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Balinese Women's Motivation for Pursuing Higher Education in Tourism Study Programs

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ABSTRACT

The number of Balinese women taking tourism education at various levels appears to be increasing in line with the development of tourism education institutions and the tourism industry in Bali. This article analyzes the motivation of Balinese women in pursuing higher education in tourism, starting from the Bachelor level to the doctoral program. By applying a qualitative method, this article collects data through interviews with 30 Balinese women who have taken tourism education at various levels. The results show that Balinese women are motivated to take tourism education for several reasons, including the motivation to get a job in the tourism sector, they have families who work in the tourism sector, and they live in Bali which has more job opportunities in the tourism sector. By taking tourism education, Balinese women who were informants in this study proved that they had found better jobs and career opportunities in the tourism industry. Their experiences have also become a source of inspiration for other Balinese women to take the same career path.

Keywords: tourism, motivation, higher education, Balinese women

1. Introduction

Nowadays, women are very aware of the importance of education in supporting careers. Education increases women's opportunity to get the better job, quality of life and awareness of equality. According to Mustikawati (2015) working in an office that offers flexible working hours seems to be something that today's women are seeking. They compete to get into the best school and college in the hope that it will be easier for them to be hired by good companies. They know the importance of having academic achievement and soft skills. The education and skills enable them to pursue a better position in the public space. They can be office employees, reporters, advertising models,

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artists, musicians, politicians, and even construction workers. The public space which in the past, used to be taboo for women is now considered a place to express and actualize themselves. They can now take a job which used to be done only by men. This is called women's emancipation.

The development of tourism in Bali, especially in the pre global pandemic covid-19, provides opportunities for women to work in the public sector and bring a new gender perspective in the society. They can work as an employee, or they can also be a successful entrepreneur and create more job opportunities (Putra, 2018). In line with what was stated by Yanthy (2016), Balinese women have contributed to Balinese tourism through their culinary businesses. Women entrepreneurs can be a role model, manage their family business, and develop their intuition (Antara, 2007). Tourism also welcomes and encourages women's participation not only as a skilled or an unskilled worker, but also as a business leader or entrepreneur. As a parent industry, tourism supports and encourages other sectors to contribute more and create employment and business opportunities. The number of women entrepreneurs is increasing day by day and their contributions are also recognized and appreciated globally.

There has been growing number of women working in tourism industry with various positions. Putra (2020) stated that many Balinese women who have successfully built careers as hospitality professionals. Their higher education, work experience, and networks paving the way for Balinese women to achieve the upper middle management positions. Their education and capacity will enable them to get a better position especially in the tourism industry. For example, in the hospitality industry Balinese women can hold such positions as sales and marketing staff, receptionists, room-maids, florists, public relation staff, and spa therapists, and some of them occupy supervisor and manager positions. Whereas in restaurants, they usually work as waitresses, cooks, or chefs. In travel bureaus, they generally work as reservation staff, cashiers, sales and marketing staff, or tour guides. Along with the development of the industry, the Balinese women have more courage as now many of them are working on international cruise ships which sail across the seas of Asia and Europe.

Zahari (2004) claimed that the current researches focused on students' perceptions of careers in the hospitality industry; meanwhile the influencing factors such as family background, socioeconomic factors, and locations of higher education institutions have not been studied. Barron & Maxwell (1998) mentioned that "one of the causes of the poor transition rate of hospitality management students into a career in the industry is that new students have an unrealistic image of working life in the industry". In the case of Bali, this view can possibly be refuted as most students in Bali can see a real picture of developments in the tourism industry. Those who graduate from a college in

tourism usually know the real conditions of the local tourism.

This study aims to analyze the motivation of Balinese women who pursue higher education in tourism study programs. Research on education and women, especially those who choose tourism as their major, is very important to be conducted to find out the women's motives and purpose of pursuing higher education and choosing tourism as a major and the relevance between their study and to their work after graduation. It extends the finding and focus on enrolling higher education Pratiwi & Kesumadewi (2021) mentioned that there are five factors that influence the students of tourism public vocational high schools in Denpasar Municipality when choosing a higher education institution. The factors include students' motivation along with the flexible lecture time and the friendly staff; the physical condition of the higher education institution along with its people and good image; the tuition along with the accreditation of the higher education institution; references from their peers along with personal reasons; and the latest curriculum of the higher education institution. Of the five factors, students' motivation along with the flexible lecture time and the friendly staff of the higher education institution is the most dominant factor.

