

LAPORAN PENELITIAN
IMPROVING THE ECO-TOURISM EXPERIENCE
WITH GUIDING SERVICES AND CHSE



Disusun Oleh:

Hary Hermawan

LEMBAGA PENELITIAN DAN PENGABDIAN MASYARAKAT

SEKOLAH TINGGI PARIWISATA AMPTA

YOGYAKARTA

2022

LEMBAR PENGESAHAN

| | | |
|--------------------------|---|--|
| Judul Penelitian | : | <i>Improving The Eco-Tourism Experience with Guiding Services and CHSE</i> |
| Ketua Peneliti | : | |
| Nama Lengkap dan Gelar | : | Hary Hermawan, S.Par., M.M |
| NIDN | : | 0530099002 |
| Jabatan Fungsional | : | Asisten Ahli |
| Program Studi | : | Sarjana Pariwisata |
| Nomor Hp/ Email | : | 08973810090 / haryhermawan8@gmail.com |
| Mitra Penelitian | : | Desa Wisata Nglanggeran, Patuk, Gunungkidul, Daerah Istimewa Yogyakarta |
| Tahun Penelitian | : | 2022 |
| Lama Penelitian | : | 6 Bulan/ 1 Semester |
| Biaya Penelitian | : | Rp. 5.000.000,- |
| Target Luaran Penelitian | : | Publikasi/ Jurnal Internasional |

Yogyakarta, 30 Januari 2022

Menyetujui,
Ketua LPPM



Hary Hermawan, S.Par., M.M
NIDN. 0530099002

Ketua Peneliti

Hary Hermawan, S.Par., M.M
NIDN. 0530099002

Mengetahui,



Drs. Prihatno, M.M
NIDN. 0526125901

DAFTAR ISI

| | |
|--|-----|
| LAPORAN PENELITIAN | i |
| IMPROVING THE ECO-TOURISM EXPERIENCE..... | i |
| WITH GUIDING SERVICES AND CHSE..... | i |
| LEMBAR PENGESAHAN..... | ii |
| DAFTAR ISI | iii |
| ABSTRACT | v |
| INTRODUCTION..... | 1 |
| METHOD..... | 3 |
| Research Location and Time | 3 |
| Population and Sample..... | 3 |
| Data collection technique | 4 |
| Operational definition..... | 4 |
| Method of collecting data | 5 |
| Instrument Feasibility Test..... | 5 |
| Validity Test (Product Moment)..... | 5 |
| Instrument Reliability Test..... | 6 |
| Analysis Method | 6 |
| RESULTS AND DISCUSSION | 7 |
| General description..... | 7 |
| Characteristics of Research Data..... | 11 |
| Descriptive Analysis Results..... | 12 |
| Descriptive Analysis of Tour Guide Service Variable (X1)..... | 12 |
| Descriptive Analysis of CHSE Health Protocol Implementation Variables (X2) ... | 13 |
| Descriptive Analysis of Travel Experience Variables (Y)..... | 14 |
| Inferential Analysis Results..... | 15 |
| Guide Services (X1) Influence on Travel Experience (Y) | 16 |

| | |
|--|----|
| CHSE Protocol (X2) Does Not Affect Travel Experience (Y) | 18 |
| The Simultaneous Effect of Guidance Services (X1) and the CHSE Protocol (X2) on Traveling Experience (Y)..... | 19 |
| CONCLUSION | 20 |
| ACKNOWLEDGMENT | 20 |
| REFERENCES..... | 21 |

ABSTRACT

Tour guides are other people who most often interact with tourists while travelling in an ecotourism destination. Therefore, the service activities provided by the guide are considered entirely instrumental in shaping the tourist experience. In this Covid-19 pandemic condition, the implementation of the CHSE Health protocol is also considered very important in supporting the creation of a quality tourist experience. This article presents a discussion regarding the influence of CHSE guidance services and protocols on the tourist experience in the Nglanggeran Ancient Volcano Ecotourism Area. The method used is a quantitative inferential method using the Partial Least Square (PLS) approach. The results show that the guidance service has a positive effect on creating the tourist experience. However, the CHSE health protocol implementation has not been proven to affect the tourist experience.

Keywords: Tour guide, service, CHSE, tourism experience