

Travel motivations, preferences, and characteristics of women solo travelers in Bali

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Abstract: This study explores solo women travelers in Bali, focusing on their travel motivations, preferences, and characteristics. The research aims to fill the gap in understanding how solo travel contributes to understanding women's travel in these popular destinations. The study focuses on Big Data analysis. Textual content from TripAdvisor reviews by solo woman travelers is analyzed using the BART Large Zero Shot model. This model classifies text according to Maslow's hierarchy of needs and Plog's psychographics model, identifying primary travel motivations and distinguishing between allocentric and psychocentric traveler types. The findings reveal that 36.39% of travelers are motivated by self-actualization, seeking personal growth and transformative experiences. Additionally, 83.79% of solo woman travelers prefer allocentric travel experiences, indicating a strong desire for adventure and cultural immersion. These results highlight the empowerment journey of solo woman travelers as they travel to new destinations independently. This research provides valuable insights into the empowerment of solo woman travelers, emphasizing the role of travel in fostering personal development and independence. By examining the specific motivations and preferences of these travelers, the study enriches the discourse on gender roles within modern tourism and offers a nuanced understanding of solo travel.

Keywords: Bali, empowerment, motivations, women solo travelers

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Introduction

The rise of solo women travelers has captured significant attention in recent years, highlighting a trend associated with empowerment, self-discovery, and the pursuit of authentic cultural experiences. As more women choose to explore the world independently, they challenge societal norms and embrace new forms of travel (Ghadban et al., 2023; Khalid et al., 2023; Kumar et al., 2024; Pécot et al., 2024). Yang et al. (2022) noted a substantial increase in solo woman travelers over the past decade, indicating a shift towards greater independence and self-determination among women.

As a popular destination for solo women travelers, Bali offers unique and enriching experiences. Renowned for its vibrant culture, it is a place where travelers can engage in cultural practices, enjoy serene beaches, and partake in wellness activities such as yoga and meditation (Pitana, 2010; Pitanatri & Wiarti, 2022; Putra & Paturusi, 2017). Critics however, argue that island destinations like Bali may not always provide a safe environment for solo women travelers due to potential safety concerns and cultural differences (Berdychevsky et al., 2013; Berdychevsky & Gibson, 2015; Wantono & McKercher, 2019). Despite being celebrated for its vibrant culture, beautiful beaches, and scenic landscapes, Bali can be overwhelming for solo woman tourists (www.thetravellingwellnessgirl.com, 2025) The bustling streets, crowded

markets, and busy beaches may pose challenges in terms of travelling safely and comfortably (Ali et al., 2021; www.theborderlessmind.com, 2017; www.travelladies.app, 2024). Moreover, the nightlife and party scenes—while appealing to many— can also present situations where solo woman travelers might feel unsafe or targeted.

Despite the growing interest in the experiences of solo women travelers (Berdychevsky et al., 2013; Berdychevsky & Gibson, 2015; Kong & Zhu, 2021; Myers, 2017; Wantono & McKercher, 2019; Zhang et al., 2022), there is a significant research gap in understanding how solo travel specifically impacts women's empowerment in island destinations like Bali. Previous research on solo women travelers in Asia has primarily focused on aspects such as travel constraints, risk perception, and social interactions, neglecting the broader impact on empowerment (Hashem et al., 2022; Nematpour et al., 2024; Wantono & McKercher, 2019). Existing research also has predominantly focused on isolated aspects of solo travel, such as individual experiences and anecdotal narratives (Nguyen & Hsu, 2022; Yang et al., 2018). While these studies provide valuable insights into specific elements of solo women travel—such as safety concerns, social interactions, and personal growth—they often overlook the broader context, resulting in a fragmented understanding of this unique traveler segment.

Comprehensive studies that look into the travel motivations, preferences, and characteristics of solo women travelers in island settings are notably scarce. Most existing research has not fully addressed the intricate web of factors that influence these travelers' choices and behaviors (Bernard et al., 2022; Hashem et al., 2022; Wantono & McKercher, 2019). This lack of holistic research leaves a significant gap in our comprehension of the solo women traveler segment, particularly in the context of island destinations that offer distinct cultural, geographical, and social dynamics.

Island destinations present a unique set of attractions and challenges that can significantly influence travel experiences. The secluded beaches, rich cultural heritage, and adventurous activities contrast with potential issues like limited infrastructure, safety concerns, and cultural barriers (Berdychevsky & Gibson, 2015; Elsrud, 1998; Kong & Zhu, 2021). Understanding how solo women travelers adapt to these dynamics requires a multifaceted research approach that goes beyond isolated case studies. The motivations driving solo women to choose island destinations are complex and multifaceted (Becken, 2007; Cohen et al., 2015; Desforges, 2000; He et al., 2016). While some may seek solitude and self-discovery, others might be drawn by the promise of adventure or the desire to immerse themselves in new cultures (Khalid et al., 2023; Valeri & Katsoni, 2021; Zhang et al., 2024). Preferences for accommodations, activities, and interactions with locals can vary widely, influenced by individual backgrounds, travel experiences, and personal goals (Ghadban et al., 2023; Pitanatri et al., 2024). Without comprehensive research that integrates these diverse elements, our understanding of solo women travelers remains incomplete.

