EMERGING SHARIA HOTEL IN INDONESIA: UNDERSTANDING THE TOURISTS' MOTIVATION AND VALUES

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ABSTRACT

The emergence of Halal Tourism is gaining attention both from managerial and academic aspects. Several countries develop Halal Tourism to attract a large number of Muslim tourists. However, there is a limited research investigating the potential of Sharia Hotel from the consumers' perspective. The purpose of this study is to gain understanding of tourist's motivation and values to choose and stay in Sharia Hotel. An in-depth interview with three hotel managers and 18 visitors at Sharia Hotel in Yogyakarta and Solo, Indonesia was conducted. The results of the study found that there are three groups of tourists staying at Sharia Hotel. The first group was people who are motivated by seeking for novelty experience who put high importance on freedom and fun. The second group was people who are driven by benefits maximization that consider hotel's functional attributes (i.e., price, place, comfort). The third group was people who choose Sharia as "the way of life". They committed to Sharia principles in all aspects of their daily life. The study concluded with managerial implications and directions for further research.

Keywords: Halal tourism; Tourist motivation; Tourist value; Sharia hotel

1. INTRODUCTION

Halal tourism has grown significantly in the last decade. Global Muslim Travel Index (GMTI) in 2016 reported that the market is projected to increase by 51 million to 168 million by 2020 compared to 2015. Several key drivers of the Muslim travellers' growth are the rising number of Muslim middle class, access to travel information, and availability of Muslim-friendly travel facilities and services (GMTI, 2016). Some researchers have attempted to explore the potential of Halal tourism as a new market. Mohsin, Ramli, and Alkhulayfi (2006) argued that travel purchase in Halal tourism is nearly 13% of total worldwide travel expenditure. Both Muslim and non-Muslim countries develop Muslim-friendly destinations and begin to compete in accommodate Muslim travelers to worship in their tourism sites. For example, Taiwan that has two Halal certification boards to support the industry's goals (Taiwan Tourism Bureau, 2016).

Muslim consumers are not homogenous (Battour, Ismail, & Battor, 2011). There are differences regarding their perceptive of Islam and the degree of the willingness to practice it. This reason explains why some studies found that religiosity is the influence of Muslims' preference towards

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Halal products (i.e., Battour at al., 2011; Shakone, 2013), but other studies validated that religiosity is an insignificant factor influencing preference (Khan and Azam, 2016). There is a fusion between hedonic conceptualization and the actual Islamic teachings in the tourist's behavior of Halal tourism (Gabdrakhmanov, Biktimirov, Rozhko, & Mardanshina, 2016). Haq, Newby, and Jackson (2009) explained that tourists who visit religious destination shared universal human values and detached their religious exclusivity. Abbate and Nuovo (2013) found that tourists choose religious tourism for discovery and socialization. Therefore, there has been a lack of research on the tourist's motivation and its impact on tourist's choice of Halal tourism. The lack of study is more evident in Sharia-compliant hotel. The objective of this study is to investigate tourists' motivation and values in Halal tourism through studying the feeling and viewpoints of the visitors who visit and stay in Sharia-compliant hotel in Indonesia.

Tourists' motivation is substantial to understand behavior. Motivation refers to the needs, goals and argues to influence preference (Jiang, Scott, and Ding, 2015; Mccabe, 2000; Naidoo, Ramseook-Munhurrun, Seebaluck, & Janvier, 2015). Travel motivation explains tourism activities' preference (Backman, 1995) and tells the actual criteria of products and services expected that satisfies tourists' demands (Devesa, Laguna, & Palacios, 2010). Segmentation based on tourists' motivation guides destination marketers in product development, target promotion, and positioning (Boo and Jones, 2017). For example, motivation typologies in the Golf tourism explain the market's heterogeneity that assists the marketers in designing the cost-effective holiday packages (Kim & Ritchie, 2012). Detaching motivations in marketing communication strategy attract the potential market of adventure tourism (Naidoo at al., 2015).

Values are also represented as guidance in behavior and consumer choice. Values are people's beliefs about what is right, desirable, and priority in their life (Schwartz, 1992) and reflect differences among individuals, and societies because values affect preferences, attitudes, and behavior across situation and time (Sagiv, Roccas, Cieciuch, & Schwartz, 2017). Values give a more in-depth understanding to explain why people have a motivation to do a specific behavior. Like one study of Chinese consumers who are motivated to drink a healthy beverage because they are driven to have good health, and they think it is important because they want to be secured, as a reflective of security value (Lee, Lee, & Wicks, 2004).

