THE EFFECT OF ALTERNATIVE TOURISM TRENDS ON THE VISITING DECISIONS OF MILLENIAL TOURISTS

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Abstract

Tourism trends are starting to shift from being oriented towards mass tourism to alternative tourism. The tendency of tourists to back to nature, making ecotourism, is growing in interest. These changes can affect tourist decision making when visiting a tourism destination. The study aims to determine the effect of alternative tourism trends on millennial tourists visiting decisions (a study of ecotourism destinations in Yogyakarta). Quantitative research was conducted by passing out questionnaires to 100 respondents who had visited the ecotourism destination in the Special Region of Yogyakarta (Ancient Volcano Nglanggeran, Mount Merapi Nation Park, and Mudal River Park). Sampling was done using cluster sampling and proportionate stratified random sampling techniques. Data analysis using simple linier regression analysis techniques. Based on the research results at a significant level of 5% shows that alternative tourism trends have a positive and significant effect on the decision to visit millennial tourists (a study of ecotourism destinations in Yogyakarta). This is proved by the results of t-test analysis obtained at 4,966 > 1,665, then Ho is rejected, and Ha is accepted. Based on the results of the coefficient determination (R^2), an Adjusted R Square value of 0,201 shows that alternative tourism trends contributed 20,1% to the decision of visiting millennial tourists at ecotourism destinations in Yogyakarta.

Keywords: trends, alternative tourism, decision to visit, millennial tourist.

INTRODUCTION

Tourism has become a trend of modern human life to meet the needs of having fun and enjoying travel. However, tourism can be an activity that gives rise to many other activities, namely economy, art, and culture (Afridho, 2018). Tourism experiences many movements along with the times of every activity experienced in tourist destinations, making tourism activities very popular in the community. Tourism undergoes various processes of change in shaping new lifestyles for tourists because each tourism activity is increasing rapidly, producing various impacts globally by making it a trend for today's community development (Irfan and Sukirno, 2019: 180).

In the article Caretourism (2013), mass tourism developed after the development of technology in communication and transportation in the early 20th century. Most people began to enjoy the benefits of free time, so they filled it with vacations. The occurrence of mass tourism (mass tourism) was initiated by Thomas Cook, who organized the first Tour Package on July 5, 1841, which was then followed by another tour operation. With Thus Thomas Cook became the first tour operator in the world to organize tour packages.

The rapid development of mass tourism provides various benefits and negatively impacts tourist destinations. Changes in views on the impact of mass tourism development are seen as having the opportunity to cause environmental damage. To reduce these negative impacts, the development of alternative tourism has emerged to minimize the negative impacts of mass tourism. In the journal Purnomo (2009:101), since the 1990s, the tourist market has experienced a shift from massive tourists to more individual tourists. It can be interpreted that tourism trends are starting to shift from mass tourism (mass tourism) to alternative tourism.

According to Amerta (2019: 19), alternative tourism is a reaction to existing mass tourism due to the tendency of tourists to look for something new in tourist destinations that have been visited as an alternative to existing ones. This tendency of tourists causes discomfort for tourists so that they want to get and enjoy something new, small-scale, environmentally friendly, interact directly with the local community.

According to Burns and Holden in Amerta (2019: 24) there are three types of alternative tourism, namely adventure tourism (adventure tourism), nature tourism (nature tourism), and community tourism (community tourism). Of the three types of alternative tourism, nature tourism is still in great demand by tourists. This research is evidenced by the results of a survey conducted by Pegi-pegi with YouGov (Sathya, 2019). More than 78% of

respondents choose to travel to destinations that offer beautiful views. Nature tourism has great potential to be optimized and developed further (Irvian. 2019)

Many classify other types of tourism in nature tourism, such as wildlife tourism (wildlife tourism), ecotourism (ecotourism), including adventure tourism. Wildlife tourism is tourism to see wildlife in terms of behaviour, habitat, and population, while adventure tourism is nature tourism coupled with sports activities. If nature tourism, wildlife tourism and adventure focus more on recreational activities than tourists, ecotourism, on the other hand, focuses on conservation and community benefits from the country visited (Supriatna, 2008: 378).