Addressing this gap is crucial not only for enhancing academic knowledge but also for its practical implications for tourism stakeholders, policymakers, and the travelers themselves. For ASEAN countries, a thorough exploration of solo women travel in island destinations can inform targeted marketing strategies, improve safety measures, and enhance the overall travel experience. This research can support the growth and empowerment of solo women travelers, providing actionable insights that can transform how destinations within ASEAN cater to this important and growing traveler segment.

Literature Review

Solo Women Travelers and Empowerment

The increasing body of research on solo women travelers highlights the transformative impact of travel on personal growth, self-reliance, and empowerment. Recent studies emphasize that solo travel enables women to transcend traditional gender roles, affording them greater autonomy in decision-making and fostering a heightened sense of agency (Pécot et al., 2024; Pitanatri, 2016). The experience of navigating unfamiliar environments independently enhances self-efficacy, resilience, and adaptability, reinforcing the strong correlation between solo travel and personal development. Furthermore, solo travel serves as a catalyst for

confidence-building, as women develop critical problem-solving skills and adaptability in response to challenges encountered on the road (Pitanatri et al., 2024; Zhang et al., 2022). The empowerment derived from these experiences extends beyond the travel context, often translating into increased self-assurance and assertiveness in personal and professional spheres.

Safety and Risk Perception

A substantial body of literature examines the safety concerns and risk perceptions associated with solo female travel. Empirical studies indicate that safety considerations significantly influence destination choice, with women often prioritizing locations perceived as secure and culturally receptive to solo female travelers (Pitanatri et al., 2022; Rittichainuwat, 2013; World Tourism Organization (UNWTO), 1996). The perception of risk is shaped by a combination of sociocultural norms, past experiences, and media representations, all of which inform the precautionary measures that solo female travelers adopt. Research suggests that women employ diverse risk-mitigation strategies, including selecting women-friendly accommodations, avoiding nighttime travel, and leveraging online travel communities to access real-time safety information (Berdychevsky & Gibson, 2015; Wantono & McKercher, 2019). Additionally, digital technologies, such as mobile safety apps and social media networks, have become integral tools for risk assessment and on-the-go decision-making, further shaping the travel behaviors of solo female adventurers.

Travel Motivations and Psychological Needs

The motivations driving solo women travelers have been extensively analyzed through psychological frameworks, particularly Maslow's hierarchy of needs. Studies indicate that self-actualization is a primary motivator, as women engage in solo travel to seek personal fulfillment, cultivate independence, and experience personal growth (Elsrud, 1998; Myers, 2017). Beyond self-actualization, esteem needs also play a crucial role, as solo travel often provides opportunities for self-validation, confidence-building, and the pursuit of meaningful experiences. The desire for cultural immersion and social belonging further influences travel decisions, with many solo female travelers actively seeking interactions with local communities and like-minded individuals (Ghadban et al., 2023; Laing & Frost, 2017; Wang et al., 2023). In this regard, solo travel serves not only as an avenue for self-exploration but also as a means of fostering cross-cultural connections and deepening one's understanding of global diversity.

Tourist Typologies and Behavioral Patterns

The application of Plog's psychographic model to solo women travelers provides valuable insights into their behavioral patterns and travel preferences. Existing literature suggests that most solo female travelers exhibit allocentric tendencies, favoring unique, immersive, and adventure-driven experiences over conventional, structured itineraries (Cruz-Milan, 2018; Plog, 1974). These travelers often demonstrate a strong inclination toward off-the-beaten-path destinations, cultural authenticity, and self-directed exploration. However, research also acknowledges the presence of psychocentric solo female travelers, who prioritize safety, familiarity, and structured travel experiences (Durko & Stone, 2017; Ghadban et al., 2023; Litvin & Smith, 2016). This diversity within the solo female traveler segment underscores the need for a nuanced understanding of individual travel styles, as preferences may vary based on factors such as prior travel experience, cultural background, and personal comfort levels.

Solo Travel in Island Destinations

Island destinations present a distinctive combination of attractions and challenges for solo women travelers. The allure of pristine natural landscapes, rich cultural heritage, and adventure-oriented experiences makes islands a popular choice for those seeking solitude and exploration. However, existing research highlights potential constraints, including infrastructural limitations, safety concerns, and gender-specific challenges that may impact the overall travel

experience (Desforges, 2000; Pitanatri et al., 2024) The degree to which these factors influence travel decisions varies, with destination management playing a critical role in shaping the inclusivity and accessibility of island tourism for solo female travelers. Studies emphasize the importance of targeted policy interventions, such as the development of safe transport options, gender-sensitive tourism policies, and the promotion of women-centric hospitality initiatives, to create more accommodating environments (Nguyen & Hsu, 2022; Zhang et al., 2024).

