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THE INFLUENCE OF TOURIST RATIONALITY ON SUSTAINABLE TOURISM MANAGEMENT OF BERJO TOURISM VILLAGE, KARANGANYAR REGENCY

Ika Agustina¹, LV Ratna Devi Sakuntalawati² and Ahmad Zuber³

¹Master's Degree Program of Sociology, Faculty of Social and Political Sciences, Sebelas Maret University, Surakarta, Indonesia

²Sociology Department, Faculty of Social and Political Sciences, Sebelas Maret University, Surakarta, Indonesia

³Sociology Department, Faculty of Social and Political Sciences, Sebelas Maret University, Surakarta, Indonesia

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ABSTRACT

Sustainable tourism aims to protect the environment, thereby maintaining environmental carrying capacity. To achieve the viability of a sustainable tourist environment, it is necessary to establish a tourist village. Tourists will be interested in visiting tourist attractions if they get satisfaction. This satisfaction is obtained based on decision making. A decision can be considered rational if the plan chosen is in accordance with the desired goals. Rationality is also related to tourist attraction. The purpose of the study explains the influence of tourist rationality on sustainable tourism management. The research method is an explanatory study with a quantitative approach. The research location is Berjo Village, precisely at Jumog Waterfall and Madirda Pond. The population is tourists visiting tourist villages. A sample of 100 respondents. The sampling technique is convenience sampling. Test validity and reliability using SPSS 26. The results showed that the influence of tourist rationality on sustainable tourism management caused by direct effect, indirect effect, correlated effect, spurious effect. The path analysis coefficient is 0,457. Sustainable tourism management is explained by the rationality of tourists at 9% and percentage of variance, i.e., 91%, can be explained by other causes.

KEYWORDS: tourist rationality, tourist attraction, decision making, visits to tourist attractions, sustainable tourism management, tourist villages.

1. INTRODUCTION

Referring to the Tourism Law of the Republic of Indonesia Number 10 (2009), Section 2, point h, stated that tourism must be organized according to sustainable principles. Environmental carrying capacity as part of sustainable tourism is regulated in the Tourism Law of the Republic of Indonesia No. 10 (2009), Chapter V, Section 1 Subsection d, which plans to protect certain functions and carrying capacity of local tourism. The explanation of environmental carrying capacity in this Law is the ability of the environment to allow tourism activities that do not damage nature. Tourism

activities related to locals and tourists will affect environmental carrying capacity (Sunaryo, 2013). Tourism development often emphasizes the quality of tourist destinations and services to increase tourist interest and satisfaction. This is so that the number of visits has increased in tourist areas. But on the contrary, efforts to protect tourist areas from environmental aspects are still often neglected, one of which is environmental sustainability (Lucyanti et al., 2013).

Environmental carrying capacity is a reference for sustainable tourism management. Furthermore, the concept of environmental carrying capacity denotes the upper limit of visitors that can access a tourist destination simultaneously, without resulting in any detrimental effects to the ecological, financial, and sociocultural surroundings. This limit ensures that the quality of the destination is maintained, while simultaneously preserving the satisfaction of the tourists (Siswanto, 2012). As revealed by Lucyanti et al., (2013) that the carrying capacity of the environment can determine the quality of tourist satisfaction and the comfort of enjoying tourist activities. The number of tourists arriving is intricately linked to environmental carrying capacity. If environmental carrying capacity is low, this affects visitor comfort and satisfaction because of the large number of tourists. According to Ardika (2018), the benchmark of carrying capacity is seen from the physical contact of tourists with existing tourist objects, tourist satisfaction, and the behavior of local residents.

In order to realize the carrying capacity of a sustainable tourism-based environment according to the Karanganyar Regent Regulation Number 13 of 2018 concerning the Determination of Tourism Villages Chapter III, it is necessary to establish rural tourist areas. The purpose of tourism village development is to empower local communities to be responsible for environmental planning and management so that tourism village development utilizes environmental potential for the benefit of tourist attraction. Furthermore, according to the Karanganyar Regent Regulation Number 13 of 2018 about the Determination of Tourism Villages Article 7-point B explain one type of tourist village development is carried out by developing tourist attractions.

