wide range of foreigners from all over the world, and it also provides you with satisfaction for the social needs that exist in everyone. By establishing relationships with foreigners and providing insight, tour guides are motivated to work. In addition, being a tour guide also allows you to explore different places and learn about their history and culture which can be a great source of personal growth and fulfilment (picture 2). Thus, tour guide is a career that combines adventure, education, and social interaction.

Picture 2: *Female tour guides handling tourists in the bus*



Source: *Field research, 2022*

Other informants, including Arjani, also found that the same motivation that drives Balinese women to want to seek experience, mix with others, and get to know the world outside of their village is also a factor motivating them to become tour guides. Purnami argued that her motivation to become a tour guide is because she sees this job as flexible. She can schedule her time to do this work because a freelance guide can refuse a job if there are tasks are considered more urgent. Her job, which is also that of a teacher, allows Purnami to have enough time to take on an escort job to help guests because there are many holidays.

"Being a teacher, there are many holidays, so I use them to take guests, I used to *freelance* but now I'm retired. But I only take it when the school is closed. This job is flexible, because if I must go home, I don't want to take guests" (Purnami, 24/03/2022).

As a tour guide, it is easy to arrange your work schedule to accommodate social and religious activity in the village. This shows that the tour guide programme is a good fit for those who want to continue to socialise in the neighbourhood. The flexible working hours don't interfere too much with the community's social activities or customary practices.

Furthermore, the role conflict of Balinese women working in the public sector is influenced by cultural factors and the work environment. However, Balinese women who choose to work in the public sector don't feel it as a conflict, because they see it as a choice that is taken willingly. The behaviour of Balinese women who work in the public sector is ready to sacrifice their routine activities at work to participate in traditional activities, especially in death ceremonies in their social environment as expressed by Dayu Oka, a wife of a Chief of Bali Customary Village in the Sanur area claimed.

"Apart from the needs, food and others since my father-in-law became a *sulinggih* (a Hindu Priest) time is the constraint. If you become a (travel) staff, you only have time on Sundays for your family, if you become a guide, you can refuse. My responsibilities at home as a *kelian's* (Chief of Bali Customary Village) wife are busy, if there is a marriage, *memadik* (proposing to a bride) the wife is also busy. that's why I chose to be a *guide*, we can manage our time" (Oka, 20/05/2022).

Mangku Kandia, a senior tour guide believes that many Balinese women working as tour guides since the 1980s have benefitted from this arrangement as they are still able to spend time with their families while still fulfilling their domestic responsibilities. This opportunity has empowered Balinese women by providing them with economic opportunities and enabling them to challenge traditional gender roles.

"Japanese guests choosing *short trips* is a pull factor for Balinese women to become tour guides because after they take guests, they could take care of their families, without having to neglect their domestic duties of taking care of children, cooking and *menyame braya* (social activities)" (Kandia, 24/02/2022).

Women entrepreneurs with the socio-economic background of women tend to choose businesses that can be done without neglecting family duties which can allow them to continue to exist and be active in the hectic traditional life in their neighbourhood (Rani, 1996). This is seen as a positive motivation by Balinese women, as it gives them the satisfaction and opportunity to interact and relate with many people in the neighbourhood and with tourists when they are working. Additionally, this type of entrepreneurship also provides a sense of empowerment and financial independence for women who may not have had access to traditional employment opportunities due to cultural or societal barriers (Wadhera and Koreth,

2012). It allows them to contribute to their household income and make decisions for themselves and their families.

4. Esteem or Status Needs

The high regard in which the Balinese people hold female tour guides is evident in the way they are treated by those who have been open to tourism for many years. Domestic tour guides who are married and appear to be lively and friendly are especially praised. This shows that the Balinese people see female tour guides as friendly and approachable professionals who are good at speaking foreign languages. In addition, this positive perception of female tour guides can also be attributed to the Balinese culture which values hospitality and warmth towards guests. This makes it easier for female tour guides to establish a connection with tourists and provide them with a memorable experience. Putu Puja shared his pride in being a tour guide in the following interview excerpt:

"In Bali (being a female tour guide) is common, not taboo, they have often seen people working in tourism, so they know. In fact, they told me that it's fun to travel without paying. When I go to pray with friends in my neighbourhood to a temple, they ask me to explain the history of the temple because I am considered a person who knows a lot about history, and another knowledge" (Puja, 16/03/2022).