Methodology

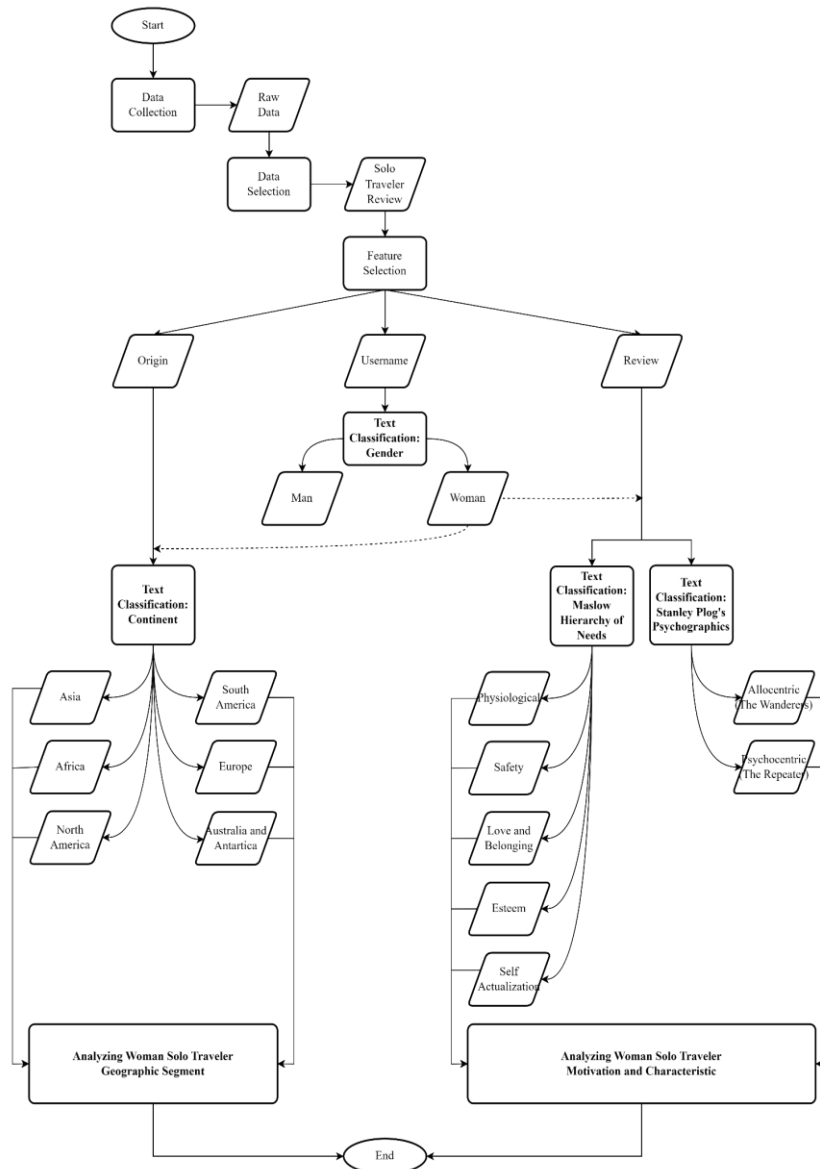
The methodology of this research is designed to understand the motivations and characteristics of solo women travelers, with a specific focus on their experiences. The initial step in this comprehensive study involves collecting a dataset from TripAdvisor, which includes customer reviews for the top-rated travel destinations in Bali (50 destinations). Henceforth, this dataset will be referred to as 'raw data'.

The raw data encompasses detailed information such as usernames, dates of visit, dates of review, titles, textual content of reviews, ratings, likes, and the geographical origins of the reviewers. To maintain a clear focus on solo travelers, the study meticulously selects a subset of the raw data, choosing only those reviews left by individuals who traveled alone, thereby excluding entries from families, couples, or groups.

The selection process yields a refined dataset exclusively consisting of reviews from solo travelers. For a more focused analysis, three primary features are identified from the data: the username of the reviewer, their geographic origin, and the textual content of their review. The 'username' feature is analyzed to predict the gender of the reviewer, aiming to classify them into 'Man' and 'Woman' categories. This classification is achieved through a gender classification algorithm, such as the BART Large Zero Shot model, which estimates gender based on the username. This step is crucial for understanding gender-specific travel patterns (Vecchio et al., 2018; Xu et al., 2019).

Following this, the 'origin' feature is examined to understand the diverse backgrounds of the travelers, which can significantly influence travel preferences and behaviors. The analysis narrows down to data from women solo travelers to assess their geographic distribution. The origin data is processed through text classification to categorize the reviewers' origins into continents using the BART Large Zero Shot model. This geographical segmentation analysis aims to reveal patterns in the prevalence of women solo travelers from specific continents.

The textual content of the reviews is conducted to extract insights about the travel motivations and characteristics of solo women travelers. This part of the study focuses solely on data from women solo travelers to analyze their motivations and characteristics. The review texts are classified according to Maslow's hierarchy of needs and Stanley Plog's psychographics model using the BART Large Zero Shot model (Romão & Neuts, 2017). This dual classification helps identify the underlying motivations of women solo travelers and categorize them into two personality types: allocentric (The Wanderers) and psychocentric (The Repeater). A comprehensive analysis combines findings from both Maslow's hierarchy and Plog's psychographics to create a detailed profile of women solo travelers' motivations and personality characteristics (Bello-Orgaz et al., 2016; Vecchio et al., 2018). Through this methodological approach, the study aims to contribute a nuanced understanding of the motivations and characteristics of solo women travelers, providing valuable insights for the tourism industry and enhancing the body of knowledge on travel behavior. Research flow can be seen in Figure 1.



