Tourism Management: Antecedents of Tourism Sharing Behavior, Visitor Satisfaction as Mediate

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A B S T R A K

Sektor pariwisata di Jawa Timur dapat meningkatkan pertumbuhan ekonomi, sehingga harus dipertahankan dan lebih ditingkatkan untuk dapat menciptakan peluang bisnis baru, tempat belajar sejarah, budaya, dan nilai-nilai positif lainnya. Penelitian ini bertujuan untuk mengeksplorasi dampak kepuasan pengunjung terhadap tempat-tempat wisata di Jawa Timur, dengan fokus pada faktor-faktor yang memengaruhi perilaku berbagi Pariwisata. Sampel dari penelitian ini diperoleh sebanyak 100 responden. Metode analisis yang digunakan adalah Structural Equation Modeling Partial Least Squares (SEM PLS 3.0). Penelitian ini menemukan bahwa atraksi budaya tidak berpengaruh pada perilaku berbagi Pariwisata, dan atraksi umum tidak berpengaruh pada perilaku berbagi Pariwisata. Atraksi budaya berpengaruh terhadap kepuasan Pengunjung (Tourist), Atraksi umum berpengaruh terhadap kepuasan Pengunjung (Tourist), dan kepuasan Pengunjung (Tourist) mampu memediasi pengaruh kuat antara variasi variabel Daya Tarik Umum dan Atraksi Budaya terhadap perilaku berbagi Pariwisata. Temuan penelitian ini membuktikan bahwa ketika wisatawan merasa puas dengan atraksi yang ditampilkan, mereka akan berbagi dengan orang lain di komunitas mereka. Implikasi dari temuan ini adalah pentingnya memperhatikan faktor kepuasan pengunjung dalam pengelolaan tempat wisata, serta mempertimbangkan atraksi budaya dan umum sebagai faktor penting dalam meningkatkan pengalaman wisatawan di Jawa Timur.

A B S T R A C T

The tourism sector in East Java can increase economic growth, so it must be maintained and further enhanced to be able to create new business opportunities, places to learn history, culture, and other positive values. This study aims to explore the impact of visitor satisfaction on tourist attractions in East Java, focusing on factors that influence tourism sharing behavior. The sample of this study was obtained as many as 100 respondents. The analysis method used is Structural Equation Modeling Partial Least Squares (SEM PLS 3.0). The study found that cultural attractions had no effect on tourism sharing behavior, and general attractions had no effect on tourism sharing behavior. Cultural attractions affect visitor satisfaction (Tourist), public attractions affect visitor satisfaction (Tourist), and visitor satisfaction (Tourist) is able to mediate a strong influence between variations in variables of General Attraction and Cultural Attractions on Tourism sharing behavior. The findings of this study prove that when travelers feel satisfied with the attractions displayed, they will share with others in their community. The implication of these findings is the importance of paying attention to visitor satisfaction factors in the management of tourist attractions, as well as considering cultural and general attractions as important factors in improving the tourist experience in East Java.

1. INTRODUCTION

The unique and interesting tourism potential in an area should be utilized through good tourism development. Various kinds of tourist attractions, tourism facilities, infrastructure, transportation, and hospitality are elements of tourist destinations that are expected to satisfy the tourist experience. If tourists are satisfied with their experience at the tourist attractions, and have a good perception of the destination, then the tourists will also determine their choices and behavior in sharing with other colleagues (Govindarajo & Khen, 2020; Martaleni, 2018).

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Issues of visitor satisfaction are important in developing good tourism services (Adinegara, 2018; Suprina et al., 2023). Tourist satisfaction is an assessment of the tourist experience and has been widely researched in tourism studies. Theoretically, satisfaction results from the comparison efforts made by visitors or tourists with their expectations before visiting. Many previous studies have addressed this important point, for example with a focus on answering how visitor satisfaction affects visitor expenditure (Kwiatkowski & Oklevik, 2017; Mortazavi, 2021). The study revealed that spending depends on their satisfaction with their prior expectations. His study also showed that visitors with greater satisfaction than their expectations before the visit will spend more money. In principle, several researchers agree that visitor satisfaction is an important aspect that should be considered in tourism services (Fytopoulou et al., 2021; Su et al., 2020).

