

# THE INFLUENCE OF TOURIST RATIONALITY, TOURISM ATTRACTION, DECISION MAKING ON SUSTAINABLE TOURISM MANAGEMENT BERJO TOURISM VILLAGE, NGARGOYOSO DISTRICT, KARANGANYAR REGENCY

<sup>\*1</sup>Ika Agustina,<sup>2</sup>LV Ratna Devi Sakuntalawati,<sup>3</sup>Ahmad Zuber

<sup>1</sup>Sociology Department, Faculty of Social and Political Sciences, Surakarta, Indonesia

<sup>2</sup>Sociology Department, Faculty of Social and Political Sciences, Surakarta, Indonesia

<sup>3</sup>Sociology Department, Faculty of Social and Political Sciences, Surakarta, Indonesia

Author's email:

[1ikaagustina98@student.uns.ac.id](mailto:1ikaagustina98@student.uns.ac.id); [2ratnadevi.solo@staff.uns.ac.id](mailto:2ratnadevi.solo@staff.uns.ac.id); [3a.zuber@staff.uns.ac.id](mailto:3a.zuber@staff.uns.ac.id)

\*Corresponding author: [1ikaagustina98@student.uns.ac.id](mailto:1ikaagustina98@student.uns.ac.id)

**Abstract.** Tourism is managed based on sustainable principles to protect environment so environmental carrying capacity is maintained. To realize environmental carrying capacity, it's necessary to have tourist village. Good sustainable tourism management is related to decision making. A decision is considered rational if the plan chosen is in accordance with the desired goals. Rationality is related to uniqueness of tourist attractions. Based on this description, this research was conducted with the aim to explain the influence of tourist rationality, tourist attraction, decision making on sustainable tourism management. The research method is explanatory research with quantitative approach. This research was conducted in Berjo Tourism Village, precisely at Jumog Waterfall and Madirda Pond. This research population is tourists visiting tourist villages with sample of 100 respondents. The sampling technique is convenience sampling. Data collection techniques using questionnaires. Test validity and reliability using SPSS 26. The results showed that there is an influence of tourist rationality on sustainable tourism management caused by direct effect, indirect effect, correlated effect, spurious effect. The path analysis coefficient is 0.559 in medium category. Sustainable tourism management is explained by rationality of tourists at 7%. The remaining percentage of variance of 93% can be explained by other causes.

**Keywords:** tourist rationality, tourist attractions, decision making, sustainable tourism management, tourism village

## 1. INTRODUCTION

Based on Constitution of the Republic of Indonesia Number 10 (2009) about Tourism, section 2, point h, states that tourism is organized based on sustainable principles. Sustainable tourism according to the World Tourism Code of Ethics section 3, point 1, aims to protect the environment in order to obtain good economic growth, sustainable, and reliable. Carrying capacity of the environment as part of sustainable tourism is regulated in Constitution of the Republic of Indonesia Number 10 (2009) about Tourism chapter V, paragraph 1, point d, mean as protection of certain locations that have a strategic role in maintaining the function and carrying capacity of the environment. The explanation of carrying capacity of the environment in this Constitution is the ability of the environment to accommodate tourism activities that do not damage nature.

Environmental carrying capacity is a reference indicator or reference for sustainable tourism management. As stated by Lucyanti et al., (2013) that the carrying capacity of the environment can determine the quality of tourist satisfaction and comfort in travel activities. This is because the carrying capacity of the environment is related to

the number of tourists who come and the tourist facilities provided. Tourists who visit tourist attractions have made the best decision. If the carrying capacity of the environment is low, it can reduce the comfort and satisfaction of tourists so that the decision making of tourists to visit is low. The size of this carrying capacity is also regional, depending on the character of each tourist village area. In order to realize the carrying capacity of a sustainable tourism-based environment according to Regent Regulation of Karanganyar Number 13 of 2018 about the Determination of Tourism Villages Chapter III, it is necessary to establish rural tourism areas. The purpose of tourism village development states that empowering 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 Regent Regulation of Karanganyar Number 13 (2018) about the Determination of Tourism Villages section 7, point B, which states that one type of tourism village development is carried out by developing tourist attractions.

In order to maintain the function and carrying capacity of the environment, tourism villages are needed for the development of rural tourism by utilizing environmental potential for the benefit of tourist attraction. According to the results of research conducted 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. In contrast to the results of research conducted by Suherlan et al., (2022), that people who are not aware of tourism are one of the obstacle 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 primary option, 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.