This exploratory study aims to give a new insight on tourists' behaviour in *Halal* tourism by looking at a specific case study of Sharia Hotel in Indonesia. None of study has focused on motivation and values of people visiting Sharia Hotels. This study seeks to fill this gap by answering several questions; 1. What are the values and motivation Sharia hotel visitors? 2. How is the relation between visitors' values and motivations to decide the behaviour? 3. Is there any novel concern issues arise in motivational behaviour compare to conventional types of tourism?

As a country with the most significant number of the Muslim population, Indonesia becomes an interesting market for studying Halal tourism in both demand and supply sides. Recently Indonesia has the second position of the world halal destinations after Malaysia (GMTI, 2018). Comparing to countries in South-East Asia, Indonesia has a rapid development in the context of Halal destination and this sector is being one of the critical government's focus. Sharia or Halal tourism is an alternative expanding the tourism offers that uphold Islamic culture and values (Indonesia Tourism of Ministry, 2017). For that reason, also, this study is conducted to establish the understanding the behavioral aspects of Halal tourism. The study will contribute to the

development of product and services, designing communication marketing strategy, and references for decision makers.

2. LITERATURE REVIEW

2.1. *Travel Motivation*

Motivation has been considered as driver factors to dispense strain and delight self (Kim, Lee, & Klenosky, 2003). People are motivated to do a specific behaviour in order to achieve what they desire (Mccabe, 2000). Within the context of tourism sector, travel motivation answers why people go to the specific destination (Naidoo et al., 2015). Motivation to travel has been related to the different levels of human needs to escape temporarily leaving their routine scene behind (Tasci and Ko, 2017).

The theory of travel motivation has initiated since Maslow (1943) affirmed the five human needs hierarchy from the bottom showing the needs that is fulfilled at first (physiological, safety/security, belonging/love) prior to the needs on top (self-esteem and self-actualization). Referring to Maslow's concept, Pearce and Caltabiano (1984) confirmed that the existence of motivation ladder in travel behaviour is built based on tourists' experience. In other words, more experienced travellers were committing to the higher order of motivational needs to travel (Pearce and Caltabiano, 1984).

There are several widely accepted travel motivation paradigms. Iso-Ahola (1982) explained that people travel to escape from the routines, and seek for self-achievement. These two main factors (escaping and seeking) are related to tourists' personal and social contacts. Tourists' willingness to travel to destination is a consequence of the dyadic relationship between holding the familiarities and desire to find novelty. The higher the individuals' feel to leave the familiarities, the more likely they explore a strange destination. In contrast, the higher the individuals' feeling to maintain the familiarities, the more likely tourists keep their known environment (see Cohen, 1972, 1984, Plog, 1974, 2002). Crompton (1979) described the details of tourists' motives coming to the leisure activities. They are *escape from a perceived mundane environment*, *exploration and evaluation of self*, *relaxation*, *prestige*, *regression*, *enhancement of kinship relationships and facilitation of social interaction*, and *novelty and education*, later on, widely accepted by many studies as travel motivation items (see Tasci and Ko, 2017). Travel motivation is influenced by not only because of inner-motive but also environmental aspects. Inner motive that is called by (push factors) is not enough to explain motivation in tourism because destination selection might be influenced by pull factors for example operators' marketing efforts and any information sources (Dann, 1981).

Tourists' behaviour studies within the context of religious tourism remains underexplored. One study found that religiosity and individuals' particular needs toward the religion identity (i.e., special attachment to pilgrimage) are the motivation to visit sacred place (Terzidou, Scarles, & Saunders, 2018) while another study argued that the needs for discovery are the motivation for males and socialization for females in choosing religious destination (Abbate and Nuovo, 2013). In specific, for Muslim tourists behaviour, some studies have been examined the relevant factors influencing intention. Male Muslim tourists are found put more consideration on *Halal* issues and facilities to worship while for female the privacy and the separation between genders are the most

important issues (Battour at al., 2011). It is true that *Halal* issues is a focal point in the Muslim travellers context, for example *Halal* food and catering availability still the most concern for Muslim travelling internationally (Gabdrakhmanov at al., 2016).