A tourist attraction is a vehicle that can provide positive value and impact for a person or group of people, and can provide pleasure, such as relaxing or getting inspiration (Lundberg et al., 2018; Qi et al., 2020; Song et al., 2021). Tourist attractions have their own attraction to be visited because they have values and uniqueness that encourage a person or group of people to come to visit them, such as, food that has a distinctive taste, and others. One of them is in East Java. In East Java there are 1,516 tourist destinations, there are 596 tourist villages that are ready to receive tourist arrivals. Moreover, recently there were eight East Java events that made it into the Kharisma Event Nusantara (KEN) 2023 set by the Ministry of Tourism and Creative Economy. East Java is the province with the most national festival event contributors in the Kharisma Event Nusantara 2023. Eight East Java events that are included in KEN 2023 include (a) Ketupat Festival in Lamongan Regency; (b) Rujak Uleg Festival in Surabaya City; (c) Blitar Regency Kresnayana Festival; (d) Malang Regency Water Puppet Festival. The next events are; (e) Banyuwangi Ethno Carnival; (f) Reog Ponorogo XXVIII National Festival; (g) Jazz Mount Bromo in Probolinggo Regency; and (h) Batu Street Food Festival (BSFF). The tourism sector in East Java can increase economic growth, so it must be maintained and further enhanced to be able to create new business opportunities, a place to learn history, culture, and other positive values. The growth of the tourism sector in East Java is also evident from the data on the number of tourist visits quoted through the central statistical agency for tourists in East Java. A total of 34.470 foreign tourists came through Juanda Airport in January - September 2022, higher than last year (2021) of 652 visits or an increase of 5.186.81 percent. Meanwhile, the movement of domestic tourists in January-September 2022 recorded 47.725.334 visits or an increase of 134.90 percent compared to the previous year (2021), namely 20.441.579 visits. This data proves that the tourism sector and the creative economy are one of the pillars of the regional and national economy. Therefore, the momentum of tourism recovery needs to be continuously optimized, through policy consistency and synergy in accelerating the recovery and development of tourism, both targeting foreign tourists and domestic tourists.

Tourism industry is expected to be a pillar in the economy that contributes to regional income (Mustari & Sari, 2022; H. Zhang et al., 2023). Hence, it is necessary to support that the tourism sector must be managed and developed with high effectiveness and efficiency, so that it has more value for the overall development of the region (Hakim & Dewi, 2021; Hariyani, 2018). If the results achieved cannot meet consumer expectations, it means that customer satisfaction has not been achieved, from this response it can be taken into consideration for the organization to make improvements in optimizing visitor satisfaction. Hence, visitor satisfaction as a predictor of tourism sharing behavior certainly has supporting elements that can shape a behavior, this is certainly a phenomenon that needs to be underlined, especially regarding attractions, which in this case are public attractions and cultural attractions.

Maintaining and improving the satisfaction of visitors to tourist attractions is a matter of course (Song et al., 2021; Tokarchuk et al., 2016). The satisfaction of visitors is caused by several factors, such as places or rides that give an impression, so that it has a meaning that can be received and felt by visitors (Song et al., 2021; Tokarchuk et al., 2016). The visitors who have a hobby of travelling to tourist attractions, and when visiting tourist attractions there is a habit of sharing information, with other parties, through selfies or social media, is something interesting or has its own impression and message (satisfaction) for them (visitors) (Bruno et al., 2019; Christofle et al., 2016). Hence, visitor satisfaction as a predictor of tourism sharing behavior certainly has supporting elements that can shape a behavior, this is certainly a phenomenon that needs to be underlined, especially regarding attractions, which in this case are public attractions and cultural attractions (E. M. Lund et al., 2016; Marzuki et al., 2015; Pedro & Franco, 2016; Sprecher et al., 2015).

Several previous studies have stated that visitor satisfaction is influenced by the presence of predictors, one of which is motivation with general predictors (Jamal & Sharifuddin, 2015; Pandža Bajs, 2015). However, some other researchers said that tourist spot sharing behavior is an emotional expression owned by a person or several people about a feeling felt by everyone through the media or without using the media (Liu et al., 2019; Prayag et al., 2017). This can be felt which is manifested in certain behaviors.

Several previous studies have stated that tourism sharing behavior is influenced by satisfaction factors (Kim & Fesenmaier, 2017; Li et al., 2022; Liu et al., 2019).