Referring to above explanation, local communities participate in the development of sustainable tourist villages with the support of facilities provided by the community, entrepreneurs and municipalities. Support functions and carrying capacity the environment, tourism villages are needed for the development of tourist villages by utilizing environmental potential for the benefit of tourist attraction. According to the results of the study by Sukmana & Suryawan (2016) stated that the physical environmental conditions of tourist attractions such as climate, water management, topography, soil, and geology have environmental carrying capacity for feasibility as a tourist destination. The condition of the environmental carrying capacity with an increase in local and foreign tourist visits every month greatly affects development of tourism village. Community, tour managers, and tourists are enthusiastic about preserving the tourist area. The high carrying capacity of the physical environment affects the condition of the physical environment suitable for tourism purpose.

Unlike the research conducted by Suherlan et al., (2022), that people who are not yet aware of tourism are one of the obstacles in realizing sustainable tourism villages. The potential of natural, cultural, and artificial tourism has not been fully managed for the benefit of rural communities. The community still focuses on the agricultural and plantation sectors in order to fulfill their daily lives. The tourism sector has not become the main choice, even people tend to only see tourist activities. Youth groups who are members of tourism awareness groups are also still weak in terms of understanding about tourism. Furthermore, in terms of environmental management, tourists have not been able to preserve the environment. Consequently, the environmental carrying capacity is relatively low due to community potential, tourist activities, and improper resource management.

Eviana & Yusrini (2019) research focuses on environmental tolerance with environmental damage. Environmental carrying capacity includes assessment of ecological, social, and economic environmental carrying capacity. Environmental carrying capacity is assessed based on the level of equitable distribution of tourists in tourist areas that focus on the distribution of tourist attraction spots provided by tour managers. The Gini index coefficient is 0.974, which means that there is a high inequality in the distribution of tourists. That is, the number of tourists staying in the tourist area exceeds the carrying capacity of the surrounding areas. Due to the low environmental carrying capacity, the highly unequal distribution of tourism is very likely to cause environmental damage.

Based on all research results (Sukmana & Suryawan, Suherlan, Eviana & Yusrini) stated that low physical environmental conditions lead to low environmental the carrying capacity. The low environmental carrying capacity is due to the high probability of natural damage. This shows the gap with what it should be: the tourist village is required to maintain the function and carrying capacity of the environment. Exploiting environmental potential to increase tourist destinations is a matter of sustainable tourism. Many people today go to tourist destinations for recreation and entertainment. A solid daily routine requires high concentration so that a person will be easily bored and need recreation and entertainment to be able to refresh physically and spiritually (Hilman, 2019). Tourists in general will be interested in visiting tourist attractions if they get their own satisfaction from these tourist attractions. Visits to tourist attractions is related to some people's visits for entertainment, personal development and learning about the uniqueness of tourist attractions.

Visits to tourist attractions can be seen through four assessments, among others, services, facilities and infrastructure, natural tourism objects and attractions, and security. According to Syahadat (2006) stated that if the service is high, the facilities and infrastructure are high, the objects and attractions of natural tourism are high, and security is high will increase visits to tourist attractions. But in fact, according to research Febrianti & Suprojo (2019) stated that visits to tourist attractions have decreased due to the absence of renewal of tourist facilities so that tourists who have visited do not want to visit again because it is no longer interesting to visit with the same facilities at these tourist attractions. Ariska (2020) stated that incomplete tourist facilities and infrastructure resulted in decreased visits to tourist attractions. Wiradipoetra & Brahmanto (2016) stated that damage to tourist

attractions can affect the decrease in visits to tourist attractions. Apriani et al., (2020) stated that low tourist attraction security will affect the decrease in visits to tourist attractions. Based on the results by Syahadat, Febrianti & Suprojo, Ariska, Wiradipoetra & Brahmento, and Apriani that visits to tourist attractions are relatively low, thus showing a gap with visits to tourist attractions that should be high.