"A *guide* is like a king, if you say that being a *guide* is "wow" in the eyes of the community. In fact, they are surprised that women become tour guides" (Suryani, 23/02/2022).

"In art shops, we are respected, in hotels we are welcomed, in restaurants too. There is pride in being appreciated" (Sulastri, 25/04/2022).

Getting recognition from her friends and environment as a smart and knowledgeable figure is considered a reward for her as a tour guide, even though in the previous interview excerpt Puja was interested in getting surprises, but she also did not deny her pride in the praise she received for her work in bringing guests. This suggests that tour guides recognize praise as one of the motivations that are considered very strong in encouraging their enthusiasm for this work. This also highlights the importance of positive feedback and recognition in motivating individuals to perform well in their job and strive for excellence. It can serve as a driving force for tour guides to continue providing exceptional service to their guests. Additionally, when guests feel and express their satisfaction with the service provided, this is an award for her and makes her proud, so it becomes a strong motivation to continue being a tour guide, as she said below:

"Apart from money, the advantage of being a *guide* is the satisfaction if the guest is satisfied. Many Japanese guests who come here for spiritual purposes, when they get off the bus, say "wow I am like in heaven" That makes me even more enthusiastic and proud to be a *guide*" (Suryani, 14/03/2022).

It shows that receiving praise, positive views, and feedback from guests and people around you can be a powerful motivator to continue working as a tour guide. Working is not always about money, but about feeling proud of what you do and enjoying the relationships you build along the way. Tour guides who receive positive feedback and praise from their guests and colleagues are more likely to feel motivated and fulfilled in their work, which can lead to better job performance and a higher level of job satisfaction. This highlights the importance of recognizing the value of non-monetary rewards in the workplace. In addition to praise, rewards in the form of gifts (commissions) from art shops, restaurants, etc. are a very

strong pull factor for tour guides as stated by the informant below:

"As a *guide*, I still get a *guide fee* of only 180 thousand for a *full day* at my place, if Japanese guests spend 30% for the company, 20% for the guide, and 10% for the driver. If guests stop at the *art shop* they want, I also get a commission from the *art shop* itself" (Suryani, 14/032022).

"Being a tour guide has more joys. Shopping at the art shop, we get 55 percent from the *art shop*. I take guests to *tattoo* and get 50 percent, buy coffee, and get 75 percent. Not to mention if they buy Sim Card cards in several places, we also get it" (Sulastri, 25/042022).

It appears that service businesses that offer rewards (shopping commissions) for their recommendations and services are more beneficial than those who receive a fixed salary in the form of a guide fee. The commission ranges from 30%-75% of the amount of guest spending, depending on the agreement and rules that apply from each company (tattoo, agrotourism, water sport, barong, restaurant). This is much greater than a fixed salary, which would only be a small fraction of the total spending. This incentivizes employees to provide excellent service and encourages them to go above and beyond to ensure guests have a positive experience. It also allows for the potential of earning a higher income based on performance.

5. Self-actualization Needs

Self-actualization is required for fulfilling work accomplishments through the utilization of one's abilities, skills, and potential. Some tour guides believe that their earnings go beyond meeting basic needs particularly during peak season when they can live a more prosperous existence. Others, however, maintain that the employment of a tour guide is not solid and that their income is not guaranteed all year. As a result, they must conserve money during the peak season in order to cover expenses during the low season, as stated by the informants below:

"Financially, it's quite promising because we can follow our lifestyle. If there is a new product, I still manage to buy it if there is still a *trip*. So, in terms of income, it is quite promising since becoming a tour guide" (Puja, 16/03/2022).