Based on all the results of the study, it is stated that low physical environmental conditions cause low environmental carrying capacity. The low carrying capacity of the environment is due to high potential for natural damage. This shows that there is a gap with what should be, namely to maintain the function and carrying capacity of the environment, tourism villages are needed by utilizing environmental potential to improve tourist decision making is an issue of sustainable tourism.

Tourists in deciding to visit tourist attractions consider a decision based on several stages. 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 quest and assessment of information. Third, the decision for 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's research (2016) stated that tourist decision making is already at 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. 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's research (2018) stated that decision making is said to be high if it has fulfilled the four stages until the preparation of travel and tourist experiences 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 (tourist attraction). Based on the results of research conducted by Rahman 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 tourist rationality. In general, it can be outlined that rationality in decision making means the selection of alternative actions to achieve goals through the best means (Stanovich et al., 2016). In more detail, Hastie & Dawes (2010) suggest that an action can be called rational if it reach several criteria. First, action is based on a thorough consideration of all available alternative actions. In this study, tourists should consider all possible activities that will be carried out in tourism. Second, the selection of alternative actions is taken based on consideration of the consequences or outcomes that accompany each alternative course of action. That is, when tourists choose alternative activities, 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 desired goal. In making a decision, rationality gives a high assessment to the decisions taken. Based on this, rationality is very important and valid supporting data is needed (B. E. Putra, 2019).

Based on research by Kumala et al., (2017), there are factors that influence tourists to make decisions, namely rational factors and irrational factors. Tourists are said to be rational when the decision making to visit a tourist attraction is based on the fulfillment of the purpose to enjoy tourist resources, tourist facilities, environmental conditions and geographical circumstances. Meanwhile, it is said to be irrational when the decision to visit a tourist attraction is based on unconscious impulses including the scope of association and family ties, personal admiration, public relations. Nugroho's research (2022) states that 81% of generation X tourists have travel needs to strengthen relationships with family and relatives and that 19% aim to relax themselves from boredom or burnout all activities. While generation Y that 78.1% have the need to travel to strengthen relationships with family and relatives and that 12.5% aim to relax themselves from boredom or burnout of all activities. This relates to the irrational factors of tourist based on subconscious impulses i.e. family ties and personal admiration. In fact, according to the results of research by Ester et al., (2020) stated that the reason tourists visit tourist attractions is influenced by the availability of tourist facilities. This relates to the rational factor of tourists based on tourist facilities. In addition, decision-making considerations are also related to tourist attraction.

According to Goeldner (2008) the components of tourist attraction that must be owned are: attraction, accessibility, amenity (facilities) and ancillary (additional services). Attraction is a significant component in attracting tourists, if the conditions are support to be developed into a tourist attraction. Amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. Accessibility is the most important thing in tourism activities where all kinds of transportation become important access in tourism. Additional services provided by tour managers and local governments for tourist purposes. Such exposure is a supposed issue of tourist attraction.

In fact, according to the results of research conducted by Chaerunissa & Yuniningsih (2020) that the management of tourist village attractions has not been optimal. In addition, regarding road access to tourist attractions is not good. 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 tourist, but the number of tour guides is still limited. Based on all the research results 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 Regency is one of the districts that has potential tourist attraction in in the form of 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.

The following is the list of tourist visitors in Telaga Madirda and Jumog Waterfall in 2022:

**Table 1. List of Travel Visitors in 2022**

DAFTAR PENGUNJUNG WISATA TAHUN 2022			
NO	BULAN	TELAGA MADIRDA	AIR TERJUN JUMOG
1	MEI	9383	37678
2	JUNI	4910	24903
3	JULI	4924	25166
4	AGUSRUS	2862	15880
5	SEPTEMBER	3154	19523
6	OKTOBER	3949	15852
7	NOVEMBER	3019	12660
8	DESEMBER	4887	20514
JUMLAH PENGUNJUNG		37088	172176
RATA-RATA PENGUNJUNG		4636	21522

Source : BUMDES Berjo 2022

Based on table 1.1, the number of tourist at Madirda Pond and Jumog Waterfall in May – December 2022 was 37,088 tourists and 172,176 tourists. The average tourists in both attractions are 4,636 tourists and 21,522 tourists. From these data, it shows that the average tourist is high. This affects the amount of Local Original Income (PAD) of Berjo Village. Therefore, the purpose of this study is to explain the influence of tourist rationality, tourist attraction, decision making on sustainable tourism management of Berjo Tourism Village, Ngargoyoso District, Karanganyar Regency. This study is important to be researched because it explains the issue of gaps in previous research results each variable with what actually happened.