Related to *Halal* purchasing behaviour, some studies tested through TPB (Theory of Planned Behaviour) (Ajzen, 1985) and the results are varied. Attitudes and perceived behavioural control influence purchase intention, while religiosity and subjective norms are insignificant factors for people in India in purchasing *Halal* products (Khan and Azam, 2016). In Malaysian market, attitudes, perceived behavioural control, subject norms, and *Halal* image are a significant factor of purchasing intention. By a *Halal* image attached to the products, Malaysian people feel secured to practice the Sharia principles into their daily life and leads to the more likely buying intention (Suki and Salleh, 2016).

One study explains a broad picture of Muslim tourists' behaviour visiting non-Muslim country, Thailand. Seeing and experiencing novelty is the main motivation to visit the destination. While travelling, Muslim tourists feel necessity for Qibla directions (direction toward Makkah city to pray), the availability of *Halal* sign, and Mosque to conduct their religious activities (Sriprasert, Chainin, & Rahman, 2014).

2.2.   *Schwartz Values in Tourist Behaviour*

Values are represented as guidance in behaviour and consumption choice. Values are people's beliefs about what is right, desirable, and important in their life (Schwartz, 1992) and reflect differences among individuals, and societies. Values affect preferences, attitudes, and behaviour across situation and time (Sagiv at al., 2017). People differ in the values importance they hold, although values are ordered in a similar structure across cultures (Schwartz, 2012). One of widely accepted values theory is Schwartz Values (1992) that has been tested in more than 80 countries (Ye, Soutar, Sneddon, & Lee, 2017).

Schwartz value theory identified a circular continuum based upon conflicting and compatibles values (Schwartz, 1992). Values are structured in individual hierarchy of importance that can be said, the more important value that people hold, and the stronger they will guide behaviour. Schwartz (1992) defined ten distinct types of values which emphasize on individual interests (power, achievement, hedonism, stimulation, and self-direction); collective interests (benevolence, tradition, and conformity) and, universalism and security that are between the boundaries. Values motivational circular continuums are placed along two bipolar dimensions: Openness to Change (OC) versus Conservation (CO) and Self-Transcendence (ST) versus Self-Enhancement (SE). First dimension is placed on the degree of status quo maintenance, Openness to Change (OC) emphasize on a freedom, novelty, selecting own goals, and readiness to change; while Conservation (CO) emphasize on commitment, preserving tradition, and resistance to change. Second dimension is placed on the degree of the importance of self-interest or mutual interest. Self-Enhancement emphasizes on authority, and dominating others; while Self-transcendence emphasize on social justice, and welfare of others.

Table1: Schwartz's Values and Value

Schwartz's Values	Definition
Self-direction	Independent thought and action
Stimulation	Needs for variety and stimulation in order to maintain an optimal level of activation
Hedonism	Needs and the pleasure associated with satisfying them
Achievement	Personal success through demonstrating competence according to social standards
Power	Needs of status differentiation and dominance
Security	Safety, harmony, and stability of society, of relationships and of self.
Conformity	Restrain of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms
Tradition	Needs of symbols and practices that represent their shared experience and fate
Benevolence	Concerning for the welfare of all people in all settings
Universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature

(Adapted from Schwartz 1992)

Figure1: The Theoretical Model of the Structure of Value Relations (Schwartz, 2012)

A number of researchers has been examined the relationship between personal values and motivation in tourist's behavior. For instance, in the context of responsible tourism, Weeden (2011) found that tourists who consider ethical aspects in their holiday also put the welfare of others (human being and nature) as the important issues in their life that expressed universalism values. The universalism values that people hold motivate them to commit on responsible tourism. Other study found that personal values have an influential role in tourists' motivation (Lee, Soutar, Daly,

& Louviere, 2011). Different values importance hold by individual show tourists' different travel motivation for instance people who values stimulation are motivated to *step into the unknown* and *experience a different culture*. Contradictory, people who value benevolence and conformity consider *feel safe* and *secure* are the main consideration to travel.