"I prefer the job of bringing guests than working at home because I like to work hard, since childhood I have been accustomed to hard work to earn my own money, so I enjoy working on the road, I can get to know many new places". (Yudiasari, 23/02/2022).

"I don't like working in an office, the monotonous work of sitting in an office. I prefer to meet many people outside, there is more time freedom than in the office" (Sriani, 23/02/2022).

There is a sense of pride for female tour guides who work as tour guides. It is an opportunity to express their abilities and learn about other cultures. Some of the motivations for becoming a tour guide are the opportunity to have freedom and to learn about other cultures. Tour guiding is a profession that allows individuals to showcase their communication skills and share their passion for travel. It also provides a podium to meet new people from diverse backgrounds and gain insights into different lifestyles.

6. Need for Achievement

Female tour guides are motivated by a desire for financial gain, whereas other informants are driven by a desire for success. Other work motives for tour guides include increased trust in the guide, establishing a good reputation, and receiving recognition. The trust

and possibility to take guests from the region are seen as accomplishments. Tour guides also enjoy sharing their expertise and passion for the place with visitors, as well as the opportunity to learn and develop their skills through interactions with guests. This motivation was experienced by a 49-year-old Dutch tour guide named Ni Wayan Karyati. Born into an underprivileged family with only a high school education, she was encouraged to migrate to join a friend who was already in the Netherlands. As a result of her friend's assistance, in 1992 she was able to leave through the student exchange program to learn the language. In 2002, he returned to Bali. However, because of the Bali bombing, she was completely unemployed and looking for work opportunities. Finally, there was her friend's travel agent, who was still open; she helped her friend without being paid. She only received transportation fees for every arrival. While helping her friend, she applied for a job that she read about in the newspaper. Her efforts to apply for work at the travel agent paid off. Not long after that, she got a call from Asia Link Holiday Travel as Operations Staff; her application letter and CV with overseas experience at that time became one of her strengths and the reason she was accepted at that time. Since then, she has worked as a tour guide and often takes guests outside of Bali, such as to Sumatra, Java, and Flores. She appears to be a determined, resilient woman who shows great dedication to her work, as she tells us in the following excerpt from her interview:

"I feel that I have the trust of my boss, I am also trusted to be a *hotel representative* because my language skills are considered good, and I often *handle* guest complaints. I often go home at night until I'm quite old, I haven't married yet because my target is to work and work, wanting to gain more and more trust from the boss. I feel that if I get a good position, then I should decide to get married" (Karyati, 02/05/2022).

Motivation is influenced by extrinsic and intrinsic stimuli. Background, experience, and childhood in the family are some of the intrinsic factors that motivate one to become a tour guide. A background not coming from a wealthy family supported by achievements while at school can shape a person to be physically and mentally strong, as experienced by informant Widiartini. Moreover, growing up in a community that values hospitality and tourism can also play a significant role in shaping one's interest in becoming a tour guide. Such an environment can foster an appreciation for cultural diversity and an understanding of the importance of sharing local knowledge with visitors.

"I like to learn, since I was a child, I was a champion at school, I fought in the middle of boys, but I like challenges, I don't want to be humbled, if you can, why can't I, is it because I'm a woman? Women are also capable, from elementary school I was a champion, indeed I like challenges. The more I see a smart person, the more challenged I am, why can't I?" (Widiartini, 11/05/2022).

Not satisfied with telling her background, Widiartini added the following story of her experience:

"*Guides* cannot be underestimated, I was once appointed to represent the *guides* in an international event where the world leaders were present at that time in the 1990s in Nusa Dua, I forget the name of the event, I was asked to accompany officials from Spain because I speak Spanish. I was escorted everywhere because I had to accompany their officials to tourist attractions. It was a great pride because my job brought me to that position." (Widiartini, 11/05/2022).

The tour guide profession provides many opportunities for women to surpass in their fields. This is due to the supportive environment and the many opportunities available in the Balinese tourism industry. Additionally, tour guides display their communication and cultural skills, as well as their leadership abilities.