## **2. LITERATURE REVIEW**

### **2.1 Tourist Rationality**

Rationality is an individual's ability to think logically, precisely, reasonably, and planned that is able to produce actions and decisions based on various considerations to achieve goals (Handani & Hidayat, 2018). Simon (1972) also said that rationality shows ways of thinking and action that lead to the achievement of goals with all existing limitations. According to Baron (2008) rationality is a normative measure used when individuals evaluate beliefs and decisions taken in order to achieve their goals.

Similar to Baron's view, Stanovich & West explain that rationality is a way of thinking that leads to action that is in accordance with goals and a belief supported by available evidence (Stanovich et al., 2014). Rationality is a way of thinking in acting to accordance with human reason and logic to fulfill long-term plans by considering all the risks and benefits obtained (Rahmat, 2022).

Indicators of rationality according to Hastie & Dawes (2010) consist of, first, the logical way of thinking of tourists having consideration of several choices; choosing one choice based on the consequences of the choice that will occur, second, the logical way of thinking of tourist adapts the choice taken into account the risks that will occur; determine the choice decision chosen based on the goals to be achieved. Based on the definition of experts above, the concept of tourist rationality is a logical and evaluative way of thinking about tourists towards beliefs supported by available evidence and considering risks and benefits to produce optimal actions and decisions.

## **2.2 Tourist Attractions**

Tourist attractions according to Constitution Number 10 of 2009 is everything that has uniqueness, beauty and value in the form of a diversity of natural wealth, culture, and man-made results that are the target or purpose of visits to tourist attractions. Tourist attractions is everything that attracts tourists to visit a particular tourist spot (Yoeti, 2002). According to Zaenuri (2012), tourist attraction is something that has an attraction to be seen and enjoyed so that it is worth selling to the tourist market. Suwanto (1997) said that tourist attractions is a potential that encourages the presence of tourists to a tourist destination.

According to Cooper, indicators in the assessment of tourist attraction consist of four main aspects, namely: attraction, accessibilities, amenity, and ancillary (supporting facilities) (Rindani, 2016). The concept of tourist attraction consists of two indicators, namely something interesting and something that encourages tourists to visit. Something interested is its natural beauty, climatic conditions, culture and attractions, and accessibility. Something encouraged is the urge to break away from routine and the urge to do tourist activities. Based on the understanding of the experts above, the concept of tourist attraction in this study is everything that can attract and encourage tourists to visit a tourist destination by enjoying the uniqueness in it.

## **2.3 Decision Making**

According to Bowo (2008), decision making is the process of determining one choice from a variety of alternative best choices that are done rationally and not in a short time. According to Eisenfuhr (2011), decision making is the process of determining the choice of a number of alternatives to achieve the desired result. Kahneman & Tversky (1979) stated that decision making is the process of choosing alternatives by gradually eliminating less important choices based on evaluation through existing alternatives. If some alternative has no minimum standard, then that alternative is eliminated from the option pool. According to Simon (1993), decision making is a form of selection of various alternative actions that may be chosen through certain mechanisms in the hope of producing the best decision.

In general, it can be concluded that decision making is an individual action that is chosen and taken based on the selection of alternative choices by eliminating less important choices gradually in accordance with the goals to be achieved. Before going on a tourist trip, prospective tourists first carry out a thought process to arrive at a decision regarding when to travel, how long, where, in what way and so on. In more detail, (Solso et al., 2008) divided decision-making indicators based on individual actions selected and taken based on the selection of preferred alternatives. The actions of individuals are selected through several stages namely the introduction of tourist needs, the search for information, the selection of alternative choices, and the act of visiting. Based on various understandings put forward by experts, the concept of decision making in this study is an individual action that is selected and taken based on the selection of alternative choices by eliminating less important choices gradually to produce the best decision.