3. METHODOLOGY

3.1. Data Collection Approach

In order to answer the research questions, in-depth interview was conducted. In-depth interview was selected because it gives a possibility to address multiple analyses that define the circumstance holistically. In-depth interview is best to explore novelty and unknown particular issues (Garcia and Gluesing, 2013). In-depth interview was used in place of focus group discussion for several reasons. It allows participant to feel more comfort and secured to express what they think, and avoid a social distortion such as respondents motivation to change responses because of others' impression, intimidation, and feeling to please others (Rook, 2006). In addition, by in-depth interview, it could distinguish individual and define individual differences that aims in this study (Boyce and Neale, 2006).

Regarding to the rigor in this exploratory study, reliability and validity will be addressed in several stages. First, the question points used in the study is the modification, combination and adapted from relevant previous studies (see; Ho, Liao, Huang, & Chen, 2014). Second, before the actual interviews, the list of the questions is handed to colleagues and experts for suggestions and there is a mock interview. Lastly, all interviews are audio recorded from the beginning to the end of the interview process.

3.2. Sampling and Recruitment Approach

The samples in this study were 21 participants consisting of 18 visitors from 6 Sharia Hotel located in Yogya and Solo, Indonesia and 3 general managers from different Sharia Hotels. By applying convenience and purposive sampling methods, the participants were recruited. As this is a qualitative study, we acknowledge the limitation on generalizability, and a systematic sampling is not required (Eriksson and Kovalainen, 2008). The hotel visitors were recruited with the permission the hotel managers. Most of the participants were selected in the lobby or restaurants inside the hotel except the hotel managers that arrange to meet in the office. The participants were restricted to the following criteria that are (1) they were visitors, who stay and spend at least one night, and (2) they had to be over 18 years old to ensure that it is their personal decision.

The interviews were conducted personally and individually in January 2018 and lasted 20 – 30 minutes each. The demographic information was firstly collected. Hence, the tailored interviews were attempted by asking mainly the motivation to visit and "why is it important?" expecting a linkage between the key motivation and values elements. The sample had 10 male and 8 female hotel visitors, while 2 male and 1 female hotel managers, showing a balance gender distribution. They were within in the age range from 25 – 50 years old and about 71% of participants were married. Nearly 80% of respondents reported that it was not their first stay in Sharia hotel. In terms

of their occupation, 6 participants were entrepreneurs, 5 participants were lecturer, 2 participants were fresh graduates, and 5 participants were officers.

4. FINDINGS

The study adapted inductive methodology in regard to capture an emerging phenomenon to get a clear understanding a conceptual framework. The analysis starts by open coding and following to thematic analysis utilizing NVIVO 11. First stage analysis looked at the interviewees' responses as a whole set of information. Thematic analysis was employed to generate codes, define, and analyze themes that existed in the data set. Codes and themes disclosed appeal components of the data which essential to answer research question (Clarke and Braun, 2017).

In the coding stage, themes were generated based on the main questions that were asked for all interviewees which are (1) the decision process to determine which hotels to stay, (2) reason to stay in Sharia Hotel, and (3) the importance to stay in Sharia hotel. From the research questions, participants uttered attributes that were influential in their decision to stay in Sharia Hotel. These attributes were formed as the basic points to generate themes to find out the visitors motivation associated with each attributes. The repetition of the question "Why is it important?" had been correlated to the values they hold.
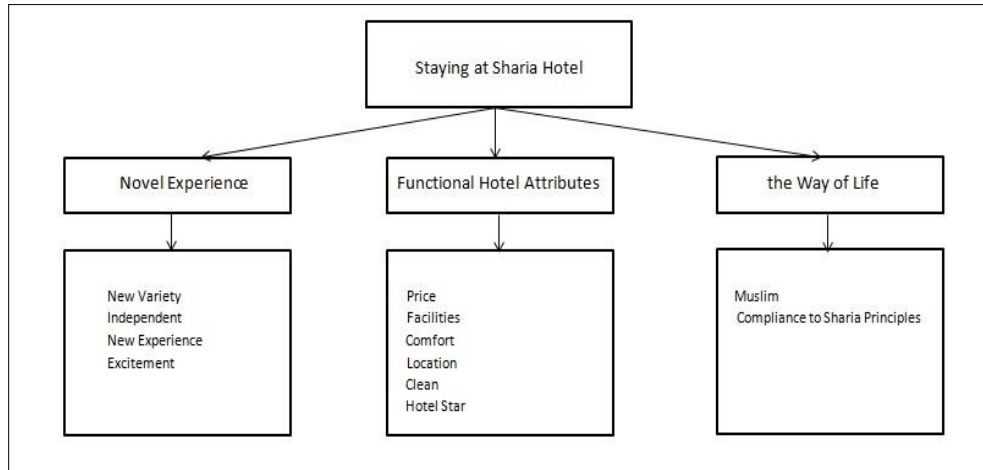
Table 2: List of Attributes and Generated Themes