(Source: Author's Construct, 2024)

Figure 1. Research flow

In executing this data collection methodology, the study adheres to ethical considerations and respects the privacy of the individuals whose reviews are analyzed. The use of publicly available data, such as that on TripAdvisor, aligns with the principles of open research and contributes to the transparency and replicability of the study's findings.

Results and Discussions

Results

Data Collection

The process of data collection for this study involved the systematic extraction of traveler reviews from the TripAdvisor website, utilizing web scraping techniques implemented in the R programming language. The focus was on English-language reviews from the period from January 1, 2020, to September 1, 2023. The dataset comprises reviews for the top 50 most popular tourist destinations in Bali (<https://www.tripadvisor.co.id/Attractions-g294226-Activities-oa0-Bali.html>), as determined by the volume of reviews. This selection criteria ensures the

inclusion of a wide array of traveler interactions and perspectives. Results in Table 1 are as follow:

Table 1. Data collection

No.	Destinations	Total Reviews
1.	Sacred Monkey Forest Sanctuary	35,237
2.	Tegalalang Rice Terrace	16,815
3.	Waterbom Bali	16,335
4.	Tanah Lot Temple	11,170
5.	Kuta Beach - Bali	10,497
6.	Uluwatu Temple	10,195
7.	Sanur Beach	8,266
8.	Campuhan Ridge Walk	6,643
9.	Nusa Dua Beach	6,059
10.	Seminyak Beach	5,691
11.	Bali Zoo	4,789
12.	Zahra Spa	4,499
13.	Paon Bali Cooking Class	3,687
14.	Ketut s Bali Cooking Class	2,000
15.	Karsa Spa	1,973
16.	Ubud Traditional Spa	1,558
17.	Zanti The Retreat	1,380
18.	Heavenly Spa by Westin	1,309
19.	Jeding Bali Cooking Class	1,167
20.	Sekar Jagat Spa	1,068
21.	De Nyuh Spa Seminyak	1,050
22.	TSL The Shampoo Lounge Seminyak	1,029
23.	Nusa Bali Spa	927
24.	Lobong Culinary Experience	874
25.	Periuk Bali Cooking Class	870
26.	Kaveri Spa at The Udaya	840
27.	Tamarind Spa at Murni s Houses Ubud Bali	806
28.	Tejas Spa Jembawan	800
29.	Bhava Spa Kuta	790
30.	Bali Manggang Cooking Class	690
31.	De Nyuh Spa Kuta	598
32.	Museum PASIFIKA	595
33.	DaLa Spa	558
34.	Bali Farm Cooking School	557
35.	Canting Bali Cooking Class	550
36.	Glow Spa At Mandira	538
37.	Chef Mudana Cooking Class Sanur	519
38.	I Nyoman Warta Batik Class	453
39.	Svaha SPA Bisma	450

No.	Destinations	Total Reviews
40.	Tejas Spa Unagi	408
41.	Subak Cooking Class	391
42.	Zahra Luxury Spa Nusa Dua	380
43.	Serayu Spa at The Kayon Resort	350
44.	AmrtaSiddhi Ayurvedic Centre	319
45.	J Jireh Spa And Salon	281
46.	Five Arts Studio	277
47.	Lumina Aesthetics Clinic SPA	276
48.	Away Spa at W Bali Seminyak	260
49.	Taro Village Experience	115
50.	Anandinii Organic Garden Kitchen	89
	TOTAL	122,954

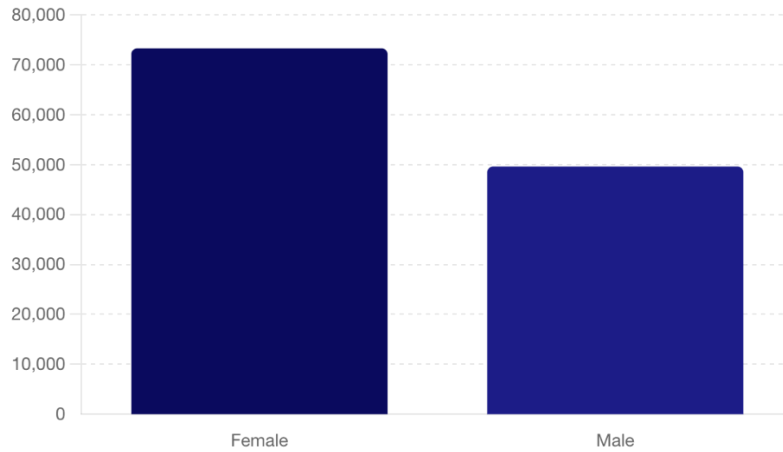
Data Labeling

Traveler reviews were subsequently categorized using the zero-shot classification model *bart-large-MNLI*, to identify reviews from solo woman travelers. This model is capable of labeling English text into several categories, including gender and travel motivations. The zero-shot classification utilizing the BART-Large-MNLI (Multinomial Likelihood) model refers to the ability of the BART-Large natural language model to perform text classification tasks without the need for prior learning on a specific dataset. This is a significant feature of the model.