Visiting attractions refers to determining the choice of tourist attractions to arrive at optimal decisions based on the evaluation of the visit based on tourist needs and preferences, consist of problem identification, information acquisition, evaluation of alternative visits and activities (Muksin & Sunarti, 2018). Decision making consists of four stages. First, the need or desire to travel is based on prospective tourists, which then becomes a consideration of whether the trip should be done or not. Second, the search and assessment of information. Third, the decision to go on a tourist trip. Fourth, travel preparation and tourist experiences (Pitana & Gayatri, 2005).

The conditions for tourist decision making based on research results are as follows: Rahman (2016) stated that tourist decision making is already in the fourth stage, namely the act of visiting. The act of visiting tourists is relatively low, this happens because tourists feel less satisfied with the tourist attraction, so tourists will not come back. Furthermore, research by Febrika et al., (2013) stated that tourist decision making is already at the stage of visiting tourists. The stage of action of visiting tourists is low due to lack of access to transportation and tourist attractions provided so tourists do not recommend to others. Utami (2009) stated that tourist decision making is already at the fourth stage, namely the stage of visiting actions. The stage of action to visit tourism is relatively low because it shows that there are 42,35 percent of respondents do not choose tourist villages as a priority choice of tourist attractions to be visited. Research by E. R. Aprilia et al., (2017) stated that tourist decision making is in the low category. Tourist decision making is already at the stage of the act of visiting tourists. This shows that tourists are less interested in visiting related to information media, tourist attractions that are less attractive and the facilities available are still few.

In fact, the condition of tourist decision making in accordance with Ita (2018) stated that decision making is said to be high if it has fulfilled the four stages until the evaluation stage of tourist satisfaction with positive tourist response. This can be seen from the high percentage of tourist satisfaction influenced by social factors (family invitation), personal factors (lifestyle), and psychological factors. Based on research by Rahman, Febrika, Utami, Aprilia, and Ita, that tourist decision making is relatively low, indicating a gap with tourist decision making which should be high.

Tourist decision making is based on the rationality of tourists in making tourist visits. Rationality in decision-making is the choice of alternative methods that will lead to the greatest degree of success in achieving a goal (Stanovich et al., 2016). More specifically, Hastie and Dawes (2010) suggests that a conduct can be considered rational if it fulfills several requirements. First, the action is derived

from a comprehensive analysis of all available alternative actions. In this study, tourists should consider all possible tourist activities to be carried out. Second, the choice of alternative courses of action is based on consideration of the consequences or outcomes associated with each alternative course of action. That is, when tourists choose alternative activities in traveling, the consequences of these choices have been considered. The alternative course of action chosen is to deliver the best results for tourist. A decision can be considered rational if a plan is chosen to achieve the goal to be achieved. In making a decision, rationality is very important and valid supporting data is needed (B. E. Putra, 2019).

According to research Birolu et al., (2015) stated that tourists are said to be rational if the tourist activities carried out are based on fulfilling goals. In fulfilling tourist destinations, there are two types of tourists, namely existential tourists and recreational tourists. Existential traveler are tourists who focus on spiritual needs so that the actions taken in pilgrimage tourism are in the form of pilgrimage actions. Tourists who visit this pilgrimage tour come with sincerity carried out voluntarily by each tourist. Recreational tourists are tourists who come to tourist attractions with the aim of seeking pleasure. Based on research by Kumala et al., (2017), there are factors that influence tourists to visit tourist attractions, namely rational factors and irrational factors. According to sources, tourists display rational behavior when they choose to visit a tourist destination with the intention of fulfilling the purpose of their trip. This purpose is to take pleasure in the various resources and amenities available in the area, the environmental conditions of the trip, and the geographical location of the destination. The act of visiting a tourist attraction can be deemed irrational when it is motivated by unconscious impulses. These impulses can include a desire to bond with one's family or community, a personal admiration for the attraction, or a need to maintain public relations.