Ecotourism is more than just a group of nature lovers. Ecotourism offers a unified tourism value that is integrated between enjoying natural beauty and efforts to preserve it. It can play an active role in solving problems in the development of tourism areas (Haryanto, 2014: 273). Based on the World Travel Tourism Council (WTTC) report in 2000 in Hijriati and Mardiana (2014:146), ecotourism growth averaged 10% per year; this figure was higher than the average growth per year for tourism in general, which was 4, 6% per year. As a form of tourism, ecotourism is a combination of conservation and tourism, which is understood as the return of profits obtained from tourism services for the development and maintenance of areas that need to be protected or preserved, both biodiversity and socio-economic improvement of the surrounding community (Zulkifli, 2018). There is a shift in tourism trends from mass tourism to alternative tourism because of the tendency of tourists to return to nature by visiting unspoiled places, which makes ecotourism attractive to tourists.

Of the many tourist cities in Indonesia, Yogyakarta remains one of the most popular destinations. Based on data on tourist visits to DIY in the last five years (BPS DIY, 2018), the number of tourist visits has increased by about 69% from 2014 to 2018 as one of the main tourist destinations in Indonesia, the Province of the Special Region of Yogyakarta has many factors that can attract tourists. The arrival of both domestic and foreign tourists. The diversity factor of attractions and tourist destinations, where there are more than 50 tourist destinations, then the cultural, historical, and natural attributes are the main characteristics of tourism in Yogyakarta and provide a unique identity for Yogyakarta tourism. These various attributes can describe Yogyakarta tourism as a whole (Rahajeng, 2008:33).

Yogyakarta optimizes its ecotourism potential to support sustainable economic growth in line with the increasing movement of ecotourism development. Yogyakarta is a destination with considerable ecotourism potential and is popular because it has large ecotourism destinations. The very high potential for ecotourism development can be proven from BPS data that nature-based tourism visits have a share contribution of ± 49%. This figure is higher than cultural tourism and artificial tourism (Yesika, 2018). With efforts to realize tourism competitiveness in the natural tourism attraction, namely ecotourism, it becomes an added value for tourism in the Special Region of Yogyakarta by providing an attraction for tourists who like natural tourist destinations, especially ecotourism.

Of the large number of tourists visiting Yogyakarta, according to data from Dinpar DIY visits, about 50% of visitors who come to DIY are millennial tourists (TribunJogja, 2019). It can be said that millennial tourists have an essential role in supporting tourism growth in Yogyakarta. This generation has different travel priorities from previous generations, and they are willing to save money to get a new and unique travel experience. If we look closely, millennial tourists are an essential segment. Their number will continue to grow by giving them more power in influencing tourist trips according to their tastes. The tourism sector must pay attention to market segmentation based on tourists' needs, characteristics, and behaviour. According to Hasan (2015: 322) demographic segmentation is the most widely used because demographic characteristics most often influence consumer needs and tastes. Age is a significant factor for tourists choosing a destination because as age increases and changes in the life cycle, tourists have different travel desires and needs.

The Central Statistics Agency (2018: 53) data graph states that domestic tourists of productive age (15-44 years) reached around 49.2% of the total that reached 303.4 million trips in 2018. The data shows the potential for young tourists or in productive age in Indonesia. Indonesia. Meanwhile, according to UNWTO (2016: 10), in 2015, the total number of international tourists aged 15-29 years was estimated to be around 23%. Most of the Young Travelers are the generation born between 1980 – 2000, referred to as the millennial generation. This generation in 2009 almost reached 190 billion USD and increased in 2014 to 286 billion USD. It is estimated that by 2020 millennial tourists will increase to 370 billion tourists with a total expenditure of more than 400 billion USD.

Millennials travel by taking advantage of their free time to new and unknown places that are considered attractive. According to UNWTO (2016:10), millennials are more interested in "living like the locals" by interacting directly with the local community's culture so that they get an experience. Millennial travellers have several advantages as they spend money and directly impact local communities by making significant contributions to other industrial sectors. The ease of access and the breadth of information sources encourage millennial tourists to have great curiosity. Therefore, millennial tourists are known as "adventurers".

It is undeniable that the desires and needs of tourists have influenced the current changes in tourism trends. These changes can also affect decision making when visiting a tourist destination. In general, millennial tourists seek information about destinations they want to visit by utilizing digital media to conduct surveys before deciding

which destinations to visit. Especially with the availability of sites or applications that can assist in choosing and ordering facilities to support their tourism activities. The availability of this facility makes millennial tourists more selective and free in making decisions when travelling.