The BART-Large-MNLI model has been trained on a variety of natural language understanding (NLU) and natural language processing (NLP) tasks. One of the tasks used in training this model is the MNLI task, which involves understanding the relationship between pairs of sentences, such as the relationship between a premise and a hypothesis. The model can be applied to various NLP tasks, including text classification. "Zero-shot classification" using the BART-Large-MNLI model means that it can perform text classification tasks that it has never seen before without requiring specific training in advance. The model uses the general knowledge it has acquired during training to attempt to understand and classify the given text, even if it is not part of its training tasks. The labels generated by the model were then visualized to provide insights into the travel destination preferences of solo woman travelers visiting Bali. You must include the examples, the use of the BART Large MNLI Model).

Gender Proposition

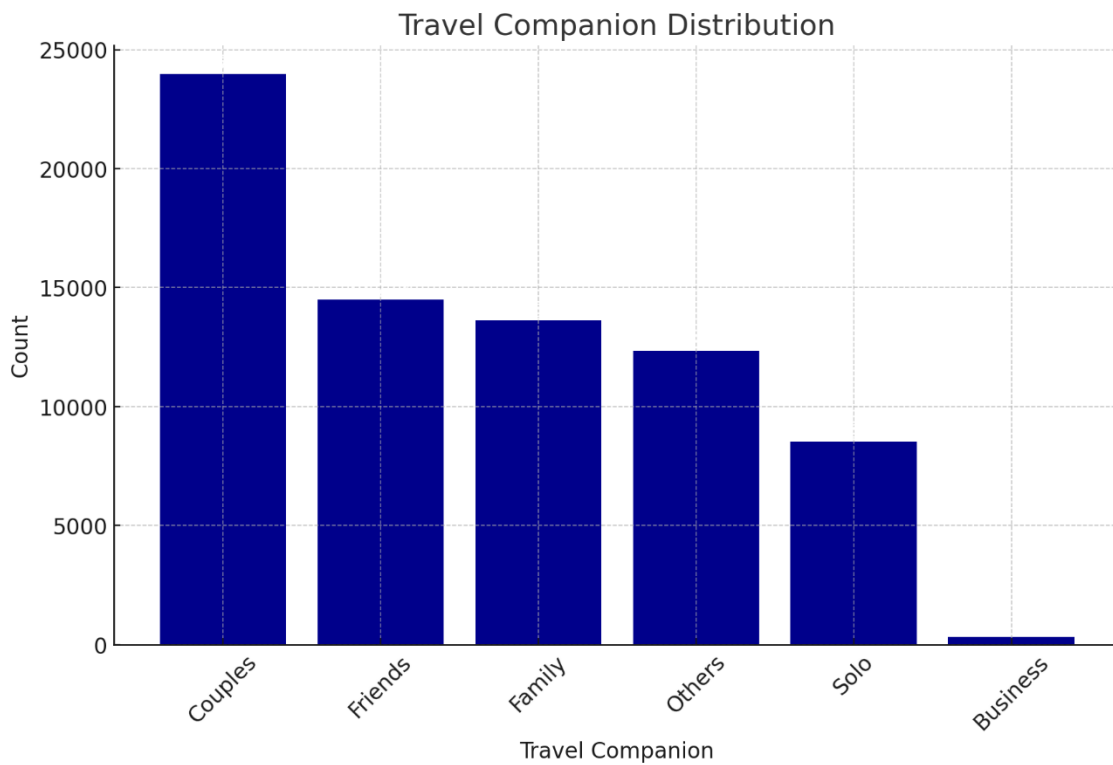
Using the BART-Large-MNLI model (Figure 2) dataset was classified by gender. Upon analyzing the data, it is observed that 59.63% of the travellers are women, amounting to 73,323 travellers. In contrast, males constitute 40.37% of the dataset, with 49,631 travellers.



(Source: Research Results, 2024)
Figure 2. Gender proposition

Travel Companion

Woman travelers were then classified into five distinct groups based on their travel companions: couples, friends, family, solo, and business. The results of this classification can be seen in Figure 3.



(Source: Research Results, 2024)
Figure 3. Travel companion

The analysis of the travel companion distribution for women travelers visiting Bali reveals distinct preferences and patterns. The largest segment, 39.33%, visits Bali with their partners. This indicates that Bali is a popular destination for romantic getaways and couples' vacations, with the island's scenic beauty, luxurious resorts, and romantic ambiance making it an ideal choice for couples. Traveling with friends is the second most common choice, accounting for

23.77% of women travelers. This suggests that Bali is also a favored destination for group trips among friends, likely due to its cultural scene, diverse activities, and beautiful landscapes.