Visitors who feel satisfaction occur because there is a form presented by the tourist attractions, the offerings provided by the tourist attractions can be in the form of expressions given by the presenter of the tourist attractions, there is music, there is a condition and situation that can be felt by visitors (Prayag et al., 2013; J. Zhang et al., 2020). This is the value obtained from visitors when they are in tourist attractions, according to research showing that visitor satisfaction is influenced by general attractiveness (Komarac & Ozretić Došen, 2022; Nowacki & Kruczek, 2021). Attractions in general can also be referred to as an element that has been provided at tourist attractions, which can be enjoyed by visitors when they are there, so that visitors feel their own uniqueness because there are many things that can be enjoyed, and felt, such as they are given services and offers that match their expectations, so that visitors can feel satisfaction (Haneef et al., 2019; Nadkarni, 2019). Thus, it is stated that the attractiveness of public attractions affects visitor satisfaction (Komarac & Ozretić Došen, 2022; Nowacki & Kruczek, 2021). Next, cultural attraction is a condition and form that has art, history and a more traditional culture that can be symbolized identically with a building (Wang et al., 2020; Yang & Zhang, 2020). Culture has historical values that are passed down from generation to generation that need to be preserved, so that it can have an impact on the surrounding community and other communities in general. On the other hand, this cultural attraction also symbolizes hard work to maintain and preserve, for example, museums. Some research has been done stated that cultural attraction has an effect on visitor satisfaction (El Sheikh, 2020; Moreno-Gil & Ritchie, 2017).

Some previous research exposure, proving that there are still many factors that affect the satisfaction of visitors to tourist attractions, on the other hand, previous findings indicate that further testing efforts are needed regarding the steps taken to attract interest in visiting again (antecedent) for visitors to tourist attractions in East Java. Thus, policy makers know the steps that need to be taken so that tourist attractions in East Java are even better, and provide more satisfaction for tourists. Therefore, this study was conducted by examining aspects of tourism sharing behavior, cultural attractions and public attractions on visitor satisfaction (tourists) of tourist attractions in East Java. The contribution of this research is expected to provide information for the authorities in the East Java tourism sector to determine the effect of tourism sharing behavior, cultural attractions, and general attractions on visitor (tourist) satisfaction, so that in the future tourist attractions in East Java attract more visitors and improve the welfare of the surrounding community. In the era of globalization and the rapid development of the tourism industry, tourism management is becoming increasingly important to ensure the sustainability and competitiveness of tourism destinations. One aspect that is the focus of research is tourism sharing behavior, which is a new phenomenon that appears in the context of interactions between tourists and tourist destinations. The study offers novelty value by exploring the antecedents of Tourism sharing behaviour, with visitor satisfaction as mediators playing a key role in the relationship between such factors. Through this approach, this study is expected to provide a deeper understanding of the factors that influence tourism sharing behavior and how visitor satisfaction mediates these relationships.

In this study, theories regarding consumer satisfaction use an economic perspective, according to utility theory. Utility theory is a concept for measuring consumer preferences for a set of goods or services offered. If a product or service can be utilized to meet consumer needs and satisfaction, then the value of this utility is higher. From an economic point of view, the concept of utility is closely related to consumer satisfaction with products or services in the company's business. In the tourism industry, businesses can start increasing the activities of tourist attractions in their area in order to attract many tourists from home and abroad.

2. METHODS

This research method uses a quantitative approach, which is a test of theory by means of measurements that emphasize numerical data (numbers) on the variables studied, then analyzed using statistical test tools (Sugiyono, 2018). The data collection technique is through a survey by taking samples from the population through questionnaires as the main data collection tool, while the unit of analysis is visitors to tourist attractions (general attractions and cultural attractions) in East Java. Respondents used were visitors who visited tourist attractions in East Java. Respondents used, only those who filled out the questionnaire completely and collected in a timely manner. The sample in this case amounted to 100 respondents obtained through the Google form which was distributed to various places in East Java. The sample selection technique uses simple random sampling, which is a simple technique because taking sample members from the population is carried out randomly without seeing and paying attention to the similarity or strata that exist in the population. The score assessment on the questionnaire sheet distributed using a Likert scale consisting of Strongly Disagree (a) Disagree; (b) Less Agree; (c) Agree; (d) Strongly Agree. The measurement of research variables and their indicators are described in Table 1.