According to Riantika (2016), the decision to visit refers to several things, including the introduction of needs, information search, evaluation of alternatives, purchase and consumption. Before travelling, prospective tourists will certainly seek information regarding the tourist destinations that follow their needs and desires. The information is then evaluated, which can finally determine a decision to visit.

The explanation above proves that the millennial generation is a substantial market segment because it has great potential if the tourism products are offered to follow their tastes. Especially with the change in alternative tourism trends that lead to natural tourism, millennial tourists want to go on further adventures and do many exciting things by getting new experiences while travelling. With the occurrence of these phenomena, researchers are interested in researching with the title "The Effect of Alternative Tourism Trends on Millennial Tourist Visiting Decisions (Studies on Ecotourism Destinations in Yogyakarta)".

Based on the formulation of the problem described above, the objectives of this study are as follows: (1) To explain the decision to visit millennial tourists. (2) To determine whether or not there is an influence of alternative tourism trends on the decision to visit millennial tourists in the Special Region of Yogyakarta. The research results are expected to be helpful as an initial basis for further research related to alternative tourism trends towards tourist visiting decisions.

RESEARCH METHODS

The research has been carried out with a quantitative regression approach. The population in this study are millennial tourists who have visited the three ecotourism destinations in each district in the Province of the Special Region of Yogyakarta. The researchers took the population from the visit data in the three ecotourism destinations, namely Gunungkidul Regency; (Nglanggeran Ancient Volcano), Sleman Regency (Mount Merapi National Park), and Kulon Progo Regency (Mudal River Park). The number of tourist visits to each destination is as follows:

Table 1. Number of Tourist Visits in 2018

No	Ecotourism Destinations	Number of visits
1	Nglanggeran Ancient Volcano (Gunungkidul Regency)	142.542
2	Mount Merapi National Park (Sleman Regency)	111.883
3	Mudal River Park (Kulon Progo Regency)	54.965
Total		309.390

Source: BPS DIY 2018

Determination of the number of research samples refers to Hair et al. in Prawira (2010:48) that must be adjusted the number of samples as respondents to the number of indicators used in the questionnaire—assuming n x 5 observed variables (indicators) up to n x 10 observed variables (indicators). Based on the above calculations, the minimum sample was obtained using 55 samples. However, in this study, the researchers rounded up to 100 respondents. The measure is as follows:

Table 2. Sample Calculation Results

No	Ecotourism Destinations	Number of visits	Precentage
1	Nglanggeran Ancient Volcano (Gunungkidul Regency)	111.883	36%
3	Mount Merapi National Park (Sleman Regency)	142.542	46%
4	Mudal River Park (Kulon Progo Regency)	54.965	18%
Total		309.390	100%

No	Ecotourism Destinations	Number of visits	Sample
1	Nglanggeran Ancient Volcano (Gunungkidul Regency)	111.883	36
3	Mount Merapi National Park (Sleman Regency)	142.542	46
4	Mudal River Park (Kulon Progo Regency)	54.965	18
Total		309.390	100

The sampling technique used in this study was cluster sampling and proportionate stratified random sampling.

The number of samples is taken proportionally according to the number of visits to each destination. The steps for taking the sample proportion are as follows:

Gunungkidul 46% x 100 = 46 people

Sleman 36% x 100 = 36 people

Kulon Progo 18% x 100 = 18 people

So the number of samples that should be taken is 100 people with the details above. This is done so that the sample taken by the researcher is quite representative.

The variables used in this study are the independent variable (X) and the dependent variable (Y).

Table 3. Variables and Operational Definitions

Variables	Definitions	Indicator
Alternative Tourism Trends (X)	Nature tourism is one of the concepts of tourism management that balances economic, social and ecological interests. This management concept is expected to be able to repair environmental damage caused by irresponsible parties and be able to increase the income and welfare of the community around the Marpaung area (2002). Alternative tourism is a form of tourism consistent with natural, social and community values that allow local communities and tourists to enjoy positive and natural interactions. (Amerta, 2019:17)	Interest in physically challenging tourism activities Gaining knowledge Enjoy the natural scenery Concern for flora conservation Concern for fauna conservation Responsibility for the sustainability of nature
Visiting Decision (Y)	The decision to visit is a process that consumers experience before making a visit that involves searching for information (knowledge) and needing products (2012 needs support).	Degree of desire to travel Information search rate Level of expectations for the destination Level of experience gained Level of satisfaction and suitability for the destination

The data analysis method uses linear regression statistical methods. At the same time, the previous data has been tested using classical assumption tests such as normality tests, linearity tests as prerequisites for linear regression tests.