This study contributes in providing an overview of the factors that motivate students to choose tourism study programs at state higher education institutions. In addition to this, it is also necessary to conduct studies at different levels, and studies that focus only on female students as the subject of the research.

2. Literature Review

Studies on women in the tourism industry have been carried out by many researchers both at home and abroad. In almost all aspects of life such as social, cultural, economic, and political aspects, discussions about women have been popular topics. Nowadays even women in the business sectors, such as the tourism sector are put in the spotlight. Women in the tourism industry are discussed from various perspectives such as gender, feminism, and women empowerment in this industry (AFTFP, 2011). A UNWTO report reveals that tourism benefits women. About 70% of the poor people in the world are women. Empowering women to contribute to economic development at all levels and in all sectors is essential to build a strong economy, and a stable and just society.

Women have equal opportunities to work in the tourism sector. Many of them can even get more pay depending on their capacity. Tourism is the best sector and women can work in it. By providing jobs for women, tourism also improves non-monetary aspects of life for the poor, such as security, social mobility and empowerment. This report also emphasizes that in its development, tourism has provided many job opportunities, and promotes

entrepreneurship for women and young people. Barriers to pursue a career in the tourism industry are relatively low; the chances of getting a job are higher; and the industry plays a significant role in increasing the production of the home industry.

Some jobs in the tourism industry require skills that most women naturally have due to domestic chores that they do on a daily basis. With the skills they can grab an opportunity in the industry. Their expertise is also developed by pursuing education in tourism, which enables them to have more competence in their job. Xiao (2007) stated that there is a dynamic relationship between tourism education path and tourism career path, and highlights the significance and implications of reforms for China's tourism education in the new millennium. Hijab (1988) argues that the higher a woman's education and salary, the greater the power that the woman will have. The education and salary determine the women equal in the family, place of work, and community. Suryani (2003) mentions Balinese women who are used to having multiple roles and have a better education are believed to have a greater chance of getting a job than men.

In a research on vocational high school it was revealed that some factors which influence the students to pursue higher education are their motivation along with the flexible lecture time, and friendly staff of the higher education institution; the physical condition of the higher education institution along with its people and good image; the tuition along with the good accreditation of the higher education institution; references from their peers along with personal reasons; and the latest curriculum of the higher education institution (Pratiwi & Kesumadewi, 2021). In addition, research by Widiastini et al. (2019) stated that 45% of vocational high school graduates, especially female graduates worked as daily workers, 28.30% as contract workers, and 18.30% as permanent employees. Meanwhile, as for work positions, 27.22% of them worked in the house-keeping department, 21.30% in the front office, 21.30% in the food and beverage production, 24.86% in food and beverage service, and 5.40% in other departments as technicians or administration staff. Opportunities to work in hotels are open to graduates including women as long as they have adequate skills.

Those mentioned above when we meet the situation normal as the previous years that tourism develop well, comparing to today in pandemic Covid-19 era. UN women reported about 65% women workers has an issue about the economic risk because of Covid-19 (Haldevang, 2020). Indonesia, based on LIPI survey 2020, Covid-19 hits the trades industry, restaurant, and accommodation 24% and the employee who lost their job mostly in the senior High school level around 52%, higher education 30 % and diploma 11% (lipi.go.id, 2020). The women situation in Bali who work in tourism actually perceived the same thing, it brings the negative impact into their life. Women who have role of

resilience in the level of house hold have to struggle their life to find the job. Do they have to depending their life to tourism? This becomes a big question while in pandemic area they have to keep their life. Some of news mention Balinese women are though enough in this situation, they find way to help their family like being an entrepreneur for example they make a mask with Balinese woven material, become a seller of daily needs, going back to village and do farmer. According to Press conference Number: B-283/Set/Rokum/MP 01/10/2020, Balinese women has several criteria such as their role play in the family, as the bread winner, sometime her role in the family cannot be replaced, their role in the society especially in tradition activity, and their work ethos who never give up and caring each other (kemenpppa.go.id, 2020)

3. Research Method and Theory

3.1 Research Method

This study on the motivation of Balinese women in pursuing tourism education was designed with qualitative approach. The research subject purposively determined to this study were 30 Balinese women who graduated from different levels of higher educations, namely the undergraduate, postgraduate, and doctorate levels at Udayana University and Bali State of Polytechnic. They are working and have an experience in tourism industry. The research data were collected by observations, interview, literature studies. The period of collecting data is start from 2019 to middle 2020 which means they are still working in the tourism industry and nearly the covid-19 pandemic. The interview starts on their social profile and their motivation in tourism studies. Collected qualitative data were analyzed with narrative approach. According to Gudmundsdottir (2001) narrative research approach is the study about story and experience. The narratives are reveals the chronology, epiphanies, interaction and situation (Connelly, 2000; Creswell,2014).