Attributes	Times Cited	Persons Cited
New variety	11	5
Independent	6	6
Step into new experience	16	12
Excitement	13	8
Total	46	31
Themes 1: Novelty Experience		
Price	7	4
Facilities	11	7
Comfort	6	6
Place	7	7
Clean	9	8
Hotel Star	5	4
Total	45	36
Themes 2: Benefits Maximization		
Because I am a Muslim	8	6
Comply with Sharia principles	7	4
Total	15	10
Themes 3: Sharia Way of Life		

In total 12 attributes were identified across all the participants. These attributes mentioned in the interviews were their consideration to choose Sharia Hotel. Respondents were divided into three groups that were represented by the themes generated. 8 out of 18 respondents emphasize on their curiosity towards Sharia Hotel, in which turn into their motivation to visit Sharia Hotel. 6 out of 18 respondents emphasize on the benefits maximization on functional hotel attributes in their

decision process while 4 out of 18 respondents clarified that they select Sharia Hotel to stay to comply with Sharia principles.

Figure 2: Tourists' Motivation Map in Sharia Hotel Behavior

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                          ┌─────────────────────────┐
                          │   Staying at Sharia Hotel │
                          └─────────────────────────┘
          ┌────────────────────┐  ┌────────────────────────┐  ┌──────────────────┐
          │  Novel Experience  │  │ Functional Hotel Attributes │ │  the Way of Life │
          └────────────────────┘  └────────────────────────┘  └──────────────────┘
          ┌────────────────────┐  ┌────────────────────────┐  ┌──────────────────────────────┐
          │ New Variety        │  │ Price                  │  │ Muslim                        │
          │ Independent        │  │ Facilities             │  │    Compliance to Sharia Principles │
          │ New Experience     │  │ Comfort                │  │                               │
          │ Excitement         │  │ Location               │  │                               │
          │                    │  │ Clean                  │  │                               │
          │                    │  │ Hotel Star             │  │                               │
          └────────────────────┘  └────────────────────────┘  └──────────────────────────────┘
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4.1.   Tourists' Motivation in Sharia Hotel

In exploring tourists' motivation staying in the Sharia Hotel, the study focused on the main consideration which assumed showing individual differences in their decision behavior. Overall, there are three themes identified from the interviews that reveal the main reasons tourists selecting Sharia Hotel. First, novel experience group consist of visitors who considerate "new variety", "independent", "new experience", and "excitement". Second, benefits maximum seekers group consist of visitors who considerate "price", "facilities", "comfort", "location", "clean", and "hotel star". The last group consists of visitors who considerate to "commit to Sharia principle" and "be a Muslim".

4.1.1.   Visitors who Seek Novel Experience

8 out of 18 participants mentioned that they were motivated to stay in Sharia hotel because it is a new type of hotel that they have not been before. They were interested by the title of Sharia in the hotel name. They mostly associated Sharia name with Muslim rules. In another words, by looking at Sharia name, visitors perceived that they will have new experience that they did not get in their previous visit from another hotel.

"I come here because I am curious with what hotel Sharia is and how the hotel is different with hotel non-Sharia. I feel the difference from I checked in to this hotel. They greet me with Assalammualaikum warrohmatullohiwabarokatuh. Female staffs are wearing Hijab (head scarf) and clothes that cover the whole body unlike in a conventional Hotel that there are many female guests with short skirt. I am surprised that this hotel has Mushola (place for pray) in each floor

and they have Adzan (calling for pray) 5 times a day that echoing in the all hotel corridor."
(Participant 5)