Nugroho (2022) stated that 81% of generation X tourists have the need to travel to strengthen relationships with family and relatives and as many as 19% aim to relax themselves from boredom over all activities. While generation Y as many as 78% have the need to travel to strengthen relationships with family and relatives and as many as 12,5% aim to relax themselves from boredom of all activities. This relates to the irrational factors of travelers based on subconscious impulses i.e. family ties and personal admiration. Azman & Elsandra (2020) stated that 86,2% of tourists have tourist destinations to play and 48% have tourist destinations based on prestige. This relates to the irrational factors of tourists based on personal admiration and social sphere. In fact, according to research findings by Ester et al., (2020) stated that the reason tourists visit tourist attractions is influenced by the availability of tourist facilities and facilities. This relates to the rational factor of tourists based on tourist facilities. In addition, decision-making considerations are also related to tourist attraction. Referring to the Decree of the Regent of Karanganyar Regent Regulation Number 13 of 2018 regarding tourist attraction, it is one of the important aspects to review the sustainability of rural tourism. According to Goeldner (2008) the components of tourist attraction that must be owned are: attraction, accessibility, amenity (facilities) and ancillary (additional services).

The development of a tourist destination largely depends on the presence of favorable conditions for attracting tourists. One of the most significant factors contributing to this is the appeal of the destination itself, as it plays a crucial role in enticing visitors. Amenities refer to the various facilities and infrastructure that tourists require at a tourist destination. Accessibility is the first priority in tourism, and various means of transport or transport services have become an important contact point for tourism. Additional services provided by tour managers and local governments for tourist purposes. Such exposure is a supposed issue of tourist attraction. In fact, research conducted by Chaerunissa & Yuniningsih (2020) has shown that the management of tourist village attractions has not been optimal. In addition, road access to tourist attractions is not good enough. The development of existing facilities is still lacking such as the procurement of souvenir shops and public toilets that do not yet exist. Finally, in additional facilities it is quite good to have the management of tour packages for visitors, but the number of tour guides is still limited. This is supported by Sari et al., (2022) research related to the development of tourist attractions, there is poor access characterized by narrow roads, lack of available facilities such as lodging and supporting facilities. Based on all the research results (Chaerunissa & Yuniningsih and Sari) described above, it can be said that tourist attraction is less than optimal so that it shows a gap with what should be, namely that the four components of a tourist attraction must run optimally.

Karanganyar is a district that has the potential to attract tourists due to its natural resources. In the field of tourism, Karanganyar Regency has many natural attractions. According to data in 2021, Berjo Village contributed the most Regional Original Income (PAD) in Karanganyar Regency as much as 8 billion (Suhamdani, 2021). Berjo Village has six leading tourist attractions, namely Jumog Waterfall, Madirda Pond, Forest Park, Mountain Village, Sukuh Temple, and Tenggir Park. However, of the six attractions that until now have only been optimally worked on and contributed to Regional Original Income (PAD), only Jumog Waterfall and Madirda Pond. Based on the issues described above, this study aims to explain the influence of tourist rationality, tourist attraction, tourist decision making, visits to tourist attractions, on sustainable tourism management of Berjo Tourism Village, Ngargoyoso District, Karanganyar Regency.

2. METHODS

The approach taken in this study is quantitative and explanatory in nature. This type of research is designed to reveal causal relationships between variables that have been hypothesized. As such, it serves as a means to test the proposed hypothesis in order to explain the impact of the independent variable on the dependent variable, as specified in the research hypothesis (Sugiyono, 2017). The research location is in Berjo Tourism Village, precisely Jumog Waterfall and Madirda Pond. The population in this research was all tourists visiting Jumog Waterfall and Madirda Pond. The samples taken were 50 tourists visiting Madirda Pond and 50 tourists visiting Jumog Waterfall. The sampling technique used is convenience sampling. Convenience sampling is a sampling technique by randomly selecting respondents that researchers meet at the place of research (Slamet, 2006). The method employed for gathering data is centered on two primary sources of information, namely

questionnaires and secondary data. The former involves the distribution of surveys to respondents, while the latter involves accessing archives and documents from relevant institutions. Additionally, observations and documentation were also used in the data collection process. Test validity using Pearson correlation or Product Moment correlation. Reliability test using Cronbach Alpha statistical test. Data analysis techniques use path analysis. Calculation of path analysis using linear regression techniques.