As a first step, we conducted a data search on the number of students in 10 years at the Faculty of Tourism of Udayana University and Bali State Polytechnic. There are five study programs in the Faculty of Tourism with a total number of students taking a bachelor's degree, a master's degree, and a doctorate degree of 2,745 students over the past 10 years. There were 1,402 male students, while the total number of female students was 1,343. The percentages were 51% and 49% respectively, which showed a slight difference. At the Bali State Polytechnic, the number of female students is more than that of the male students. The number of students taking 4-Year Diploma Program in the Bali State Polytechnic has been fluctuated every year with the total number of students being 1,112 people. The difference between the total number of male

and that of the female students was not significant, with the total number of male students being 491, and the total number of female students being 621. Based on total number, there were 1960 female students and 1893 male students both institutions therefore it can be concluded the number female student is higher than male student.

The number of male and female students in the two institutions shows that there is an equal opportunity for male and female students to pursue a higher education level. The results of this initial observation serve as the basis for analyzing the motivations of Balinese women pursuing a major in tourism at the undergraduate, postgraduate, or doctoral level. As for the analysis, interviews were conducted with 30 Balinese women who work in the tourism industry that graduates from both institutions. Studies on Balinese women have always been interesting for many. From the educational aspect, this current study is expected to provide information for other researchers who are interested to conduct their studies, especially on Balinese women and tourism education.

3.2 Theory

In order to provide a clear understanding of what is meant by motivation, several definitions and their association to education will be explained. Motivation is a very complex phenomenon with many facets (Gardner, 2006). Dimiyati and Mudjiono (1994) argue that motivation is a mental drive that guides human behavior. Brown (2007) states that motivation is something that influences how humans make their choices, goals to be achieved, and efforts used to achieve them. Kappa et al. (1997) explain that motivation is an art to increase one's interest in certain jobs, projects, objects and subjects, and it challenges humans to pay more attention, be more observant, care and commit to their efforts.

In education, motivation can be divided into intrinsic and extrinsic motivation, and it certainly has influence on one's career. Intrinsic motivation tends to be associated with deeper learning and a higher level of involvement, while external motivation tends to be linked to a lower level of involvement (Liu, 2010). From the statement above, it can be concluded that motivation is a person's desire that encourages them to do something to achieve their goals. Motivation is important because it can optimize a person's ability to do something. It can be concluded that motivation is generally related to an internal drive to achieve a goal. It can also be said that motivation is a drive that results in and leads to a human behavior to work hard and enthusiastically to achieve optimum work performance. Motivation is there because of the needs that have not been met. In this research, the motivation includes intrinsic and extrinsic motivation and its relationship to careers in the tourism industry.

4. Findings and Discussion

The profiles of the informants in this study are quite diverse when viewed from their career paths and education levels. Some even changed their career paths from being hotel staff to becoming educators by taking program in tourism. Nearly all of the informants in this study began with training, and then they worked as a daily worker, and then as a contract worker at a well-known hotel, restaurant, and resort in Bali or outside Bali. Their work experiences in the tourism industry range from 2 years to 25 years. Their professions in the tourism industry also vary, from being front office staff, HRD staff, sales and marketing staff, chefs, and accounting staff, to occupying higher positions such as supervisors and managers. Some informants started their careers in the industry first, while pursuing their master or doctorate degree. Once they completed their education, they changed their career path and turned to becoming lecturers at Udayana University, Bali State Polytechnic, STP (Bali Tourism College), Bali Tourism Polytechnic, and teachers at vocational high schools in tourism.

The following data provide information about the education and occupations of the informants. As for the level of education, the informants consisted of 20 bachelor's degree graduates, 7 master's degree graduates, and 3 doctoral degree graduates. Their occupation was associated with the program they took during their studies, while their job title was largely determined by their term of service and experience. Most of the informants worked in 5-, 4-, and 3-star hotels. There were 5 bachelor's and master's degree graduates with more than 20 years of work experience, 13 bachelors' and master's degree graduates with 1-5 years of work experience, 10 bachelor's and master's degree graduates with 5-10 years of work experience, and 2 bachelor's and master's degree graduates with 10-15 years of work experience (See Table 1).