7. Need for Power

Tour guides who are motivated by power will tend to be responsible and have a good character. They will enjoy competitive situations and be oriented towards social status. This is seen in Luh Widiartini, a 55-year-old Spanish-speaking tour guide. She has strong determination and enthusiasm, which convinces us that women can do the same job as men as tour guides. Her success in the tourism industry serves as an inspiration to women who aspire to pursue careers in male-dominated fields. Her passion and hard work have proven that gender should not be a hindrance to achieving one's goals.

"I do not depend on anyone; my husband cannot forbid me, because I am not married to be owned. I am a free and independent woman; I am not a woman who, after marriage, begs for her husband. I am free to decide in the family because I feel that I work for my family and do not want to be limited to work and depend on my husband" (Widiartini, 11/05/2022).

Picture 3: *A cheerful female tour guides with tourists at Tanah Lot Temple*



Source: *Field research, 2022*

Among friends and companies, she is known to be very friendly, energetic, cheerful, and likable (picture 3). This has made her very popular with tourists, who recommend her highly. As a result, she has been flooded with orders from several companies. Her satisfactory service and attention to tourists make her favoured by companies that use her services. However, due to the COVID-19 pandemic, she is busy selling food and cakes in front of her house while offering them to her colleagues. Despite the current situation, she remains optimistic and hopes to return to her tourism business once the pandemic subsides. She believes

that her experience in the food industry will only add to her skills as a tour guide.

Becoming a tour guide provides a unique opportunity to gain power and influence through your work. Tour guides are leaders, mediators, and motivators, which puts them in a position of importance and influence for tourists and locals alike. They have the ability to shape people's perceptions of a place, culture, or history and can inspire curiosity and learning. It is a fulfilling career that allows one to share their passion for travel and knowledge with others.

Almost all of the Balinese women who become tour guides say that the main reason is that it is a way to improve their health. Second most commonly cited reasons are the satisfaction of social needs (5 people), the desire for security (3 people), and the appreciation of tourists (2 people). Very few women say that becoming a tour guide is motivated by the desire for achievement or power. This suggests that women may not view tour guiding as a means of advancing their careers or gaining authority, but rather as a way to fulfil social and personal needs. Additionally, the low number of respondents citing appreciation from tourists as a motivator may indicate that tour guides do not receive enough recognition for their work.

Conclusion

Based on the research and discussion, it can be concluded that the greatest motivation for Balinese women to become tour guides is physiological (motivation), followed by the need for security (motivation) that is safe from the threat of termination of employment because there is no age limit, and then social motivation. Working as a tour guide gives them the opportunity to socialize with the community and people from various countries, and finally, to reward motivation such as praise and positive views from the community. Besides, there are also benefits to being a tour guide, such as extra money from guests and traders, the opportunity to show abilities and potential, the satisfaction of meeting many people from different countries, and the satisfaction of achieving something. Finally, power motivation is also a factor, as their voices and opinions are listened to and considered in decisions made within the family.

The findings of this research highlight the significance of female tour guides in cultural tourism development in Bali; and serve as an evidence of equity tourism ethic practice wherein men and women have the same access and rights to work in tourism as long as meet the competency required for tour guide employment. The study suggests that the inclusion of female tour guides can also lead to a more diverse and authentic representation of Balinese culture and history, as they bring their unique perspectives and experiences to the job. This could potentially enhance the overall tourism experience for visitors and contribute to the sustainable development of cultural tourism in Bali.

This research is not generalizing the roles of tour guides in Bali since it only involved women tour guides and also only focused on the motivations suggested by Maslow (1954), McLeland (1987), and Leiter and Maslach (2017), further researched are needed to discover which of the seven motivations is the most influential factor for Balinese women working as tour guides, as well as other factors hidden behind the notion; and also the roles of male tour guides are needed to be investigate further to understand how have tour guides both the males and females contributed to cultural tourism development in Bali as whole.

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