3. RESULTS AND DISCUSSION

A. The Influence of Tourist Rationality on Sustainable Tourism Management

The results showed that the influence between tourist rationality on sustainable tourism management was tested through linear regression techniques and path analysis. Determine whether a regression model is suitable for predicting the dependent variable, then from the calculation of ANOVA or F_{test} , $F_{calculate} = 20,163$ by significance level of 0,000. Because of probability is $0,000 < 0,05$, regression models are feasible and can be used to predict sustainable tourism management. Sustainable tourism management is explained by the rationality of tourists at 9%. The remaining percentage variance, i.e., 91%, can be explained by other causes, or is known as 0,910 as a double non-determination coefficient that is not explained in the causal structure.

To see the significance of the influence of two variables, shown in the coefficients table, namely the t test for tourist rationality with sustainable tourism management, $t_{calculate} = 4,490$ $\alpha_{calculate} = 0,005$ smaller ($<$) than $\alpha_{table} = 0,05$. So, there is a significant direct influence between the rationality of tourists on sustainable tourism management. Sustainable tourism management is actually not only influenced directly (direct effect) by tourist rationality, but influenced indirectly through decision making and visits to tourist attractions (indirect effect), influenced by the correlation between tourist rationality and tourist attraction (correlated effect) and influenced by unexplained variables (spurious effect) by hypothesized causal relationships.

The influence together is 81,9% and it can be said that 81,9% of the variance in sustainable tourism management is explained by tourist rationality, tourist attraction, and visits to tourist attractions. The remaining percentage of variance, which is 18,1%, can still be explained by other variances or known as 0,181 as a double non-determination coefficient that cannot be explained in a causal structure. To see the significance or absence of the influence of hypothesized variables, shown in the coefficients table, namely the t_{test} for tourist rationality with sustainable tourism management, $t_{calculate} = 4,309$; $\alpha_{calculate} = 0,000$ which is smaller ($<$) than $\alpha_{table} = 0,05$. So, it is significant direct influence between tourist rationality and sustainable tourism management. Test t for tourist attraction with sustainable tourism management, $t_{calculate} = 2,697$, $\alpha_{calculate} = 0,008$ which is greater ($<$) than $\alpha_{table} = 0,05$. So, it is significant direct influence between tourist attraction and sustainable tourism management. Test t for visits to tourist attractions with sustainable tourism management, $t_{calculate} = 8,290$, $\alpha_{calculate} = 0,000$ which is smaller ($<$) than $\alpha_{table} = 0,05$. So, there is a significant direct influence between visits

to tourist attractions and sustainable tourism management. The result of the path coefficient of 0,457 shows that if there is a change in the value of 1 (one) unit in the rationality of tourists, through tourist attraction and through visits to tourist attractions, it causes a change in the value of 0,457 units in sustainable tourism management.

The rationality of tourists directly affects the management of sustainable tourism according to Coleman's theory that decision making can be considered rational if the choice is made to maximize desired outcomes. After making the right choice, the individual will act rationally (Ritzer, 2012). Tourists who act rationally is based on the goals to be achieved. One of these goals can be achieved through the utilization of resources. Resource utilization is an element in sustainable tourism management.

The rationality of tourists also has an indirect influence on decision making. This is consistent with Coleman's theorization that rational action relates to choices that are considered with the ratio of individual reason, then followed up with real action (Coleman, 1990). The rational actions that individuals take will influence the right decision making. The results showed an effect of $r'y1x1 = 0,464$. Tourists who think rationally in making decisions consider several things, including: considering risks, considering good and bad risks, considering benefits, and considering the presence or absence of benefits.