Table 2. Travel companion woman solo travel to Bali

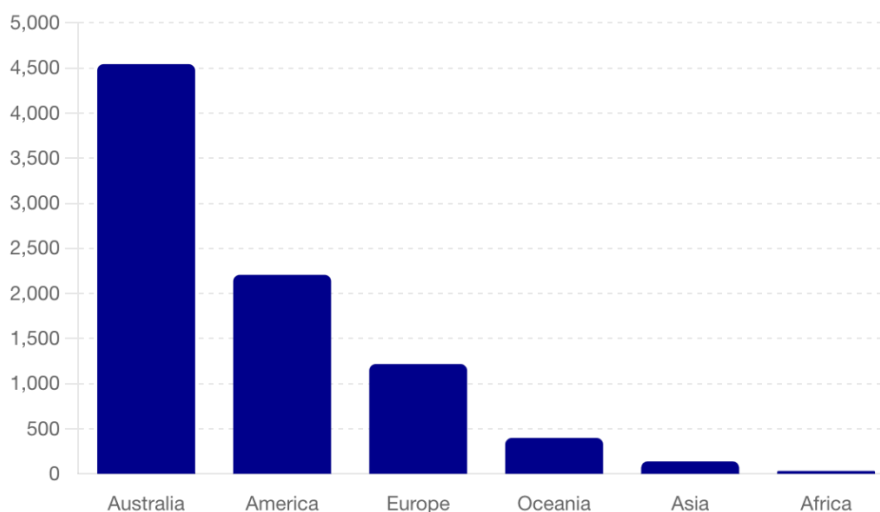
No.	Travel Companion	Count	Percentage
1.	Couples	23,983	32.71%
2.	Friends	14,498	19.78%
3.	Family	13,631	18.59%
4.	Solo	8,536	11.64%
5.	Business	335	0.46%
6.	Others	12,340	16.83%
	Total	73,323	100.00%

Women traveling as couples account for 32.71% (Table 2) of all travelers, reinforcing Bali’s reputation as a top honeymoon and romantic getaway destination. The island’s picturesque landscapes, luxurious resorts, and vibrant culture make it an attractive choice for couples seeking a romantic escape. Solo female travelers constitute 11.64% of the visits, representing 8,536 travelers. This highlights a significant portion of women who feel confident exploring Bali alone, often seeking self-discovery, adventure, or relaxation. Bali’s reputation as a safe and welcoming destination plays a crucial role in attracting solo female travelers.

Women traveling with friends make up 19.78%, showing the island’s popularity for group travel and shared experiences. Meanwhile, 18.59% of travelers visit with their families, emphasizing Bali’s appeal as a family-friendly destination with activities catering to all age groups. A smaller segment, 0.46%, consists of business travelers, suggesting that while Bali is primarily known for leisure tourism, it also serves as a meeting and conference hub. Lastly, 16.83% fall under the "Others" category, which may include mixed travel groups or alternative travel arrangements. This reflects Bali’s diverse tourism appeal, attracting various traveler segments while maintaining a strong reputation for safety, inclusivity, and unique experiences.

Woman Solo Traveller Origin

The analysis of solo woman travelers to Bali based on their continent of origin reveals distinct patterns and preferences. The data highlights Australia and America as the leading sources of solo woman travelers to Bali, with substantial numbers from America and smaller yet significant percentages from Europe, Oceania, Asia, and Africa. Results can be seen in Figure 4.



(Source: Research Results, 2024)

Figure 4. Origin proposition

Data shows in Table 3 that the majority of solo woman travelers come from Australia, making up 53.23% of the total. This indicates that Bali is a particularly popular destination for Australian women traveling alone, possibly due to the geographical proximity between the two regions. America follows as the second largest source of solo woman travelers, contributing 25.86% to the total. Based on the data, this substantial figure underscores Bali's appeal also to American women. Europe accounts for 14.26% of solo woman travelers, reflecting Bali's attractiveness as a destination for European women seeking tropical getaways.

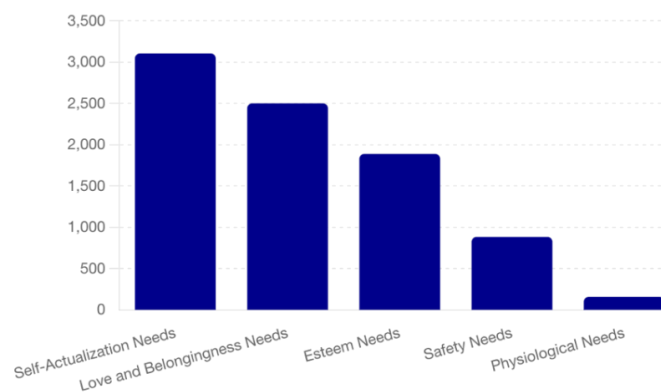
Table 3. Origin proposition

No.	Continent	Count	Percentage
1.	Australia	4,544	53.23%
2.	America	2,207	25.86%
3.	Europe	1,217	14.26%
4.	Oceania	398	4.66%
5.	Asia	138	1.62%
6	Africa	32	0.37%
	Total	8,536	100.00%

Oceania, excluding Australia, contributes 4.66% of the solo woman travelers, this significant percentage suggests that other countries in the region, such as New Zealand, also have a strong presence among solo woman tourists in Bali. The lower percentage compared to Oceania and America could be attributed to the longer travel distance and different travel preferences. Asia accounts for 1.62% of the solo woman travelers, indicating a modest but notable interest from neighboring Asian countries. The relatively low percentage might be due to cultural differences or alternative preferred destinations within Asia itself. Africa has the smallest representation, with 0.37% of solo woman travelers. This minimal percentage suggests that Bali is not a primary destination for African women traveling alone, potentially due to travel distance, cost, and other factors.