"I have a job near this hotel today. I know that I have several options to visit. However, when I looked at Traveloka (OTA), and I found the Sharia hotel, I felt that I want to know what kind of hotel it is. I came with my female colleague and the receptionist asks us our national identity card because they think that we are a family who expect to have only one room. I just know that if you are couple, you have to show evidence that you are "muhrim" (family member), then the hotel will allow you to have only one room. It is exciting to reveal that Sharia hotel is really different with the conventional one. (Participant 12)

Visitors who seek a novel experience are attracted by "Sharia" title in the hotel name. They expect to have something new that are not offered by hotels with no "Sharia" title in it. They feel it is important to try something new while they can do it. Regarding the question of "why is this important to get such a new experience in Sharia Hotel?", the participants responded that it is to satisfy the curiosity. Participants acknowledge that they have a wide array of interests and the novelty exploration is one to content their needs.

"I have heard Sharia Hotel since roughly 3 or 4 years ago yet I have been only visited here twice and it is my third visit. I am curios with this hotel type in the beginning and I think I have to explore whatever in the world if I have a chance. Now I felt comfort with the ambience and nuance of the hotel. Also, because I am Muslim, I felt more engaged with the hotel situation. (Participate 4)

One of travel motivation that widely identified from tourism studies is seeking for novelty (Crompton and McKay, 1997; Kim and Ritchie, 2012; Tasci and Ko, 2017). It has been mostly associated with exploratory activity to respond a novel stimulation (Kruger & Saayman, 2010; Naidoo at al., 2015). When people seek novelty is difficult to define as it is based on people's environmental context (Sæmundsdóttir, 2017). However, in the most contexts, seeking novelty is commonly paired with escaping motives from daily routine (i.e., Ross and Iso-Ahola, 1991) while, in the context of personal values, seeking novelty is mostly related to Openness to Change (OC) dimensions. Openness to Change dimension captures the independence of thoughts and readiness for change (Schwartz, 1992). People who value openness to change defined exploring, excitement, novelty, and challenge in life as their goals (Schwartz, 2012). The more the values perceived importance, the more these values guide behavior in choice selection (Doran, 2009; Lee at al., 2014). The finding of the study is consistent with previous studies in the way that what participants consider to be important is the reason why people are motivated to conduct a specific behavior.

4.1.2.   *Visitors who Seek Benefits Maximization*

6 out of 18 participants mentioned that they were motivated to stay in Sharia hotel because they found the hotel is worth to stay in terms of the attributes provided. They commonly compared with other hotels (both conventional and Sharia hotel) and select which one the best based on the functional aspects. Internet access, consumers' rating in OTA (Online Travel Agency), swimming pool, room pictures, and price were the examples of what this group searching for hotel criteria. They admitted that they did not consider the hotel name whether or not with title Sharia. They focus on what they get in return to what they pay.

"I always book hotel with OTA (Online Travel Agency) and filtered it by the price. Thus, I looked at the description of each hotel, and rating. I decided to choose this hotel because of its rating and when I looked at the overview picture, it seems cle an and comfort to stay."   (Participate 1)

"For me, the most important aspect to select hotel is the facilities provided and the location. Hence, it will be better if they have a good price. Hotel is a place to stay when we are travelling or having a work. We know that sometimes travelling might be exhausting so that I will have a comfort and nice place to take a rest. Especially when I bring my family, I will ensure my family members have the best experience when staying there."   (Participant 3)

Visitors who seek benefits maximization are attracted by the hotel offerings. They expect to have a quality that standardized by what they will expense for that. Regarding the question of "why is this important to have the best hotel offerings?", the participants argued that they want to ensure their satisfaction staying at the hotel. They felt that they deserve the best from what they pay for and they have an opportunity to get the maximum benefits of their choice.

"In this era of technology, information is easily accessible. We have an opportunity to know what will we get for what we will pay. When selecting this hotel, I found that the hotel give me a good facilities such as internet, and parking space with an affordable price. Why should we pay more for the similar offer? In my perspective, hotel is selling the place, and I will compare how good the places are and which will give me the best value for my money, based on these reasons, I select this hotel."   (Participant 14)

In the behavior studies, consumers tend to act rationally and consider the benefits exchange towards their expectation (Chuang and Tai, 2016). That can be said; people who seek benefits maximization mostly calculate and compare benefits and costs of decision. Additionally, in a new type of product, consumers put more consideration in the exchange of both costs and benefits to decide an action (Ratchford, 1982; Shen, Huang, Chu, & Hsu, 2010). Consumers avoid the risk of products they are not familiar with. They put more stress on its cost and benefits exchange. The finding of the study is consistent with previous studies in the way that in the selection decision benefits maximization is one of influence. In the context of personal values, benefits maximization seekers are seems related to Self-Enhancement (SE) value dimension. Self-Enhancement dimension captures the pursuit of maximum interest (Schwartz, 1992, 2006). People who values self-enhancement defined satisfaction of the own interests as their goals in life.