Table 1. Operational Definition and Measurement of Research Variables

No.	Variable	Indicator	Measurement

1.	Tourism sharing behavior, actions taken by visitors or destination tourists that are based on their decisions in response to everything that stimulates them (Li et al., 2022).	1. Self- Centered Motivation
		  a. Contribute to websites that are useful
		  b. Maintain social connections and friendship
		  c. Share impressions through the internet
		  d. To be more recognized
		2. Community-Related Motivation
		  a. Help others
		  b. Prevent people from using bad products
			Likert scale

2.	Cultural attractions, this tourism provides a wide variety concerning culture ranging from art performing arts, fine arts, festivals, traditional food, history, nostalgic experiences, and other ways of of life (Nowacki & Kruczek, 2021).	1. Tourist Attractions (uniqueness and diversity) 2. Accessibility (road conditions, mode of transport and travelling time) 3. Facilities (availability of related public facilities and tourism facilities)	Likert scale
3.	General attractions, Tourism capital that can hold tourists for days and can be enjoyed many times, or even on the next occasion the tourist visits the same place (Marzuki et al., 2015).	1. Attractions that can be witnessed (what to see) 2. Tourism activities that can be done (what to do) 3. Things to buy (what to buy)	Likert scale
4.	Visitor (tourist) satisfaction, this satisfaction is a comparison between performance and expectations, if the perceived product performance is higher than expectations, then the tourist will be satisfied or happy. Conversely, if the perceived performance is lower than expectations, then the tourist will be disappointed or dissatisfied (Prayag et al., 2017).	1. Expectation match 2. Interest in revisiting 3. Availability to recommend	Likert scale

Data analysis in this study uses Smart PLS, where there are 3 stages of verification analysis, namely outer model measurement, inner model evaluation, and research hypothesis testing.

3. RESULTS AND DISCUSSIONS

Results

This data is based on the response rate and the return of questionnaires that have been distributed previously, and the filling is complete without any survey blanks. Next, the data was processed and analysed to produce the following findings.

Table 2. Characteristic Respondent

Categories	Frequency	%
Sex		
Female	79	43.6
Male	24	14.7
Age		
15-20 Years Old	34	20.9
21-25 Years Old	43	26.4
26-30 Years Old	7	4.3
31-35 Years Old	7	4.3

Categories	Frequency	%
36-40 Years Old	2	1.2
41-45 Years Old	3	1.2
Education Level		
Diploma	10	6.1
Bachelor Degree	81	49.7
Master Degree	4	2.5
Source of Information		
Colleagues	11	6.7
Familly	15	9.2
Friend's	69	42.3
Social Media Usage		
Facebook	1	0,6
WhatsApp	18	11
Instagram	76	46.6

In Table 2, it is noted that the respondents of this study were predominantly women aged 21-25 years, with a similar percentage to the 15-20 years age group. Respondents were also dominated by undergraduate education. Based on the data obtained, it is stated that most of the sources of information on tourist attractions are obtained from friends. As many as 46.6% of respondents have also used Instagram social media accounts more frequently as a medium for sharing information with the general public, especially related to tourist attractions. Furthermore, a summary of the concentration magnitude value and data distribution of respondents' answers is presented in the Table 3.

Table 3. Respondents Answering

Variable	Min	Maks.	Average	St.dev
General Attractions	2	5	4.038	0.694
Cultural Attractions	2	5	3.962	0.676
Visitor (Tourist) Satisfaction	2	5	4.033	0.615
Tourism Sharing Behavior	1	5	3.798	0.776

Based on Table 3, it can be seen that the minimum value for all statements is mostly at a score of 2, but there is a score of 1 for the indicator on the tourism sharing behaviour variable. Meanwhile, the maximum score on all variables is 5. Next, based on the acquisition of the average value shows that respondents are more often to tourist attractions in East Java that present general attractions, and it is also in line with the average value of satisfaction with tourist visits listed in the average value column. However, most respondents do not seem to share tourist information to some colleagues, friends or updates on their social media, this is probably because the respondents we met prefer to enjoy tourism for their own satisfaction. The main stages of structural equation modelling using PLS start from testing the outer model and continue with testing the inner model. Variables are considered to have fulfilled construct validity if the correlation value of the variable against the indicator has a high value. The criteria used to measure construct validity use the composite reliability value. Meanwhile, the reliability test shows the ability of indicators to measure each latent variable. The criteria used to measure whether it is reliable or not use the AVE value (outer model). An explanation of each stage is presented as follows.