## **2.4 Sustainable Tourism Management**

According to Atmosudirjo (1982), management is an activity of utilizing and managing resources that will be used in activities to achieve certain goals. Management can also be interpreted as the sustainable use of natural resources contained in it (Rudy & Mayasari, 2019). Thus, it can be concluded that management is a process and activity of utilizing resources that will be used to achieve certain goals. Sustainable tourism according to the Federation of Nature and National Parks is all forms of tourism management and activities that must pay attention to the environmental, economic, social, and welfare integrity of natural and cultural resources that exist for a long period of time (Sunarta & Arida Sukma, 2017).

According to Weaver (2012), sustainable tourism is tourism that can meet the needs of the present without reducing the ability of future generations to meet their own needs. According to Arida Sukma & Sukma (2012), stated that sustainable tourism is tourism that is closely related to efforts to ensure natural, social, and cultural resources that are utilized for the development of current generation tourism so that future generations can enjoy these resources. Thus, the concept of sustainable tourism is tourism that considers the use of natural, social, and cultural resources to be passed on to future generations. Based on the understanding expressed by experts, the concept of sustainable tourism management in this study is resource utilization and management activities that pay attention to natural, social, and cultural potential to meet needs of tourists today without reducing the needs of future generations.

### **2.5 Tourism Village**

One of the focuses of development carried out by the Ministry of Tourism and Creative Economy is tourism villages as alternative tourism. Rural tourism is a type of tourist attraction that consists of a whole rural experience, natural attractions, traditions, and unique elements that can attract tourists (Joshi, 2012). Furthermore, according to Yuliati & Suwandono (2016) stated that tourism villages are a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life and integrated with applicable traditions.

According to the Regulation of the Ministry of Culture and Tourism Number 26 of 2010 stated that tourism villages are a form of unity between accommodation, attractions, facilities, and tourism supporting infrastructure presented in an order of community life that is integrated with applicable traditions. Tourism village according to Priasukmana & Mulyadin (2001) is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life of the community, has distinctive building architecture and village spatial structures, unique and interesting economic activities and has the potential to develop various components of tourism. Based on the explanation of the experts above, the concept of a tourism village in this study is a village that presents tourist attractions, community traditions, economic life, and unique elements that are able to attract tourists and are integrated with accommodation and other supporting facilities.

## **3. RESEARCH METHODS**

The type of research used by researchers is explanatory research with a quantitative approach. The location of this study is Berjo Tourism Village which focuses on two tourist attractions, namely Jumog Waterfall and Madirda Pond. The location was chosen because Berjo Tourism Village is the largest contributor to Regional Original Revenue (PAD) in Karanganyar Regency. The population in this study is tourists visiting Jumog Waterfall and Madirda Pond. The method used in this study is the survey method. Samples that must be taken at Madirda Pond tourist attractions as many as 100 units and Jumog Waterfall as many as 100 units of individual analysis of tourists are characterized by the highest heterogeneity based on gender. In this study researchers used convenience sampling, where researchers chosen who respondents the researchers met at the research site (Slamet, 2006). The type of data in this study consists of primary data and secondary data. Primary data are data obtained directly from tourists, by filling out questionnaires. While this type of secondary data includes data: (1) the general state of the research location such as geographical and climatic conditions (2) research location maps (3) data on the number of tourists visiting tourist attractions. Data analysis techniques carried out are checking the validity and reliability of research instruments, finding the influence of the independent variable on the dependent variable, testing the suitability of models based on research data with existing theories, and deciphering the correlation of path analysis.

#### **4. RESULTS AND DISCUSSION**

##### **a. *The Influence of Tourist Rationality on Sustainable Tourism Management***

Each on the change value of 1 (one) unit changes in the tourist rationality variable, there is an increase in the value of 0.367 units in the sustainable tourism management variable. There is a value of 0.930 units in the variable of sustainable tourism management described by variables outside the rationality of tourists, or there is  $(0.930)^2 \times 100\% = 93\%$  variance in the variable of sustainable tourism management that is not explained by the hypothesized causal process. To determine whether or not the regression model is feasible to predict the dependent variable, then from the calculation of ANOVA or F test,  $F_{\text{count}} = 15.252$  with a significance level of 0.000 because the probability is  $0.000 < 0.05$ , the regression model is feasible and can be used to predict sustainable tourism management or it can be said that tourist rationality affects sustainable tourism management.