Table 1. Informant Working Experience

No	Working experience	Number
1	1-5 years	13
2	5-10 years	10
3	10-15 years	2
4	>20 years	5
Total		30

Source: Data Analysis (2021)

Meanwhile, the informants having the doctorate level of education have had experience working in the tourism industry before becoming an educator. The types of jobs and positions of the informants were as follows: 1 informant

working as a Human Resources manager, 3 informants working as Reservation & Revenue and Learning and Development supervisors, 2 informants as Human Resource and Food & Beverage supervisors, 1 informant as a sales and marketing staff member, 3 informants as HRD staff members, 1 informant as a sous chef, 4 informants as front office staff members, 10 informants as educators, 2 informants as tour guides, and 4 informants as admin staff members, i.e. secretaries, accountants, and cashiers (See Table 2).

Table 2. Types of Informant Jobs and Positions

No	Types of jobs and positions	Total
1	Manager (HR, Reservation & Revenue, Learning & Development)	3
2	Supervisor (HR, FB)	2
3	Lecturer/teacher	10
4	Sales marketing (Staff)	1
5	HRD (Staff)	3
6	Sous Chef	1
7	Front office (staff)	4
8	Tour Guide	2
9	Administrative Officer (secretary, accountant, cashier)	4
Total		30

Source: Data Analysis (2021)

The informants’ age was as follows: 18 people were 20-30 years old, 7 people were 30-40 years old, 4 people were 40-50 years old, and 1 person was over 50 years old. As many as 18 informants were married, while 12 informants were single. As for monthly income, 22 informants earned 3-10 million rupiahs per month, while 8 informants earned 10-15 million rupiahs per month. The informants who were Balinese women started working in the tourism industry through training programs in their high school or vocational school. After completing their training program, they became daily workers. Therefore, they already had early experience working at hotels, and then they pursued higher education at universities and colleges majoring in tourism.

The interview revealed several motivations, intrinsic and extrinsic motivations. The female graduates’ intrinsic motivations were to learn a foreign language, to have cultural experience, and to get to know more about tourism globally. This was revealed by informants who stated as follows:

“First, because I like English, and I want to improve my foreign language skills. I learned that tourism was very promising and it could provide enormous job opportunities.” (Ni Wayan Bakti Ekawati, Interview, 20 February 2020).

“My first motivation was to take a study that was in line with my previous study in hospitality. My second motivation was a desire to explore studies

in tourism comprehensively, and also because it was relevant to my field of work, and to get to know more about culture and tourism globally.”(Putu Diah Prabawati, Interview, 17 May 2020).

“When I went to college, I was interested in the tourism industry because it had promising business prospects. The tourism sector gives me the opportunity to communicate with new people, so I can indirectly learn to interact well. In addition, the knowledge and skills in tourism that are taught are not only useful in the workplace but can be applied in everyday life.” (Kadek Septiyanti, Interview, 10 May 2020).

Intrinsic motivation is the drive from within the individual to achieve their ideas. Learning a foreign language, one of which is English, is a motivation from within Balinese women. This is because knowledge and skills in using English have been obtained since elementary school, and some even learned English since the kindergarten. Tourism in Bali also plays an important role in motivating people to learn foreign languages. Considering the variety of tourists visiting Bali, English as an international means of communication is needed as a basic competency. Moreover, in many job requirements in the tourism industry, it is specifically stated that the candidate must be fluent in English, both verbally and in writing (Photo 1. Ni Wayan Bakti Ekawati who works as tour guide and Photo 2. Kadek Septiyanti) and Kadek Septiyanti who works at Teba Sari Restaurant in Gianyar, both of them said that learning foreign language is important to develop their carrier in tourism industry.



Photo 1. Ni Wayan Bakti Ekawati as a tour guide (Photo: Ni Wayan Bakti Ekawati).

Tourism education in Bali has a standard curriculum that has been adjusted in line with the development of the industry so as to help Balinese women to understand this industry. Knowledge of both national and international tourism were taught during the time they study at the undergraduate, postgraduate, or doctoral levels. In addition, Bali as a world tourist destination provides direct practice opportunities in planning, management and operations to students, as if Bali is a tourism laboratory.



Photo 2. Kadek Septiyanti, other women workers and tourists who visited Teba Sari Restaurant (Photo: Kadek Septiyanti).