RESULTS AND DISCUSSION

a. Result

Variable Descriptive Analysis

This study also shows the calculation of the mean score of answers with the number of participants 100 respondents for the alternative tourism trend variables and visiting decisions. The calculation of the mean carried out in the study was to determine the answer weight scores between statements on each variable. Based on the choices, the scoring of each answer is explained:

1. Strongly Agree, given a score (SS): 4

2. Agree, given a score (S): 3

3. Disagree, given a score (TS): 2

4. Strongly Disagree, given a score (STS): 1

The mean of each statement item can be seen in the following table:

Alternative Tourism Trend Variables

The following is the calculation of the mean for each statement item on the alternative tourism trend variable:

Table 4. Mean Items of Alternative Tourism Trend Variable Statement

No	Statement Items	Mean
1	I like physically challenging tourist destinations	3,35
2	I'm looking for a problematic and adrenaline-pumping travel experience	3,1
3	I am interested in exploring nature in remote places	3,48
4	I involve myself in every tourist activity to enrich the experience	3,4
5	I gain knowledge by obtaining information regarding destinations	3,51
6	I am interested in learning the local culture directly (learning by doing)	3,46
7	I enjoy the attraction of natural attractions by seeing unspoiled natural scenery	3,81
8	I enjoy the view of nature to improve my mood	3,79
9	I enjoy the beauty of nature to relax	3,68
10	I want to preserve the diversity of flora species by preserving the natural environment.	3,53
11	I want to protect the flora conservation area in order to avoid damage due to use that is not by the ability / carrying capacity.	3,47
12	I want to restore the flora ecosystem by improving it so that a biological balance is achieved.	3,32
13	I want to preserve the diversity of fauna species by preserving the natural environment.	3,45
14	I want to protect the fauna conservation area so that it avoids the damage due to inappropriate use/carrying capacity	3,44
15	I want to restore the fauna ecosystem by improving it so that a biological balance is achieved.	3,36
16	I maintain environmental cleanliness by not littering in the destination environment.	3,84
17	I feel responsible if the natural environment is damaged and misused	3,29
18	I want to protect and protect the environment by supporting nature conservation for environmental sustainability	3,62

Based on Table 4, the mean score is close to a score of 4 (Strongly Agree). The mean of the statement items that get a score of 3 (Agree) is that they are interested in exploring nature in remote places, wanting to protect flora conservation areas to avoid damage due to use that is not by their ability/carrying capacity, interested in learning the local culture directly (learning by doing), wants to preserve the diversity of fauna species by maintaining their natural environment, wants to protect fauna conservation areas to avoid damage due to utilization that is not following their capacity/carrying capacity, involves themselves in every tourist activity to enrich the experience, wants to restore the fauna ecosystem by improving it so that biological balance is achieved, likes physically challenging tourist destinations, wants to restore flora ecosystems by improving them so that biological balance is achieved, feels responsible if the natural environment is damaged and misused, and seeks a pleasant travel experience. Lit and adrenaline rush.

Millennial Tourist Visiting Decision Variables

The following is the calculation of the mean for each statement item on the millennial tourist visiting decision variable:

Table 5. Mean Item Statement Variable Decision Visit

No	Statement Items	Mean
1	The hectic routine makes me need recreation	3,61
2	Often travels to make it a necessity for me	3,3
3	I visited these tourist destinations to fill my vacation time	3,36
4	I found out about the tourist destinations through advertisements	2,51
5	I asked other people who had been to these tourist destinations before deciding to visit	2,9
6	I always access information through social media before visiting these tourist destinations	3,41
7	I decided to visit these tourist destinations because of the beauty and uniqueness that is different from other tours	3,47
8	I want a new experience that I have not had before when visiting tourist destinations	3,62
9		3,41
10	I want to raise awareness about the need to conserve natural resources and their ecosystems.	3,3
11	I feel confident that visiting these tourist destinations is the right choice for travelling	3,46
12	I travel to tourist destinations that suit my needs and desires	3,11
13	I decided to visit this tourist destination because of the many supportive reviews	3,39
14	I feel satisfied after visiting these tourist destinations	3,5
15	I get a new experience after visiting these tourist destinations	3,4

