

CHAPTER I

INTRODUCTION

1.1 Background

The scientific development of tourism is inseparable from the basic concept of tourist behavior. Research on the concept of tourist behavior cannot be generalized, is contextual and specific (Lenggogeni, 2015), certain types of tourism have the potential to produce different tourism behavior models. The study of tourist behavior in choosing a destination is pretty much done by researchers (Law, Leung et al., 2009), but studies related to tourist behavior in choosing typology-based destinations from the perspective of tourists and stakeholders adapt is still limited.

In recent years, the perception of the quality of product values has been identified as an important element that influences tourists' decisions in choosing tourist destinations. Perception of value develop in the shape of the value of tourism products that strengthen tourist perceptions of the quality of the overall value in the selection of tourist destinations (Gallarza & Saura, 2006). Research on perceptions of tourism values is still general in nature, and is still reviewing from a top down perspective (Hapsari and management, 2018) without exploring destination values from a bottom up perspective viewed from a tourist perspective. Besides, the development of destination models in general does not involve local wisdom elements of local culture that can influence the choice of destination decisions by tourists (Nejat, Jomehzadeh et al., 2015).

A study of tourist behavior is needed through identifying perceptions of the value of the product and elements of local wisdom, which are in accordance with the

characteristics of tourism typologies, local cultural contexts, and the perspective of the community and target tourists. Besides that, perceptions of value can be degraded due to the appearance of tourist risk perceptions that can affect tourists with certain segments in the selection of destinations (Lenggogeni, 2016).

Even though a bottom up approach to perception-based tourist behavior models can explore the dimensions of behavior perception more deeply (Lenggogeni, 2015). In addition, research on the tourist character typology and a focus on certain tourist segmentation is still limited. For this contextually this research could be contribute to tourism by segmenting Muslim tourists who focus on developing heritage tourism destinations.

The global tourism industry is now increasingly focused on working on the needs of special niche markets, such as markets based on old age groups, nature lovers groups, including religious and tourism markets. One of the focuses on developing a tourism market that is currently developing is halal tourism. For Indonesia, the Ministry of Tourism has designed a niche portfolio of halal tourism markets through the support of several priority tourism destinations such as Lombok, Aceh and West Sumatra. From the results of the International World Halal Tourism (2016) Indonesia won 12 categories including West Sumatra which won the World Halal Tourism Destination Predicate.

Halal tourism is leisure tourism for Muslim tourists where there is for the availability of tourism products and services in accordance with Islamic rules / norms as well as the convenience of performing worship services while on tour. The phenomenon of halal

tourism arises when tourism stakeholders look at halal tourism as a potential market opportunity, especially for the tourism industry. Besides the large Muslim population, which is projected to reach 2.2 billion in 2030 or 26.4% of the global total (Perrin, 2015), the phenomenon of halal tourism arises because of the increasing demand of tourists for the security factors that have been disturbed since 9/11 terrorism in America. Safety issues are absolutely needed by tourists in consideration of planning tourism destinations. When the emergence of the phenomenon of Islamophobia (anti-Islam), not only non-Muslim tourists are disturbed by comfort while traveling due to the threat of terror, but also has an impact on the comfort of Muslim tourists who are psychologically disturbed while traveling at destinations with Muslim minorities.

The convenience of Muslim travelers very dependent on the availability of halal products and services in accordance with Islamic sharia principles, such as prayer rooms and separate ablutions in tourism objects, restaurants and guaranteed halal labels issued through trusted institution certification.