Furthermore, Septari Nurseptia stated that sustainable tourism management in tourist attractions is one of the considerations for tourists in considering tourism decision making (Nursetiani, 2018). Decision making that is in accordance with tourists' expectations, it will affect whether tourists visit tourist attractions. The needs and aspirations of tourists can be seen from visits to tourist attractions. The needs of tourists in question are need to enjoy services, infrastructure, objects and tourist attractions. Tourist aspirations are related to unfulfilled tourism infrastructure (Renaldy et al., 2018). The results showed that decision making had an indirect effect on tourist attractions, of $r'y2y1 = 0,840$. Decision making that meets the expectations of tourists in determining tourist attractions will affect whether tourists visit tourist attractions. This relates to the assessment of tourists on the three aspects of sustainable tourism management, namely environmental aspects, economic aspects, and cultural aspects.

Assessing the three aspects of sustainable tourism management affects tourism destinations. Sustainable tourism management is tourism management that satisfies the demands and wishes of tourists while also maintaining their capacity to do so in the future (Widiarta, 2016). The needs and aspirations of tourists can be seen from visits to tourist attractions. The needs of tourists in question are the need to enjoy services, infrastructure, objects and tourist attractions. Tourist aspirations are related to unfulfilled tourism infrastructure (Renaldy et al., 2018). This is in accordance with Septari Nurseptia's theory that the high number of tourist visits to tourist attractions through careful decision consideration and good sustainable tourism management (Nursetiani, 2018).

B. The Influence of Tourism Attraction on Sustainable Tourism Management

Determine whether a regression model is suitable for predicting the dependent variable, then from the calculation of ANOVA or F test, $F_{\text{calculate}} = 4,029$ by significance level of 0,047. Since the probability (0,047) is smaller than 0,05, regression models are feasible and can be used for prediction sustainable tourism management. Or it can be said that tourist attraction affects sustainable tourism management. Sustainable tourism management can be explained by the tourist attraction variable of 3,96%. The remaining (96,04%) was explained by other causes outside the tourist attraction variable. To see whether or not the effect of the two variables is significant is shown in the coefficients table, namely the $t_{\text{calculate}} = 2,007$ which will be compared with $t_{\text{table}} = \pm 1,654$ ($df = 98$; $\alpha = 0,05$). It turns out that $t_{\text{calculate}} > t_{\text{table}}$ or $4,223 > 0,1654$. So, it is significant direct influence between tourist attraction and sustainable tourism management.

Sustainable tourism management is actually not only influenced directly (direct effect) by tourist attraction only, but influenced indirectly through decision making and visits to tourist attractions (indirect effect), influenced by the correlation between tourist attraction and tourist rationality (correlated effect) and influenced by unexplained variables (spurious effect) by hypothesized causal relationships. The result of the path coefficient of 0,355 shows that if there is a change in the value of 1 (one) unit in tourist attraction through decision making and through visits to tourist attractions, it causes a change in value of 0,355 units in sustainable tourism management.

As theorized Spillane (1997) that the thing that tourist attractions to visit tourist place is natural beauty with its various variations, climatic conditions, culture and attractions, historical and legendary, ethnicity with its tribal nature, and accessibility in the form of ease to reach it. These matters are related to the three aspects of sustainable tourism management implemented by tourism villages. A good tourist attraction will cause aspects of sustainable tourism management to be utilized optimally. Tourist attraction has two components: something interesting and something that encourages tourists. Something interesting consists of an interest in natural beauty, an interest in local wisdom (typical foods, flora, fauna, and myths), an interest in facilities and access to tourist attractions. The urge to get out of the ordinary and have fun is encouraging (playing water, swimming, giving fish, playing boats, soaking in tourist attractions). The attraction component if it can attract and encourage tourists to visit, then sustainable tourism management in tourism villages will be increasingly utilized because the tourist attraction component is part of aspects of sustainable tourism management. When viewed from the value of the influence between the two variables, to improve sustainable tourism management, tourist attraction also needs to be improved.