Based on the results of the mean of each item of the questionnaire statement on the decision variable to visit millennial tourists in Table 5, which got a mean score of 3 (Agree), namely wanting new experiences that have not been obtained before when visiting tourist destinations, solid routines that require recreation, getting new experiences after visiting tourist destinations. Tourist destination, decides to visit tourist destinations because of their beauty and uniqueness that is different from other tours, travels to tourist destinations that suit their needs and desires, wants to increase awareness about the need for efforts to conserve natural resources and their ecosystems, will recommend these tourist destinations to relatives; friend; and other people, feeling satisfied after visiting tourist destinations, visiting tourist destinations to fill vacation time, taking travel trips to make it a necessity, feeling confident visiting tourist destinations as the right choice in travelling, deciding to visit tourist destinations because of many reviews Supporting reviews. In contrast, the mean score for asking other people who have been to tourist destinations before deciding to visit and knowing tourist destinations through advertisements is 2 (Disagree).

Inferential Analysis

Simple Linear Regression Test

Simple linear regression analysis was used to predict how far the change in the independent variable (X) value to the dependent variable (Y) was. Besides measuring the strength of the relationship between two variables, regression analysis can also show the direction of the relationship between the independent and dependent variables. The results of the simple linear regression test can be seen in Table 4.13 below:

Tablr 6. Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,629	4,469		6,182	,000
	Alternative Tourism Trends (X)	,352	,071	,448	4,966	,000
a. Dependent Variable: Visiting Decision (Y)						

Based on the simple regression coefficient calculation results above, the value of the constant-coefficient is

27.629, the independent variable coefficient (X) is 0.352. Then the regression equation Y = 27.629 + 0.352X is obtained. The positive value (0.352) in the variable regression coefficient illustrates that the direction of the relationship between the independent and dependent variables is unidirectional. This value shows that every one-unit increase in the alternative tourism trend variable will cause an increase of 0.352 decisions to visit.

Hypothesis testing

The t-test is used to test whether the independent variable has a partial effect on the dependent variable. The results of the test of the influence of alternative tourism trends on the decision to visit millennial tourists in the three ecotourism areas of the Special Region of Yogyakarta can be seen in Table 7 below:

Table 7. Result t Test

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	27,629	4,469		6,182	,000
	Alternative Tourism Trends (X)	,352	,071	,448	4,966	,000
a. Dependent Variable: Visiting Decision (Y)						

Based on the table above, the t-value for alternative tourism trends is 4.966. At degrees of freedom (df) = N – 2 = 100 – 2 = 98, it is found that the table is 1.665. So it can be concluded that t count > t table (as much as 4.966 > 1.665). Based on the above criteria, Ho is rejected, and Ha is accepted. Thus, alternative tourism trends affect the decision to visit millennial tourists. From the results of the research data analysis above, it can be concluded that the trend of alternative tourism has a significant effect on the decision to visit millennial tourists.

Coefficient of Determination Test (R^2)

The coefficient of determination test is used to determine how far the variation of the independent variable can explain well the variation of the dependent variable. The coefficient of determination (R^2) gives the proportion or percentage of the total variation in the dependent variable (Y) that is explained by the independent variable (X). The results of the coefficient of determination test (R^2) can be seen in Table 8 below:

Table 8. Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,448^a	,201	,193	3,90573
a. Predictors: (Constant), Alternative Tourism Trends (X)				
Dependent Variable: Visiting Decision (Y)				

Based on the results of the table above, it is known that the coefficient of determination (R^2) is 0.201. This means that alternative tourism trend variables can explain 20.1% of millennial tourist visiting decisions, while 79.9% of visiting decisions are influenced by other variables not examined in this study.

b. Discussion

The analysis of respondents' characteristics by gender shows that female tourists more dominantly visit the three ecotourism destinations in the Special Region of Yogyakarta. However, if distinguished for each destination, Nglanggeran Ancient Volcano and Mudal River Park are more frequently visited by female tourists, while male tourists visit Mount Merapi, National Park. Researchers can interpret that female tourists to prefer travel to destinations that have panoramic views of natural beauty. Especially in the two ecotourism destinations in Nglanggeran Ancient Volcano and Mudal River Park, while tourists in Mount Merapi National Park, which is more dominant with male tourists, prefer adventure tourism, which is more dominant with male tourists physically challenging.