In terms of intrinsic motivation, language skills, global knowledge, and culture are the motivations of the informants to pursue higher education in tourism study programs. Stefanescu (2012) found that for women students were more influenced by aptitude in the subject of tourism. In this context women choosing tourism education is related to their domestic activity at home. Jamnia and Pan (2017) also found other reasons such as the possibility to contact people from other countries, and the potential for career growth. In Bali, tourism study give them opportunity to have cultural experience, and to get to know more about tourism globally for example The student in bachelor program of Bali State Polytechnic who follows the student exchange in University of Angers. Also, in Master program University of Udayana which has program join degree. Both programs are given the opportunity to student learn about culture and tourism in globally.

The next one is extrinsic motivation, namely motivations that come from the influence of the family, the environment, and what people get from outside themselves. The family, the environment, the people around them who work in

tourism industry, influence them to continue study in tourism.

“Working in a hotel seems to be enjoyable, and many of my family members also work in hotels. The reason is that the pay” (Ni Luh Dewi, Interview, 20 February 2020).

“My father works in tourism, and initially I chose to study tourism only because I wanted to travel while also enjoying my college life” (Ni Wayan Ria Agustini, Interview, 31 March 2020).

“At first, I had no motivation to do it, it was my parents who forced me to (because my father was keen on cooking, so he wanted one of his daughters to be able to cook)” (Ni Made Nukawijaya Asti, Interview, 27 January 2020).

The informants mentioned that they pursued higher education due to the encouragement of their families, both parents and extended families. They were motivated and influenced by the family members, most of whom worked in the tourism industry.

The second extrinsic motivation for women to pursue higher education in tourism is because tourism is a trend in Bali. In interviews, four informants mentioned tourism as a complex business, and it is the fastest and largest growing industry in Bali. It is also a promising industry because it provides business and job opportunities. It is interesting that the interviews were conducted during the Covid-19 pandemic, and Balinese women still have hopes that they will get a job in this tourism. The following are excerpts from the interviews with Ni Made Widiarsani, Ni Luh Putu Sarasswati, Ni Komang Ayuk Cempaka, and Ni Kadek Mita Indriyani.

“I realize that I live in Bali, where tourism is the center of economic activity. That is why it is important to learn about the world of tourism. Even though one majored in other fields than tourism, such as in languages or business economics, he or she would likely work in tourism, because tourism is a complex industry” (Ni Made Widiarsani, Interview, 07 October 2019).

“Because the tourism industry is one of the biggest and most rapidly growing industries in Bali.” (Ni Luh Putu Sarasswati, Interview, 09 September 2019).

“Tourism is one of the biggest industries in Bali. The industry itself also helps me expand my global knowledge because by working in the tourism industry I can certainly meet many people from foreign countries, and with this I hope to gain new information, experience and connection worldwide” (Ni Komang Ayuk Cempaka, Interview, 09 September 2019).

“Tourism is one of the most promising industries in Bali. Either for employment or starting a business, the opportunities are enormous. I have a dream to become an entrepreneur, so I chose this major. I started off by working in a hotel in Bali, and after 5 years I will start my own business” (Ni

Kadek Mita Indriyani, Interview, 31 March 2020)

The above interview excerpts, when analyzed further, emphasize that Bali tourism is the driver of the local economy, and it is the main business activity in Bali. In addition to that, tourism in Bali is said to be complex. Cieslikowski (2015) argues that complexity involves innovative products in tourism to positively affect the development of a tourist area.

According to Antara and Sumarniasih (2017) in the article entitled 'Role of Tourism in the Economy of Bali and Indonesia', mentioned that the contribution of tourism to the economy in Bali can be seen from the increase in the number of tourist arrivals, trade, hotel and restaurant sectors, and job opportunities. The following is an excerpt of the article in detail:

"A better outlook can be drawn from the case of Bali, the tourism capital of Indonesia. Because of the intensity of tourism development in the island, the economy of this island-province is that of tourism-dominance, quite different from the other provinces in Indonesia. Tourism has become the leading sector in the economy, pushing other economic activities. The dominance of tourism has led the network of the economy spreads from local, national and international. These results in the significant contribution of the related sectors, such as hotel, restaurant, trade, transportation, finance, and other services, to the formation of the regional GDP and foreign exchange earnings" (Antara and Sumarniasih (2017).