Woman Solo Traveler: Maslow Hierarchy of Needs

Woman solo travelers are primarily motivated by the pursuit of self-actualization, social connections, and safety. It can be seen in Figure 5. Their journeys are shaped by a desire for personal growth, meaningful relationships, and secure environments. Esteem and physiological needs are also important but to a lesser extent. Understanding these motivations can help travel planners, tour operators, and hospitality providers create tailored experiences that cater to the unique needs and preferences of solo woman travelers, ensuring their trips are fulfilling, safe, and enjoyable.



(Source: Research Results, 2024)

Figure 5. Maslow hierarchy of needs

Detail of distribution of needs can be seen in Table 4. Women traveling solo to Bali are proven to have a strong desire for self-actualization. With 36.39% prioritizing these needs, it is evident that a significant number of solo woman travelers are seeking personal growth and self-fulfillment. Traveling alone offers a unique opportunity for women to explore their potential, challenge themselves, and discover new facets of their identities. Destinations that provide rich cultural experiences, adventure activities, and educational opportunities are particularly appealing to this group. Whether it's through attending workshops, participating in retreats, or immersing themselves in different cultures, these travelers are driven by a quest for personal development and enlightenment.

Table 4. Distribution of needs

No.	Needs	Count	Percentage
1.	Self-Actualization Needs	3,106	36.39%
2.	Love and Belongingness Needs	2,501	29.30%
3.	Esteem Needs	1,889	22.13%
4.	Safety Needs	883	10.34%
5.	Physiological Needs	157	1.84%
	Total	8,536	100.00%

Social connections and a sense of belonging are also vital for many women traveling solo, with 29.30% prioritizing love and belongingness needs. For these travelers, solo trips are not just about seeing new places but also about meeting new people and forming meaningful relationships. The desire to connect with others and feel part of a global community drives them to choose destinations known for their friendliness and social opportunities. Staying in hostels, joining group tours, or participating in volunteer programs allows these women to build friendships and create a support network while on the road. The social interactions and bonds formed during their travels enhance their overall experience and satisfaction.

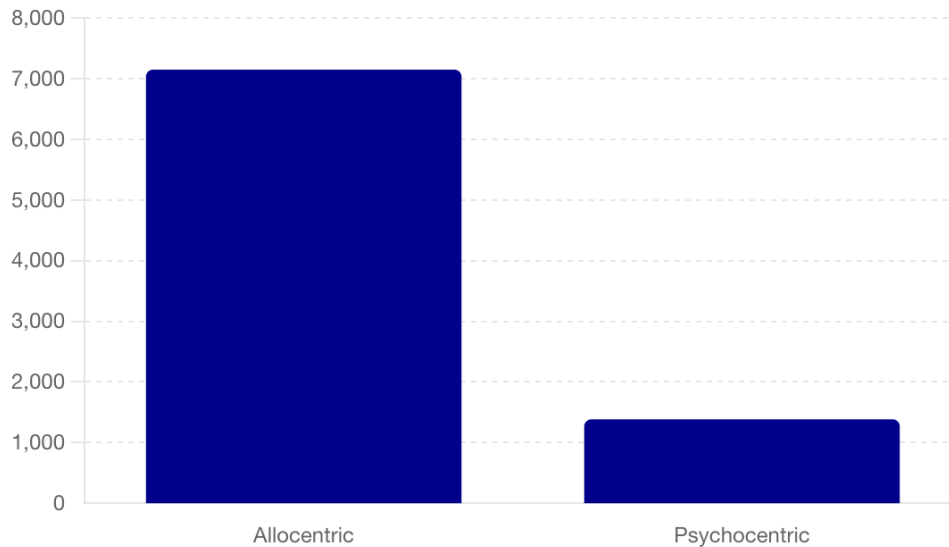
Esteem needs, including the pursuit of recognition and self-respect, are important for 22.13% of solo woman travelers. Traveling alone can be an empowering experience, allowing women to prove their independence and gain confidence. Many seek out challenging activities such as hiking, trekking, or extreme sports to push their limits and achieve personal milestones. Documenting their travels through blogs, social media, or photography also provides a platform for gaining validation and admiration from others. Destinations offering unique and challenging experiences cater to this group's desire for esteem and self-recognition.

Safety is also a paramount concern for solo woman travelers, with 10.34% focusing on safety needs. These women carefully select destinations that are perceived as safe and welcoming for solo travelers. They prioritize destination that has accommodations with security measures, reliable transportation options, and accessible healthcare facilities. Destinations with low crime rates and well-developed infrastructure are particularly attractive, as they offer a sense of security and peace of mind. Planning meticulously and ensuring that safety measures are in place allows these travelers to enjoy their journeys without undue stress or worry.

While physiological needs are less of a focus, comprising 1.84% of the priorities, they still play a role in the travel experiences of some women. These basic needs, including access to food, water, and shelter, are essential for comfort and well-being. Solo woman travelers who prioritize these needs tend to choose destinations with reliable access to necessities and comfortable living conditions. Ensuring that basic survival needs are met allows these travelers to focus more on higher-level goals and enjoy their journeys to the fullest.