Table 4. Composite Reliability and AVE Value (Outer Model)

Variable	Composite Reliability	Average Variance Extracted (AVE)
Tourism Sharing Behavior	0.893	0.625
Cultural Attractions	0.803	0.551
General Attractions	0.842	0.517
Visitor (Tourist) Satisfaction	0.838	0.567

Based on Table 4, it can be seen that the composite reliability value for all variables is greater than 0.7. This means that the correlation of each variable in this study has a high value, so it can be indicated that all variables have been constructed (valid). Meanwhile, the AVE value for each variable has a value greater than 0.5, so it can be stated that all the variables of this study are reliable. So, after carrying out all the tests at the outer model stage, the results show that all tests have been fulfilled, all indicators are representative

in measuring each variable. The next stage is inner model testing. At this stage, an assessment of the model eligibility criteria is carried out, as well as testing the influence of each variable. The eligibility criteria for a model can be observed through the acquisition of the R-Square, Adjusted R-Square, and Q-Square values, the data test results are stated in Table 5.

Table 5. R-Square, Adjusted R-Square, dan Q-Square (Inner Model)

Variable	R-Square	Adjusted R-Square	Q-Square
General Attractions	-	-	0.277
Cultural Attractions	-	-	0.181
Tourism Sharing Behavior	0.302	0.279	0.422
Visitor (Tourist) Satisfaction	0.542	0.532	0.293

Based on Table 5, it can be seen that the Adjusted R-Square value for the Tourism sharing behaviour variable is in the low category (0.279), while for the Visitor (tourist) satisfaction variable is in the medium category (0.532). Meanwhile, Q-Square is a criterion for the feasibility of a model that focuses on the goodness of the model observation value and parameter estimation. The Q-Square value for the Tourism sharing behaviour variable is 0.422, for the Cultural attraction's variable is 0.181, the General attractions variable is 0.277, and for the satisfaction variable is 0.293. These results concluded that the Q-Square value for all variables is greater than 0, so it can be said that the PLS model formed has predictive relevance (seen from the Q-Squared value generated for each variable). The final stage is to test the effect of each variable. The test results are presented in Table 6. The Model test results can be seen on Figure 1.
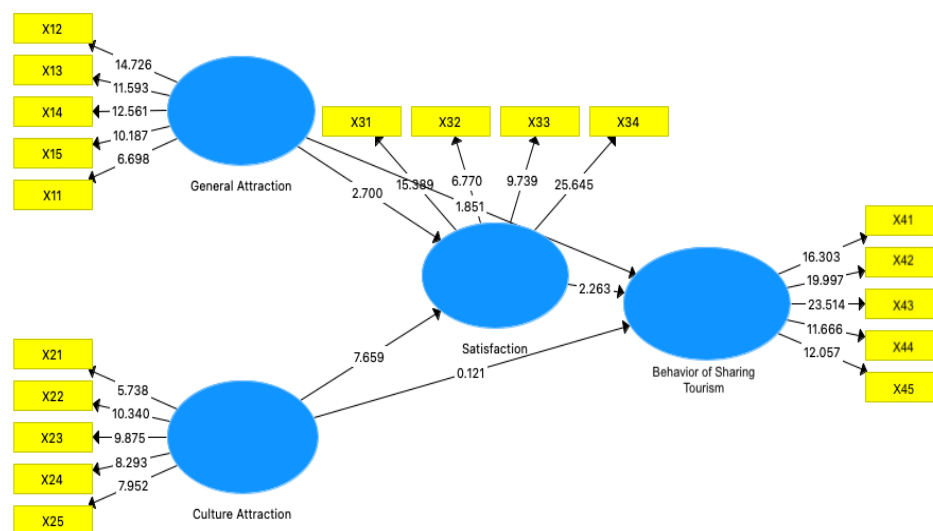