Tourist attraction influences decision making. The coefficient of influence is 0,330. Decision making refers to tourist attraction (F. Aprilia et al., 2015). Decision-making is a tourist's decision to troubleshooting by using or utilizing all known information and then exploring different alternatives that can be chosen and taken. In addition, tourists choose one of the many alternatives available and take the option to decide on the desired tour. The decision-making process for a visit is the same, but

the decision-making handle is based on the distinctive needs and wants of each person. The needs and wants of tourists are part of the two components of tourist attraction, namely something interesting and something that encourages tourists to visit tourist attractions (G. B. P. A. Putra & Wulandari, 2023). This positively directed coefficient of influence corresponds to the results of the research. The results shown the tourist destination was highly valued.

There are no tourists who are not interested and not encouraged to make a tourist visit to the tourist attractions studied. This is due to the interest of tourists with natural beauty, local wisdom, facilities, and accessibility to tourist attractions. In addition, there is an encouragement for tourists to visit tourist attractions, namely encouraged to release fatigue from routine and encouraged to do activities at tourist attractions. Tourist attraction affects visits to tourist attractions. The coefficient of influence is 0,222. Tourists in making visits to tourist attractions have a specific purpose. Nowadays, many tourists make visits to tourist attractions as a form of recreation and entertainment. A solid daily routine requires high concentration so that a person will be easily bored and need recreation and entertainment to be able to refresh physically and spiritually (Hilman, 2019).

Tourists in general will be interested in visiting tourist attractions if they get their own satisfaction from these tourist attractions. Visits to tourist attractions refers to visits that some people make for entertainment, personal development, and to learn about the uniqueness of sights. Tourism attraction related to natural beauty, the purpose of visiting tourist attractions is related to recreational purposes, tourist interest in local wisdom is related to the purpose of tourists to carry out personal development, and tourist interest in facilities and accessibility of tourist attractions is related to the purpose of learning the uniqueness of tourist attraction. The purpose of visiting tourist attractions is also related to the management aspects provided by tourist attractions. This is in accordance with the theory Spillane (1997) that increasing tourist attraction will improve sustainable tourism management through increased visits to tourist attractions.

C. The Influence of Tourists Rationality on Decision Making

The results indicated that the rationality of tourists had an indirect effect on decision making. The result of the path coefficient of 0,464 shows that if there is a change in the value of 1 (one) unit in the rationality of tourists, it causes a change in the value of 0,464 units in decision making. This happens because tourists are always faced with choices or alternatives in decision making. Once tourists in a decision-making situation, they will take action to consider, analyze, predict, and make choices against the choices that exist (Desmita, 2007). Before individuals make decisions, rationality plays an important role in aspects related to understanding and logic in decision making (Isfandiar, 2015).

This is consistent with Coleman's study that a decision choice can be considered rational if the choice is made to maximize desired outcomes. After making the right choice, individu will act rationally (Ritzer, 2012). Rational according to Weber related to conscious consideration of individual choices

(Bashofi & Saffanah, 2019). Rational related to choices that are considered with the ratio of individual reason, then followed up with related actions (Coleman, 1990). Rational that individuals do will influence the right decision making. This positive one-way effect coefficient is consistent with research findings that the high rationality of tourists leads to good decision-making.

D. The Influence of Tourism Attraction on Decision Making

There is an indirect effect between tourist attraction and decision making. The effect between two variables comes from the direct effect and the correlation effect. The path analysis coefficient is 0,330. The results indicated that tourist attraction is related to something that attracts tourists in influencing decision making to visit a tourist spot (Suwena, 2017). According to Spillane (1997), tourists are attracted by the variety of natural beauty, climate conditions, culture and attractions, history and legends, tribal ethnicity, and ease of travel. It is the goodness of access. Tourists consider these six things when they decide to visit a tourist destination. This is in accordance with Spillane's theory which suggests that attracting tourist attraction in a tourist attraction will result in optimal tourist decision making. Vice versa, if the tourist attraction in a tourist attraction is not attractive, it can also be ascertained that the decision making of tourists to visit will not be optimal (Lebu et al., 2019).

