

## ***ABSTRACT***

In the last six years, one of the industries that has made a significant contribution to the improvement of the global economy is the tourism sector. The development of the tourism industry is considered an aspect of incentives, trendsetters and motivations for comprehensive development, especially in developing countries such as Indonesia. The goals of the tourism industry include three things: attracting more tourists, making tourists stay longer and tourists spending more money on the places they visit. This goal can only be achieved if the company understands the operation of the system through four components, in the form of market, travel, marketing, and destination, each of which is interconnected with each other. The purpose of this study is to investigate the factors that affect the sustainable destination of Karimunjawa National Park tourist attractions. This study develops the problem of how fantasy experience, information quality and the quality of tools and platforms can positively influence visit intention and destination image in terms of sustainable destinations.

This study uses 2 types of research data, namely primary data and secondary data. In this research, the population determined is local and foreign tourists who visit Karimunjawa National Park using tour agents. This research uses a quantitative analysis technique that uses the Structural Equation Model (SEM) technique as a statistical instrument in the effort to test the hypothesis that has been determined.

Based on the analysis that has been carried out, it is found that fantasy experiences have an effect on the intention to visit; the quality of information affects the intention to visit; the quality of information affects the image of the destination; the quality of the tool & platform affects the image of the destination; the intention to visit affects sustainable destinations; and the image of an influential destination is a sustainable destination.

***Keywords: fantasy experience, information quality, tools & platforms quality, intention to visit, destination image, destination sustainability, Karimunjawa National Park, tourist attractions.***