Based on age, it is known that there is no difference because the three ecotourism destinations in the Special Region of Yogyakarta are more dominantly visited by tourists aged 16-25 years who are in the millennial generation age range. Researchers interpret that tourists aged 16-25 years are of productive age who choose to travel to destinations to involve themselves in every tourist activity to enrich their experience.

Based on the regional origin, it is known that there is no difference because tourists from outside DIY are more interested in learning the local culture directly (learning by doing).

Based on education, it is known that tourists more dominantly visit the three ecotourism destinations in the Special Region of Yogyakarta with undergraduate education, so the educational level of tourists is quite high. However, if distinguished for each destination, Nglanggeran Ancient Volcano and Mount Merapi National Park are more dominantly visited by tourists with undergraduate education, while tourists more dominantly visit Mudal River Park with high school education. Researchers interpret that tourists in Nglanggeran Ancient Volcano and Mount Merapi National Park have a higher level of education, namely S1, than tourists at Sungai Mudal Park. The latter has a high school education level.

Based on the work, it is known that there is no difference in the three ecotourism destinations in the Special Region of Yogyakarta because the majority of the visitors' jobs are students. The researcher interprets that students have more free time to travel than visitors with other types of work.

It is known that tourists more dominantly visit the three ecotourism destinations in the Special Region of Yogyakarta with an income of 1 million. However, if distinguished for each destination are more dominantly visited by tourists with an income of 1 million. At the same time, Sungai Mudal Park is more dominant with an income of 1 million and an income of 1 – 2 million because they have an equal number of respondents. Tourists with an income of 1 million come from still students/students, so the value of their income can be seen from their pocket money. So overall, it can be concluded that the segmentation of visitors who travel to the three ecotourism destinations in the Special Region of Yogyakarta is from the upper-middle class.

Based on the results of the descriptive analysis of alternative tourism trend variables, tourists gave positive responses. This is evidenced by all the mean scores on each statement item above 3. The calculation of the mean statement items in table 4.7 with a score of 3.84 and 3.81 shows that tourists who visit always maintain environmental cleanliness so that they are maintained by not littering in the destination environment so that tourist can enjoy the natural scenery that is not polluted by waste waste.

Based on the results of descriptive analysis of the decision variable to visit millennial tourists with the calculation of the mean of the statement items in table 4.8, the score above 3 is 3.62 and 3.61. descriptive analysis shows that when tourists visit a destination, they want a new experience that has never been obtained before because they feel bored with the hectic daily routine, so they need recreation. The calculation of the mean of statement items that have a score below 3 is 2.51 and 2.9. This shows that when tourists search for information related to destinations, they are not through print media advertisements and ask other people who have visited before deciding to visit. However, it can be through other media such as social media and not asking other people but indeed the desire and initiative of tourists to decide to visit.

Based on the research results that have been done, it is known that the alternative tourism trend variable (X) has an effect on the visiting decision variable (Y). This is evidenced by the regression results, which show the alternative tourism trend variable has at t count of 4.966 with a sig of 0.000. This means 4.966 > 1.665 (t count > t table), then Ho is rejected, and Ha is accepted so that the alternative tourism trend variable statistically with = 5% has a significant influence on visiting decisions. This is evidenced by the value of sig (0.000 < 0.05).

Based on the results of the coefficient of determination (R^2) of 0.201, which means that the ability of the independent variable (alternative tourism trends) to explain the magnitude of the variation on the dependent variable (decision to visit) is 20.1%. In comparison, the remaining 79.9% is influenced by other variables that are not investigated in this study.

Previous research revealed the need for a development strategy from mass tourism to alternative tourism, one of the wisest ways to implement sustainable tourism. Ecotourism as part of alternative tourism options is suitable for implementation because it aims to increase sensitivity to nature, provide economic benefits to residents, increase sensitivity to ethnic culture, and minimize negative environmental impacts (Parma, 2010). This shows a harmony between the results of previous studies and this research, namely alternative tourism, to minimize the negative impacts caused by mass tourism, as for other research on ecotourism elements that influence the decision to visit tourists to Taman Hutan Raya Ir. J. Djuanda (Jamil and Waluya, 2016). The existence of harmony with ecotourism elements in the natural dimension which has the highest item score, lies in the beauty of the natural scenery it has.