E. The Influence of Decision Making on Visits to Tourist Attractions

The results showed that visits to tourist attractions influenced of decision making. The influence of both variables is caused by the direct effect and correlated effect. The path analysis coefficient of 0,840 which is in the very strong category. According to Kotler & Kevin Lane Keller (2009), individual decision-making goes through four stages, namely needs recognition, information search, evaluation of alternative options, and visiting actions. Tourists who have fulfilled the four stages of decision making and the results are as expected, there will be visits to tourist attractions. Visiting a tourist destination is a tourist activity that some people or groups to visit a particular location during a vacation, to personal growth purposes, or to temporarily learn about the uniqueness of the sights visited (Setiyorini et al., 2018). This is in accordance with Kotler & Keller's theory that decision making is related to the purpose of traveling. Tourist destinations are diverse so that they have the opportunity to choose and determine the decision to visit a tourist spot according to their purpose. Tourists who have made optimal decisions will make visits to tourist attractions according to their goals.

F. The Influence of Visits to Tourist Attractions on Sustainable Tourism Management

There is an indirect influence between visits to tourist attractions and sustainable tourism management. The influence of both variables is caused by the direct effect and correlated effect. The path analysis coefficient amounted to 0,731 with strong categories. The score explains that tourists who visit tourist attractions will improve sustainable tourism management at these tourist attractions. According to Septari Nurseptiani's research, there are three aspects including environmental, economic, socio-cultural. The environmental aspect is related to the naturalness and beauty of the

scenery, air coolness, cleanliness, availability of parking lots, water conditions, availability and cleanliness of toilet facilities, the beauty of plants around tourist attractions, and the availability of trash cans.

The economic aspect is related to the attributes of service quality and satisfaction consisting of entrance ticket rates, food and beverage prices, tour package prices, parking ticket rates, souvenir prices, local guide service rates, job opportunities for the community, and the existence of supporting facilities at tourist attractions. Socio-cultural aspects consist of the hospitality of managers in providing services, information about tourist attractions and their activities, the hospitality of local people, the availability of road signs, internet facilities, the availability of souvenirs with local characteristics, culinary characteristics of local characteristics, safety and comfort while in tourist attractions, new traditional experiences, accessibility, cultural attractions, management of cultural attractions, and the location of tourist attractions (Nursetiani, 2018). These three aspects are related to visits to tourist attractions. This is in accordance with the theory of Septari Nurseptiani showed that more often tourists visit tourist attractions, so the management of sustainable tourism is getting higher. Sustainable tourism management is concerned with fulfillment of needs and aspirations of tourists without sacrificing the potential of need fulfillment and aspirations of tourists in the future (Widiarta, 2016). The needs and aspirations of tourists can be seen from visits to tourist attractions.

4. CONCLUSIONS

The path analysis result of the influence of tourist rationality on sustainable tourism management are categorized as medium. Sustainable tourism management is actually not only influenced directly (direct effect) by tourist rationality, but influenced indirectly through decision making and visits to tourist attractions (indirect effect), influenced by the correlation between tourist rationality and tourist attraction (correlated effect) and influenced by unexplained variables (spurious effect) by hypothesized causal relationships. The effect together is 81,9% which means that 81,9% of the variance in sustainable tourism management is explained (caused) by tourist rationality, tourist attractions, and visits to tourist attractions. The remaining percentage variance of 18,1% can still be explained by other variances or known as 0,181 as a double non-determination coefficient that cannot be explained in a causal structure. This is in accordance with the theory of rationality, that tourist acts rationality based on the goals to be achieved. One of these goals can be achieved through the utilization of resources. Resource utilization is an element in sustainable tourism management. In addition, good tourist attraction will cause aspects of sustainable tourism management to be utilized optimally. Resource use and sustainable tourism management aspects are one of the factors influencing the decision. This is consistent with Coleman's study that a decision choice can be considered rational if the choice is made to maximize desired outcomes. High decision making will cause visits to tourist attractions to be higher as well so that sustainable tourism management in tourist attractions is maximized.

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