Woman Solo Traveler: Plog's model of tourist behavior

The centric distribution among woman solo travelers provides deep insights into their travel preferences and behaviors, highlighting two distinct types of travelers: allocentric and psychocentric, which can be seen in Figure 6.



(Source: Research Results, 2024)

Figure 6. Allocentric and psychocentric distribution

Results of allocentric and psychocentric can be seen in Table 5. A significant majority of women solo travelers, representing 83.79% of the dataset, fall into the allocentric category. These women are characterized by their adventurous spirit and a strong desire to explore new and unfamiliar destinations. Allocentric travelers are drawn to unique experiences and cultural immersion, often seeking out locations off the beaten path. They tend to avoid mainstream tourist spots, preferring instead to discover hidden gems and engage deeply with the local culture.

Table 5. Allocentric and psychocentric

No.	Needs	Count	Percentage
1.	Allocentric	7,152	83.79%
2.	Psychocentric	1,384	16.21%
	Total	8,536	100.00%

Allocentric woman solo travelers prioritize destinations known for their authenticity and opportunities for adventure activities. Whether it's hiking in remote mountain ranges, exploring ancient ruins, or participating in local festivals, these travelers are motivated by the desire to broaden their horizons and challenge themselves. Their travel style is typically independent and exploratory, with a focus on personal growth and enriching experiences. These travelers are not just seeking to see new places, but to understand and connect with them on a deeper level, making their journeys profoundly transformative.

In contrast, 16.21% of women solo travelers are psychocentric. These travelers prefer familiar and comfortable destinations where they feel safe and secure. Psychocentric travelers often choose well-known tourist spots and favor organized tours and packaged holidays. Their travel preferences are driven by a need for relaxation and convenience, seeking destinations that offer reliable amenities, structured itineraries, and minimal risk.

Psychocentric woman solo travelers prioritize destinations with a reputation for safety, comfort, and predictability. They are likely to opt for all-inclusive resorts, cruise vacations, and guided tours that provide a well-defined and secure environment (Ho & McKercher, 2015; Litvin & Smith, 2016). For these travelers, the focus is on enjoying their travel experience without the uncertainties and challenges that come with more independent and adventurous travel. They value the assurance that comes with organized and familiar settings, allowing them to relax and enjoy their surroundings comfortably.

The centric distribution among woman solo travelers highlights a dominant preference for allocentric travel, with the majority seeking adventurous, culturally immersive, and novel experiences. These travelers are driven by a desire for personal growth, exploration, and deep cultural engagement. On the other hand, a significant number of psychocentric travelers prefer familiarity, comfort, and structured environments, valuing safety, convenience, and well-organized travel experiences.

Discussions

The data reveals that solo women travelers are not just looking for a holiday; they're seeking transformative experiences that contribute to personal development. This aligns with global trends emphasizing experiential and meaningful travel. Bali's ability to meet these needs not only boosts its tourism market but also supports the broader goal of empowering women through travel. However, the study also hints at underlying challenges such as the need for more targeted services and safety measures that could further enhance the travel experience for women. Addressing these challenges could not only improve the satisfaction of women travelers but also increase Bali's competitiveness as a top travel destination for solo women adventurers.

This study enriches our understanding of the motivations behind solo women travelers choosing Bali as a destination, revealing a significant inclination towards self-actualization and allocentric travel experiences. This echoes findings from broader research, such as those by Yang et al. (2022), which have similarly noted a shift towards more meaningful travel that emphasizes independence and personal growth, particularly among women. By highlighting Bali's unique offerings of cultural richness and safety, this research provides a deeper insight into why these factors resonate so strongly with solo female travelers.

The implications of these insights extend beyond academic circles, offering practical advice for tourism operators in Bali and similar destinations. The clear preference for cultural experiences and secure environments suggests areas where tourism strategies can be refined to enhance visitor satisfaction and loyalty. Additionally, this study broadens the conversation about the impact of travel on women's empowerment and challenges traditional gender roles within tourism. It suggests that destinations which cater to these needs not only attract more visitors but also play a part in supporting women's empowerment journeys. Future research could explore how these trips influence women's perceptions of independence and self-efficacy and how tourism can be a force for gender equality globally. Thus, the study not only supports existing literature but also opens new pathways for understanding the transformative power of travel for solo women travelers.

Conclusions

These findings highlight the diverse motivations and preferences of solo women travelers to Bali. The prominence of self-actualization and allocentric travel motivations indicates a growing trend where women seek personal growth, adventure, and cultural immersion through solo travel. Bali's wide array of unique experiences, coupled with its safe environment and welcoming culture, significantly contribute to its appeal among this demographic. The travel companion distribution further highlights Bali's versatility as a destination, catering to various types of travelers, including couples, friends, families, and solo adventurers. While many women travelers visit with companions, the significant proportion of solo travelers demonstrates the island's suitability for independent women tourists.

These insights provide valuable information for tourism stakeholders in Bali to tailor their offerings and marketing strategies to better meet the needs and expectations of women travelers. By focusing on the motivations and preferences identified in this study, Bali can enhance its attractiveness as a destination that supports the empowerment and personal development of solo women travelers. It contains an answer or explanation to the problem of research. Moreover, it can also be added to the development prospects of the research and the further application in subsequent studies.

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