The magnitude of the potential of this Muslim market, halal destinations have become alternative tourism market niches in Muslim or minority countries. Viewed from an industry perspective, there are five industry portfolios that support the global halal market; fashion, media, food, travel and pharmacy. Especially for the halal tourism industry, this market potential is of particular concern to world tourism stakeholders, both to countries that are members of the Organization of Islamic Cooperation (OIC) and non-OIC. With the value of shopping / global Muslim tourism expenditure worth US \$ 142 billion or 11% of the total global tourist market (greater than the potential of

the American tourism market if analogous as a country), with a CAGR of around 8.6% tourism expenditure. This Muslim tourist market is predicted to reach US \$ 233 billion in 2020 (Reuters & Standard, 2014), halal tourism is a big potential developed in many countries including Indonesia. Australians who are not members of the OIC membership and with Muslim minorities take advantage of this niche market opportunity by designing Muslim-friendly. Australian holiday ideas to collaborate with Muslim pre-visitors to ensure security through information on the availability of halal industries (restaurants, mosques and others). Japan with halal tourism also provides special treatment for Muslim tourists through halal restaurants at Narita airport.

As a province established by the Ministry of Tourism as one of the halal tourism pilots, West Sumatra needs a study related to identification of perceptions of destination values based on typology. In this case heritage tourism, to see cultural influences on the formation of destination values and reducing factors the intention of Muslim tourists to choose cultural destinations in the province.

Exploratory research is needed to categorize the dimensions of the perception of halal values from Muslim tourist perspectives in choosing destination. Dimensions of local cultural values are needed to strengthen halal tourism through the perspective of local indigenous stakeholders before generalizing dimensions of perceptions of halal and cultural values. Research on the bottom up model relates to the perception of halal values, and perceptions of cultural values of inbound Muslim tourist destinations in cultural destinations. It is hoped that it can contribute to the development of an inbound Muslim tourist destination selection model for bottom-up culture and cultural tourism.

From a managerial perspective, this research could be useful for policy makers and planners in the tourism sector in identifying the strengthening of the value of halal cultural tourism products as well as local wisdom elements needed in the development of halal tourism.

1.2 Problem Identification

From the research background, the formulation of the problem to be investigated is:

1. How do inbound Muslim tourists perceive halal tourism?
2. How is the perception of the destination perceived value perceived by inbound Muslim tourist?
3. What are the perceptions of inbound Muslim tourists of Minangkabau Culture in heritage tourism?

1.3 Objective of The Research

This study aims to find and analyze the model of the relationship between the dimensions of perceived value and perceived risk, the use of information with the intention to revisit cultural adventurer tourists in West Sumatra. The specific objectives of this study are:

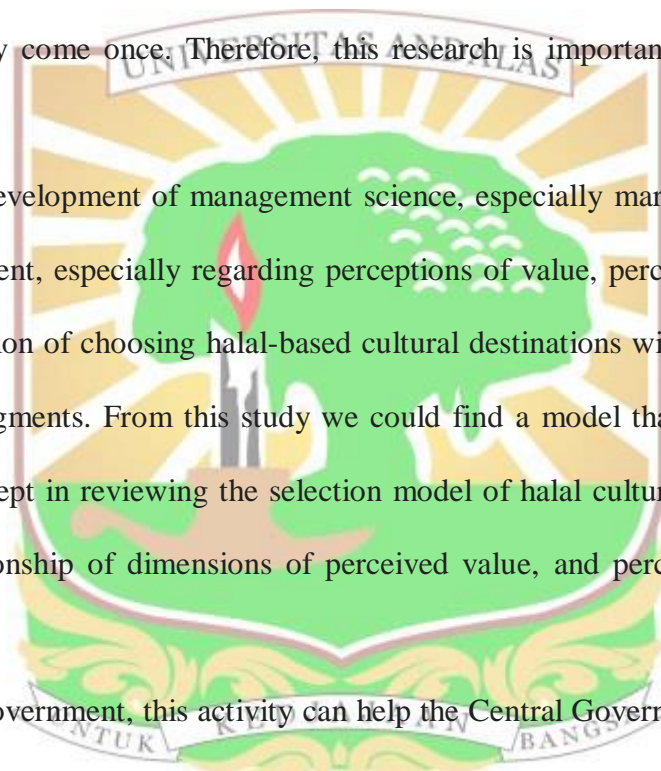
1. To explore the dimensions of halal tourism values (quality value, financial values, emotional values, social halal values, halal physical values, non physical values, and culture) in the context of heritage tourism for Indonesian Muslim tourists