Sustainable tourism management is explained by the rationality of tourists by 7%. The remaining percentage variance i.e., 93% can be explained by other causes, or is known as 0.930 as a double non-determination coefficient not described in a causal structure. The result of the path coefficient of 0.559 shows that if there is a change in the value of 1 (one) unit in tourist rationality, through tourist attraction and through decision making, it causes a change in the value of 0.559 units in sustainable tourism management. An alternative hypothesis is accepted, then it is stated that there is an influence of tourist rationality with sustainable tourism management.

There is an influence between tourist rationality on sustainable tourism management directly, in accordance with Coleman's theorization that a decision-making choice can be said to be rational if the choice is taken with the aim of maximizing the desired results. After making the right choice, individuals will act rationally (Ritzer, 2012). Tourist who act rationality 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.

##### **b. *The Influence Tourism Attraction to Sustainable Tourism Management***

Every time there is a change in the value of 1 (one) unit in the tourist attraction variable, there is a change in the value of 0.392 units in the variable of sustainable tourism management. There is a value of 0.910 units of the sustainable tourism management variable explained by variables outside the tourist attraction variable. Or there is  $(0.910)^2 \times 100\% = 91\%$  variability of sustainable tourism management variables that are not explained by hypothesized causal processes. To determine whether or not the regression model is feasible to predict the dependent variable, then from the calculation of ANOVA or F test,  $F_{\text{count}} = 17.832$  with a significance level of 0.000.

Since the probability (0.000) is smaller than 0.05, regression models are feasible and can be used to predict sustainable tourism management. Or it can be said that tourist attraction affects sustainable tourism management. The result of the path coefficient of 0.602 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 0.602 units in sustainable tourism management.

As theorized by Spillane (1997) that the thing that attracts tourists to visit tourist attractions 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 an interest in access to tourist attractions. Something

encouraging consists of the urge to break away from the routine and the urge to do fun activities (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.

*c. The Influence Tourist Rationality with Decision Making*

The result of the path coefficient of 0.551 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 0.551 units in decision making. The alternative hypothesis is accepted, so there is an indirect influence of tourist rationality with decision making. This is in accordance with Coleman's research that a decision-making choice can be said to be rational if the choice is taken with the aim of maximizing the desired results. After making the right choice, individuals will act rationally (Ritzer, 2012). Rational according to Weber relates to conscious consideration of individual choices (Bashofi & Saffanah, 2019). Rational relates to choices that are considered with the ratio of individual reason, then followed up with concrete actions (Coleman, 1990). The rational that individuals do will influence the right decision making. This coefficient of positive directional influence is in accordance with the results of research that high rationality of tourists will lead to good decision making.

*d. The Influence Tourist Attraction with Decision Making*

There is an indirect influence between tourist attraction and decision making. The influence between the two variables is caused by the direct effect and correlated effect. The path analysis coefficient is 0.6. The results showed 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), the things that attract tourists to visit tourist attractions are 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 six things are taken into consideration by tourists in determining the decision to visit a tourist spot. 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 is also certain that the decision making of tourists to visit will not be optimal (Lebu et al., 2019).

*e. The Influence Decision Making with Sustainable Tourism Management*

The path coefficient results in 0.414. The results of this study show that there is an indirect influence between decision making and sustainable tourism management. The influence between the two variables is caused by the direct effect and correlated effect. According to Kotler & Kevin Lane Keller (2009), individual decision making goes through four stages, namely need 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, the better sustainable tourism management. This is in accordance with the theory of Kotler & Keller, that decision making is concerned with sustainable tourism management.

According to Septari Nursepsiani's research, sustainable tourism management includes three aspects, namely 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 the manager in providing services, information about tourist attractions and their activities, the hospitality of local people, the availability of road guides, internet facilities, the availability of souvenirs with local characteristics, culinary specialties 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 will influence the decision making of tourists in traveling to tourist attractions.

## **CONCLUSION**

The influence of tourist rationality on tourism management is categorized as medium. This influence is in accordance with Coleman's theorization that a decision-making choice can be said to be rational if the choice is taken with the aim of maximizing the desired results. After making the right choice, individuals will act rationally (Ritzer, 2012). Tourist who act rationality is based on the goals to be achieved. One of these goals can be achieved through the utilization of resources. The better the utilization of tourist attractions resources, it will attract tourists to think rationally and visit these tourist attractions. In addition, the influence of tourist attraction on sustainable tourism management is categorized as strong. As theorized by Spillane (1997) that the thing that attracts tourists to visit tourist attractions 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. These three aspects are environmental, economic, and socio-cultural aspects.

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