

**THE ANALYSIS OF TOURIST MOTIVATION TOWARD TRAVELING TO
HERITAGE SITE. STUDY CASE: BOROBUDUR TEMPLE**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Borobudur the biggest Buddhist temple in the world and part of the world heritage by UNESCO. Many tourist from all over the world come to the temple to see its magnificence. This research will discuss on tourist motivation traveling to heritage site which in this case is on Borobudur temple. This research will focus only on the personal development and culture. The population sample of this research will be focusing on the international tourist that came to Borobudur. This research uses simple regression and on the questionnaire the respondent answer the question using the likert scale. The result of the research shows that culture and personal development significantly affect the motivation of tourist going to Borobudur.

Keywords: Heritage site, Borobudur, Tourist motivation, Culture, Personal development.



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DEDICATION

I dedicate this research for the future of Indonesia tourism. This is a work like no other I put all of my heart, energy, and mind in doing this research. I hope that this research maybe of use in the future.



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In doing this research I am mentally and physically tested. Where I must endlessly travel many times from Kelapa Gading to Alamsutera to meet my advisor and I must patiently wait for the reply from the “Director of cultural heritage and diplomacy” for my permit letter. But, through it all of my friend join hand in hand to help out so that we can finish this together.



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