Figure 1. Model Test Results

Table 6. Direct Effect Test Results

Variable	Standart deviation (STDEV)	t-statistic (|O/STDEV|)	P-value
Cultural Attractions -> Tourism Sharing Behavior	0.136	0.121	0.904
Cultural Attractions -> Visitor (Tourist) Satisfaction	0.078	7.659	0.000
General Attractions -> Tourism Sharing Behavior	0.134	1.851	0.065
General Attractions -> Visitor (Tourist) Satisfaction	0.077	2.700	0.007
General Attractions -> Visitor (Tourist) Satisfaction -> Tourism Sharing Behavior	0.159	2.263	0.024
Cultural Attractions -> Visitor (Tourist) Satisfaction -> Tourism Sharing Behavior	0.217	3.192	0.015

The first test shows that Cultural attractions have no effect on Tourism sharing behaviour, this finding is supported by the p value > 0.05 (0.904 > 0.05). This finding indicates that the first hypothesis is rejected. The government also needs to support cultural actors in the East Java region by providing a place to display cultural attractions in tourist attractions in East Java, in particular. The findings of this study

support previous researchers, who stated that cultural attractions are not very interesting and make young people want to share to social media or to other colleagues, when visiting tourist attractions (Christofle et al., 2016; Kim & Fesenmaier, 2017; Li et al., 2022; Liu et al., 2019).

The second test, Cultural attractions have an effect on Visitor (tourist) satisfaction, this finding is supported by a p value < 0.05 (0.000 < 0.05). This finding indicates that the second hypothesis is accepted. This finding supports previous research (El Sheikh, 2020). Cultural attractions are indeed interesting and provide satisfaction for some tourists, although not all of them will share this information with other partners, this is presumably because some respondents are embarrassed to take selfies and share their experiences with other partners. The third test, shows that General attractions have no effect on Tourism sharing behaviour, this statement is supported by a p value > 0.05 (0.065 > 0.05). This finding indicates that the third hypothesis is rejected. This finding reinforces the view that the attractions presented by business actors at tourist attractions do not seem to be too eager to be shared by respondents through social media or to several other colleagues. This can happen if the attractions provided are too ordinary or commonly displayed, so they do not give the impression for visitors to share them with others (El Sheikh, 2020). Even so, the attractions displayed are still able to provide satisfaction for visitors, which is evident in the results of the fourth hypothesis test. The fourth test, shows that General attractions have an effect on Visitor (tourist) satisfaction, this statement is supported by a p value < 0.05 (0.007 < 0.05). This finding indicates that the fourth hypothesis is accepted. This finding supports previous research (Marzuki et al., 2015). The more interesting the attractions provided; the more satisfied visitors are to enjoy them. The fifth hypothesis test shows that Visitor (tourist) satisfaction is able to strongly mediate the influence between variations in the General attraction variable and Cultural attractions on Tourism sharing behaviour, this statement is supported by a p value < 0.05 (0.024 < 0.05). This finding indicates that the fifth hypothesis is accepted. This result strengthens the assumption that when tourists are satisfied with cultural attractions or general attractions displayed at tourist attractions, this can increase the desire of visitors to share with some of their colleagues or family or even to other people, be it through social media, or word of mouth (Jeong & Shin, 2020). Because, visitor satisfaction when it has been formed and firmly embedded in their memory, then they will automatically share it with others (Tokarchuk et al., 2016). So, tourism businesses need to underline this, namely maintaining visitor (tourist) satisfaction when enjoying a tourist attraction.

The sixth hypothesis test shows that Visitor (tourist) satisfaction is able to strongly mediate the influence between variations in cultural attraction variables on tourism sharing behaviour, this statement is supported by the p value < 0.05 (0.015 < 0.05). This finding indicates that the sixth hypothesis is accepted. These results reinforce the assumption that when tourists feel satisfied with the cultural attractions displayed at tourist attractions, this can increase visitors' desire to share with some of their friends or family or even to others, be it through social media, or word of mouth (Jeong & Shin, 2020).