4.1.3.   *Visitors who Obey Own Belief*

4 out of 18 participants mentioned that they were motivated to stay in Sharia hotel because they want to conduct the rule of their faith. They commonly tried to associate all aspects in their life in the religious perspective. They implemented Sharia principles as a guide to behave in the daily activities for instance they admitted to only eat Halal food and apply Sharia finance to avoid Riba (bank interests that not permitted). They perceived Sharia title in the hotel name is a sign that the hotel conducts Sharia principles within the operational activities. In turn, this title motivates them to always select the hotel.

"I am motivated to be a good and a real Muslim. I am still learning on how to be an ideal Muslim. In this process, I started to put Sharia principles in all aspects of my life. I consider to only eating

Halal certificate meal. Now, I begin to only use Halal finance service for example Sharia Bank and Sharia insurance. Because I want to bring Sharia principle in my life, I decided to stay in this Sharia Hotel in my visit to Solo" (Participant 8)

"The reason why I select this Sharia hotel when I have a holiday with my wife is because we know this hotel is fit our norms. I am staying in Sharia Hotel whenever I go because they provided Halal food, females staffs are wearing full covered cloths that make me comfort. Since it is very strict, not all people could stay in here and illegal conduct is not allowed for example hidden affair and prostitution." (Participant 16)

Visitors who come to the Sharia hotel because of the nature of Sharia principles applied by hotel are attracted by personal desire to attach Sharia in their daily activities. They feel they need to practice the Muslims shared fate. Regarding to the question of "why is this important to obey Sharia principles?", the participants responded that Sharia principles are the guidance. It tells what should do and what should not do. They argued that the life is easier because they follow what are told in Sharia principles that are the rightest source for Muslim. Participants believe that it is compulsory for them as Muslim to follow Sharia principles.

"As a Muslim, all aspects in our life are already set in the Quran (Holy-book or scripture). The rules are called Sharia principles. Indeed, I will have kind of soul indulgent if I could behave as perfectly fit as based on Sharia principles. I feel comfortable and avoid anxieties because I do not violate the rules as a Muslim." (Participant 9)

Visitors who obey own belief indicated that Sharia principles are an important attribute that guides behavior. Sharia principles are considered as the way of life. Potential visitors have a wide array of hotel options, and Sharia principles filter and tell what should be selected. Some researchers have been related religiosity as the level of how strong someone's religious feeling (El-Gohary, 2016) as an influence on Halal (permitted) products selection. However, the findings are mixed. Khan and Azam (2016) found that religiosity is an insignificant factor on Halal purchase intention in India while Eid and El-Gohary (2015) argued that religiosity has an impact on it. Furthermore, in the context of personal values, people who value on commitment and preservation of their established practice is mostly related to Conservation (CO) dimension.

Conservation dimension captures to maintain the stability and balance of human well-being (Schwartz, 1992). People who values conservation defined acceptance of the customs that cultures or religion provided and enhancing the welfare as their life goals (Schwartz, 2012). The higher visitors value conservation, the more they are motivated to conduct Sharia principles. The need to conduct it for Muslim is to imply the identity. Sharia principle is a storehouse of beliefs, customs, and knowledge and provides Muslims a sense of worth and assurance that they are part of a huge thing (Islam) (El-Gohary, 2016). These behavior characteristics are the reflective of tradition values (Bardi and Schwartz, 2003).