The tourism industry is not spared from challenges and activities that may have negative impacts on its development. As has been reported in mass media in the past two decades, Bali has experienced various challenges, such as terrorism, natural disasters, and currently, when this article was written, the Covid-19 pandemic. The tourism sector is hard hit, yet many people, especially Balinese still rely on this industry to provide them with job opportunities, business, and other activities that have an impact on the economy of the community. Especially for women, it occurs a negative impact but also brings up other side of women who actually can adapt and make an innovation into their life. An example women can be an entrepreneurship start the business related to agriculture and healthy food which includes the digitalization to develop their business. According to result in webinar "Utilizing Digitalization to Deal with Covid-19", 82 percent of women that's using digital as the solutions of their business helped them to better balance between work, domestic and family responsibilities (kemenpppa.go.id, 2020).

The third extrinsic motivation for the informants to pursue higher education in tourism studies was employment opportunities and the diversity of jobs available in this industry in Bali. According to Aynalem (2016), the

tourism and hospitality industry creates job opportunities in various areas such as accommodation, food and beverages, transportation, and natural and artificial attractions. In the interviews, the informants mentioned that tourism provided good job opportunities compared to other industries. The following are excerpts of the interviews with, Luh Putu Aritiana Kumala Pratiwi, Made Wendri, and Ratu Ayu Chikita Mayumi Midhy.

“Because Bali is a region with its primary income generated from tourism, and therefore, job and employment opportunities in the tourism sector are greater compared to those in other field” (Luh Putu Aritiana Kumala Pratiwi, Interview, 5 May 2020).

“Because from the current trend we can see that tourism helps people prosper. So, this has automatically become a motivation for me to work in the tourism sector. Specifically, because I saw the opportunity, I tried to grab it and get involved in tourism activities to improve my welfare.” (Made Wendri, Interview, 30 October 2019).

“At first, my motivation for choosing tourism as my major at university was because I was a graduate from a hotel school and I had studied additional subjects such as culinary arts and food & beverage. I continued my studies at Udayana University. I really like studying tourism because there are a lot of job opportunities and I can work in any department. Both of my parents also support every choice I make for better future” (Ratu Ayu Chikita Mayumi Midhy, Interview, 10 May 2020).

“There would be a better opportunity to get a job” (Kadek Ratna Puriningsih, Interview, 17 May 2020)

The quotes indicate that Balinese women were motivated to pursue higher education in tourism study programs due to several reasons, namely intrinsic motivations such as the desire to learn a foreign language, and to have knowledge of global tourism and culture. There are also some external motivations, such as the trend of Bali as a tourism destination, job opportunities, and careers in the tourism industry. There were relevant findings in previous studies, such as a study conducted by Canaga & Sempele (2019) who mentioned that students are both intrinsically and extrinsically motivated to pursue Hospitality Education.

Intrinsic motivation factors proved to be more desirable than extrinsic motivation factors. Factors on personality traits such as cognitive, affective and behavioral of the individual students came out as strong elements in motivation to pursue Hospitality Education. External factors also came out as important factors that influence students' decisions to pursue Hospitality Education although there were also factors such as the salaries and general condition of work of hospitality industry. However, it should be noted that the geographical

conditions and potential of Bali are also factors that make tourism develop well. In addition to that, the fact that the development of accommodation facilities and tourist attractions requires a lot of qualified human resources who have knowledge of tourism. Thus, Bali, especially Bali tourism, plays an important role in influencing people to pursue their higher education in tourism study programs.

5. Conclusion

As it clear from the outset, the motivations of Balinese women to pursue higher education in tourism study programs were divided into two, namely intrinsic motivation and extrinsic motivations. The intrinsic motivations of female graduates revealed from the interviews are the desire to learn a foreign language to improve the language skills to support the career, to have cultural experience by communicate with tourist directly and learn their culture, and to get to know tourism globally by pursue the higher education and explore studies in tourism comprehensively.

The extrinsic motivations are the family, the environment, the people around them who work in tourism industry who influence them to pursue higher education in tourism, the fact that tourism is a trend in Bali, employment opportunities, and the diversity of jobs available in this industry in Bali. Pursuing higher education in tourism study programs also provides opportunities for Balinese women to have careers in several departments such as marketing, front office, and human resource departments. Geographical conditions and the potential of Bali as a tourist destination also have an important role in the availability of various types and job opportunities. Tourism education has the capacity to support Balinese women in pursuing their careers and compete globally in the tourism industry.

It should be noted that this study also has a limitation in order to the Covid-19 situation, the finding has less reflection of the pandemic situation. Therefore, the finding just reveals the motivation of women and didn't reveal any situation that they faced during the pandemic. This can be proved that the informants are still working in tourism industry but in the different system and situation during the pandemic. For future research its need to reformulating the research question which engage to the pandemic situation, the setting of informant, and other research context of Balinese women in tourism industry.

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