Both previous studies have shown that the ecotourism element of alternative tourism can positively impact the natural environment because ecotourism is the most influential in visiting tourists, especially in the dimension of nature (nature), which is still in great demand by tourists. These results show a positive and high influence on the natural conditions found in the destination. This is supported by this study, as evidenced by the most substantial

mean scores that tourists enjoy natural tourist attractions by looking at unspoiled natural scenery to improve their mood.

Therefore, based on the description above, the three ecotourism destinations in the Special Region of Yogyakarta (Purba Nglanggeran Volcano, Merapi National Park, and Mudal River Park) are following the criteria as alternative tourism. This is evidenced by the tourism activities owned at each destination paying attention to the ecotourism elements described by Tambunan (2016:121), namely education, understanding and support for natural resource conservation efforts, and increasing local community income. This is also supported by changes in alternative tourism trends due to the tendency of tourists to return to nature (back to nature) by visiting unspoiled places so that ecotourism destinations are increasingly in demand to visit.

CONCLUSION

Based on the data analysis and discussion, it can be concluded that looking for a problematic and adrenaline-pumping travel experience and feeling responsible if the natural environment is damaged and misused has the weakest mean score of all the statements given by tourists. The most decisive mean score given by tourists is maintaining environmental cleanliness by not littering in the destination environment and enjoying natural tourist attractions by looking at unspoiled natural scenery. This good response from tourists must be maintained and maintained by continuing to carry out maintenance to keep it reasonable or even better so that tourists can protect the natural environment of the destination area.

The assessment of the decision to visit millennial tourists in the three ecotourism destinations in the Special Region of Yogyakarta (Gunung Api Purba Nglanggeran, Mount Merapi National Park, and Sungai Mudal Park) obtained the weakest mean score from tourists, namely knowing tourist destinations through advertisements and asking others before deciding to visit. The most decisive mean score is wanting new experiences that have not been obtained before when visiting tourist destinations and busy routines requiring recreation. This is because tourists feel bored with the hectic daily routine. Not only can they enjoy the beauty of nature, but they can learn directly (learning by doing) in ecotourism destinations to get new experiences.

Overall, based on the results of hypothesis testing, it shows that alternative tourism trends influence the decision to visit millennial tourists. This is because millennial tourists are starting to switch from mass tourism to alternative tourism. There is a tendency for tourists to choose small-scale trips to return to nature (back to nature) by visiting unspoiled places so that tourists get new experiences that have never been felt before.

The results are recommended for the three ecotourism destinations to pay attention to the wishes and needs of tourists that are not difficult but make it easier for them when doing travel with an emphasis on tourism activities from alternative tourism related to nature conservation. Travelling stimulates adrenaline, making it difficult for tourists and responsible for the damaged natural environment due to misuse and getting the weakest mean score. Lack of sensitivity to environmental ecosystems makes tourists not focus on the main goal of creating alternative tourism.

It is hoped that each tourism actor will provide alternative tourism activities by providing tourist attractions that emphasize study activities and activities that are more profitable for environmental sustainability to add new knowledge and experiences for tourists. Activities that optimize ecotourism areas, such as tree planting movements and learning local culture, can be examples of activities carried out in destinations so that tourists can play an active role in every activity that exists. Thus, every tourist activity carried out can educate tourists about the understanding of nature conservation to form an awareness of tourists to preserve the natural environment in the present and the future.

The weakest mean score of tourists on the visiting decision variable is the source of information obtained not from advertisements and asking other people who have visited the tourist destination before deciding to visit. Although the three destinations of Nglanggeran Ancient Volcano, Mount Merapi National Park, and Mudal River Park have been visited by many, it is necessary to increase promotion in several media so that marketing can run optimally that tourists are still interested in making repeat visits to destinations.

Optimization of promotions can be carried out through the internet, television, and print media maximally by providing information related to tourism activities that can positively impact resources and the environment so that the updated information provided can increase the attractiveness of visitors. Apart from the media, promotion can be done through tourism actors by involving the community in tourism programs to create more educational and conservation-oriented tourism products. With this, tourism actors can offer tourism activities that are more meaningful, not just ordinary tourist trips but can add new knowledge and experiences for both tourists and tourism actors.

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