

**MODEL OF BOTTOM UP APPROACH TO MUSLIM TRAVELERS IN THE
DESTINATION OF TOURISM HALAL HERITAGE: THE ROLE OF EXPOSURE
TO THE VALUE OF DESTINATION AND CULTURE**

THESIS

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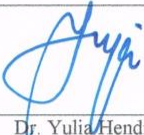

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ABSTRACT

This study aims to identify the dimensions of halal tourism values in Indonesia, perceived value dimension, through exploratory research and culture value selection models for halal heritage tourism by muslim inbound tourists through a bottom up approach method. The phase of the study was conducted through qualitative methods with Semi Structured Interview Technique on 33 national tourists (post visitor) who had visited heritage tourism for the past two years. At this stage the analysis is carried out by thematic analysis with Nvivo and Excel software to produce 6 Major Themes and 36 Minor Themes after data reduction in the Variable Muslim Perceived Value (perception of value) on halal heritage tourism.


Keywords: Halal Tourism, Perception of halal value, perception of culture, exploratory research design of Muslim inbound tourists

This thesis already examined and passed on July 11th, 2019. This abstract already approved by supervisor and examiners:

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