Discussion

Tourism is the whole phenomenon (symptom) and relationship arising from travel and human stopover outside their place of residence (Carson et al., 2014; K. A. Lund et al., 2017). With the intention not to stay permanently and not related to work that generates wages. Management is a typical process consisting of actions of planning, organizing, mobilizing and controlling which are carried out to determine and achieve predetermined goals through the use of human resources and other resources. Thus, tourism management is an act of planning, organizing, mobilizing and controlling carried out to determine and achieve predetermined goals through the use of human resources and other resources in the field of tourism (Nuha & Musyafa'ah, 2022; Page, 2014). Studying management functions in tourism destination management is very important, because management functions are the basis needed to manage tourism destinations properly (Amaro et al., 2020; Aro et al., 2018). The management functions help determine destination management objectives and strategies, develop effective working structures, coordinate management activities, and measure the extent to which management objectives have been achieved.

This research finding supports some of the previous findings which prove that visitor satisfaction is key in developing tourism through cultural attractions and public attractions (Andari et al., 2020; El Sheikh, 2020). When the visitors (tourists) feel satisfied with the attractions displayed, then they will share with others in their community, the more people who share tourist attractions, the more visitors who come to the tourist attractions. The more visitors who come, of course, can increase the economic turnover of the area. Therefore, tourism development is also an alternative to regional economic development. In addition to contributing a lot of Gross Domestic Product, tourism development, especially community-based tourism, will drive the socio-economic conditions of the community, especially in East Java.

In geographical terms, East Java benefits from its position flanked by the cultural cities of Yogyakarta and Bali. This makes East Java a favoured part of the list of tourist destinations. East Java also has the potential for cultural cities such as the culture of the Hindu community in the "Tengger" area on the

slopes of Mount Bromo. The "Tengger" people have varied cultural activities and are still preserved to this day. Traditional ceremonies that are often carried out are "kasada" ceremonies to "blaganjur". The activity offered in "One Day Being Tengger People" is to make tourists as residents of the "Tengger" community for a day. Some of the activities that can be done are following the preparations for the ceremony. Things that need to be prepared before the ceremony are "offerings" and symbolic giant statues. Later, tourists will be invited to learn in preparing the needs of the ceremony by helping to make buckets of edelweiss flowers. After that, tourists follow the traditional ceremony performance until the closing of the event. Mojokerto Regency, East Java, is another region that has interesting tourism potential to be developed. One of the cultural tourisms that can be featured in Mojokerto Regency is the Trowulan site. The Trowulan site area is one of the tourism destinations included in the National Tourism Strategic Area. The Trowulan site area has many sites and artefacts that show the life of the people of the Majapahit Kingdom including the Segaran Pool, irrigation channels, the foundation of the Majapahit house-shaped settlement, Wringin Lawang Arch, Bajangratu Arch and petirtaan. Of course, this further strengthens, that in the future tourism can continue to grow and become an important sector in the economy of East Java.

The implications of the research results contribute to the development of theories regarding variables of general attractiveness, cultural attraction, satisfaction and tourism sharing behavior. As well as providing insight for tourism stakeholders in East Java, as an effort to increase the number of tourist visits through public attraction activities and cultural attractions in the hope of increasing regional income. The limitation of this study is that the process of obtaining survey data is quite difficult, which requires visits to several tourist attractions in East Java to meet respondents to fill out the survey offered. Another difficulty faced by researchers is that not all prospective respondents understand the science of tourism management, especially from the exposure of the concept of cultural attractions and public attractions, so the researchers again select prospective respondents who are worthy to be respondents in this study. Future research suggestions and opportunities will be held for further research on cultural attractions, which are actually interesting if they can be better packaged in tourist attractions. Tourism managers and cultural actors can also package cultural attractions in such a way as to please young people so as to foster a love for culture and provide a sense of pride, so that they share experiences with other colleagues, for example in Bali. Bali upholds cultural values and all forms of cultural elements, so the various cultural attractions there attract a lot of interest from tourists young and old.

4. CONCLUSION

In this study it can be concluded that there is a significant relationship between antecedent factors, namely cultural attractions, general attractions, and visitor satisfaction, with tourism sharing behavior. The results showed that cultural attractions and public attractions had a positive influence on visitor satisfaction, which in turn mediated the relationship between tourist attractions and tourism sharing behavior. This conclusion conceptually illustrates the importance of paying attention to factors that affect visitor satisfaction in the management of tourism destinations. By understanding that visitor satisfaction can be a mediator between tourist attractions and tourism sharing behavior, tourism management can be more effective in improving the tourist experience and promoting the sustainability of tourism destinations.

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