4.2. *Sharia Hotel Managers Perspective*

In the perspective of the Hotel managers who have been interviewed, regardless the branding strategy that inserts "Sharia" in the hotel name, the hotel does not limit to target only Muslim tourists. The marketing strategy is planed through three focuses. The first focus is to build strong

Sharia image by providing Halal certificate from the authorized bodies and showing that the hotel provide a complete facilities to worship. This strategy targets the Muslim market as the main market in this sector. The second strategy focuses on a common hotel attributes for instance clean, comfort, facilities (i.e., swimming pool, internet), and location. This strategy is prepared to compete in OTA (Online Travel Agency) which is current popular platform and is the biggest portion of revenue sources. The last strategy is a direct marketing to capture a business market (i.e., institutes, organization, bureau) to have MICE (meetings, incentives, conferences, and exhibitions) in their hotel.

5. CONCLUSION

This research investigated the tourists' motivation towards the needs to visit Sharia Hotel and focused on how these typical motivations are formed. The discussion argued that the motivations are explained by the values they hold. The study indicated that individuals tend to behave in accordance with what they consider important in life. The data was collected by in depth-interview towards 18 guests and 3 hotel managers of Sharia Hotel in Indonesia. Three major visitors' motivations were identified; seeking novelty, benefits maximization benefits, and obeying own belief as a Muslim. These different motivations were linked to the perceived importance in individuals' life that usually determined as personal values. The study found that personal values hold by individuals lead to different motivations to behave.

A widely accepted personal values theory, Schwartz Values, defined values as desirable and motivational constructs that are reflected on individuals perceived importance and guide behavior (Schwartz, 1992). Many behavior studies found that Schwartz values gave a rationale on behavior (see Doran, 2009; Lee at al., 2014). This study supported values as a fundamental driver of behavior. First, visitors who seek a novelty defined exploring new experience and excitement as their goals relevant with people who value openness to change (OC) value dimension. Second, visitors who seek benefits maximization emphasized on own benefits that relevant with people who value self-enhancement (SE) value dimension. Third, visitors who obey own belief emphasized on practicing norm in their daily basis and relevant with people who value conservation (CO) dimension. The finding of the study was consistent with previous studies in the way that values are influence of motivation.

In the perspective of hotel managers, there were three main marketing strategies implemented to attract the potential market. The first strategy was the branding image by inserting "Sharia" in the hotel name to convey a message that the hotel implementing Sharia principles. The second strategy was improving the hotel functional attributes (i.e., facilities) and the hotel competitiveness (i.e., price) to compete with both Sharia and non-Sharia hotels. Last strategy was the proactive direct marketing to capture MICE segments (meeting, incentives, conferences, and exhibitions). The study found that the hotel marketing strategy supports the motivation to visit Sharia hotel, for example by giving a name of "Sharia", it was successful to attract the market who are seeking a novelty and obeying own belief. Furthermore, improving hotel functional attributes was the right way to attract the market who was seeking benefits maximization.

It was noticeable from the interviews that advertising design (for example in OTA; Online Travel Agency) plays a role in how visitors perceive their needs to visit Sharia hotel. Hotel managers

should give more attention to the visitors' motivation and values in order to convey a right message in their marketing communication strategy because Muslim market is not homogenous, and they are different in terms of their understanding and willingness to practice Islamic norms (Sharia principles). In designing the advertising, managers might focus on several alternatives to attract one motivation in one advertising, for example to attract visitors who are attracted by novelty seeking, the marketers should stress on new ambiance and experience of Sharia hotel. While for visitors who are attracted by benefits maximization, the marketers should stress on the quality of their functional attributes and hotels' competitiveness. Since, hotel managers admitted that their target market is broad and not limited only for Muslims, new experience and the functional attributes are the selling points to attract both Muslim and non-Muslim market. Last, for visitors who are attracted by obeying Islamic law, the marketers should stress on how hotel Sharia will help them to have a deeper engagement with the religion. The clearer advertising is designed, the easier the potential visitors to catch what their needs and realize that the hotel provides what they are seeking for.

The findings of this study help hotel managers to better understand visitors' motivation and values in visiting Sharia Hotel and in future, to develop the strategies to attract the market and encourage revisit behavior. Although the current market is a niche, this market is a potentially becoming a huge market and not limited to only Muslim visitors (Battour at al., 2011). This study acknowledges several noted limitations. First, the research was only based on a small number of Sharia Hotel visitors in Yogyakarta, and Solo, Indonesia. Therefore, there is a lack of generalizability in a wider context. Additionally, all participants were asked to relate in their current stay in Sharia Hotel that cannot indicate of each their visits in Sharia Hotel.

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