2. To identify cultural values in the perception of halal tourism values (quality value, financial values, emotional values, social halal values, halal physical values, non physical values) in the context of heritage tourism for inbound Muslim tourists

1.4 Contribution of Research

For the tourism sector, the higher the intensity of revisiting, the greater impact than tourists who only come once. Therefore, this research is important to do, because it affects:

1. For the development of management science, especially marketing and tourism management, especially regarding perceptions of value, perceptions of risk and the intention of choosing halal-based cultural destinations with inbound muslim tourist segments. From this study we could find a model that can be used as a new concept in reviewing the selection model of halal cultural tourism through the relationship of dimensions of perceived value, and perceptions of cultural values.
2. For the government, this activity can help the Central Government and District / City Provincial Governments in determining halal cultural tourism development policies in an effort to increase competitiveness and attract Muslim tourists, through regional or central regulation design policies.
3. For the private tourism sector in Indonesia, this activity helps to develop cultural tourism businesses, so as to increase the target number of tourist visits to Indonesia.



4. For the community, form a community to realize the importance of cultural tourism and increase community participation in the tourism sector.
5. For tourists visiting Indonesia, it can provide a level of satisfaction through identifying perceptions of the value of halal tourism in cultural destinations.

1.5 Scope of Research

This research discuss the influence halal tourism muslim perceived value and perceived risk towards choice destination heritage tourism in Indonesia.

1.6 Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into six chapters, they are:

CHAPTER I : Introduction

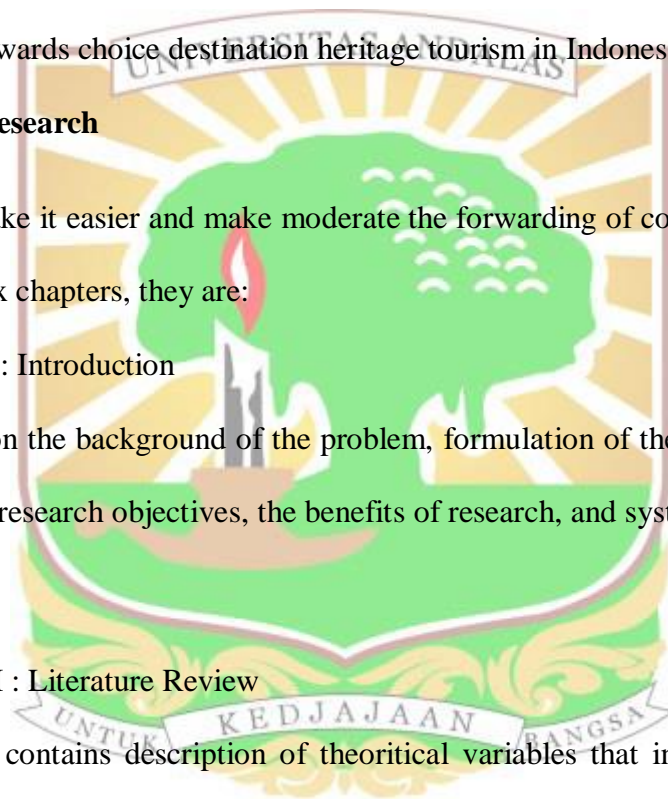
Elaborating on the background of the problem, formulation of the problem, limiting the problem, research objectives, the benefits of research, and systematic thesis.

CHAPTER II : Literature Review

This chapter contains description of theoretical variables that include the theories that support and underline the variables used in the research and framework.

CHAPTER III : Research Method

In this chapter, the author put forward about the object of study, population data and data sources, techniques data collection, operational definitions of variables, data presentation techniques, and data analysis techniques.



CHAPTER IV : Result and Analysis

This chapter contains the characteristic of the respondent, descriptive analysis, data collection and result of the discussion.

CHAPTER V : Closing

This chapter contains the conclusion of the research result, research implementation, limitedness of research and recommendation.

