

IMPROVING THE ECO-TOURISM EXPERIENCE WITH GUIDING SERVICES AND CHSE

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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.

Keyword: Tourist experience, tour guide service, chse, new normal

ABSTRAK

Pemandu wisata adalah orang lain yang paling sering berinteraksi dengan wisatawan selama berwisata di suatu destinasi ekowisata. Oleh karena itu, kegiatan pelayanan yang diberikan oleh pemandu dianggap sepenuhnya berperan dalam membentuk pengalaman wisatawan. Dalam kondisi pandemi Covid-19 penerapan protokol kesehatan CHSE juga dinilai sangat penting dalam mendukung terciptanya pengalaman wisata yang berkualitas. Artikel ini menyajikan pembahasan mengenai pengaruh layanan pemandu wisata dan protokol kesehatan CHSE terhadap pengalaman wisatawan di Kawasan Ekowisata Gunung Api Purba Nglanggeran. Metode yang digunakan adalah metode kuantitatif inferensial dengan menggunakan pendekatan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa layanan pemandu wisata berpengaruh positif dalam menciptakan pengalaman wisatawan. Namun, penerapan protokol kesehatan CHSE belum terbukti mempengaruhi pengalaman wisatawan.

Kata Kunci: *Pengalaman wisatawan, pelayanan pemandu wisata, CHSE, new normal*

INTRODUCTION

The Nglanggeran Ancient Volcano Ecotourism Area (*Kawasan Ekowisata Gunung Api Purba Nglanggeran*) is a conservation area whose use-value is enhanced as an ecotourism attraction. Based on the number of tourists, the Nglanggeran Ancient Volcano Ecotourism is designed for small tourism. So it is

expected that tourists who visit come in small numbers but have a positive contribution in contributing benefits both economically, naturally, and socio-culturally for the local community.

Ecotourism is tourism that sells philosophy, principles and ideals. Ecotourism prioritizes the quality of experience gained by tourists during their

activities, interacting with almost all elements in ecotourism destinations (Razak, 2017), so that a quality experience is an essential thing for ecotourism management to create.

The tourist experience has become the focus of tourism marketing experts. Tourists choose a tourist destination driven by value, and the goal itself is a provider of value for tourists. The travel experience offered determines the value. Tourist perceived value is a strategic instrument that can be managed to achieve a competitive advantage for the organization or destination management (Prebensen et al., 2012). The key to gaining an edge in the tourism industry is creating a high-quality travel experience. Creating a high-quality travel experience is creating a unique and memorable travel experience so that it can bring satisfaction to tourists (Dwyer & Kim, 2003; Coudounaris & Stapit, 2017; Kim, 2014).

Every tourist can have a positive or negative experience while travelling. Positive or negative experiences are an unavoidable result of consuming a service product because their needs and desires are different from one another (Yuan & Wu, 2008).

A positive tourism experience results from an impression (Tung & Ritchie, 2011). The impression in question is related to tourist satisfaction and positively influences tourists. At the same time, negative tourism experiences result from disappointment or dissatisfaction and negatively impact tourists (Jung, 2015). Therefore, the dimensions of the tourist experience are positive, and some are negative. The dimension of tourist experience has a broader meaning than satisfying or dissatisfying experiences (Yoon & Uysal, 2005). Because being satisfied or dissatisfied only shows whether tourist expectations are met or not (Crotts & Magnini, 2010).

The attraction of experience is consistent with the shift towards the experience economy. The main goal of tourists is to seek the ultimate experience. So that efforts to meet the inner needs of

tourists through the creation of positive experiences become very relevant in the tourism business (Yuan & Wu, 2008).

Research on the tourist experience has often occurred for management and researchers in the hospitality and resort service industry. However, so far, it is still very rare to research tourist experiences, especially in nature-based tourist destinations. In comparison, research related to the tourist experience is fundamental to any tourist destination.

Creating a tourist experience is not just about providing the many features with a tourist product has to offer (Meyer & Schwager, 2007). However, management feels the need to provide the best tourism services, commonly known as excellent service (Hermawan et al., 2018).

Creating a satisfying tourist experience at an ecotourism destination requires a vital role from a tour guide. Tour guides are other people who most often interact with tourists while travelling in an ecotourism destination. Therefore, in addition to the tourist attraction's quality, the guide's service activities are considered entirely instrumental in shaping the tourist experience itself (Anggraeni, 2017). The service of a tour guide also influences the decision of tourists to return to a destination (Purwaningsih, 2013).

The quality of a tour guide is largely determined by his attitude in providing services to tourists. Must-have attitudes include concern for others, pleasant personality, convincing appearance, sense of humour, helpfulness, manners, efficiency, conscientiousness, professional skills, empathy, friendly, patient, trustworthy, and sincere. Another aspect that also influences the tourist experience during a tour is the ability of the guide to provide comments during the trip (Anggola et al., 2020).

In addition to the guiding service factor, the application of health protocols must also be a concern for tourist destination managers in the current state of the Covid-19 pandemic. The results of previous research showed that fears of being exposed to the virus made both

domestic and foreign tourists cancel their trips. The application of health protocols is needed to restore tourist confidence in anxiety and the need to travel (Pratiwi et al., 2021; Suprihatin, 2020). In response to the above, the Government of the Republic of Indonesia, through the *Kementerian Pariwisata dan Ekonomi Kreatif*, has issued guidelines for applying the CHSE health protocol, known as the Clean Hygiene Safety Environment (CHSE).

All tourism service managers currently require CHSE to ensure the security and safety of tourists from outbreaks and diseases, especially Covid-19. The application of CHSE that must be applied in tourist destinations includes: providing a place for washing hands, measuring body temperature, maintaining distance, tourists using masks according to the health index, keeping a space, and tourist providers always having disinfectant available (*Kementerian Pariwisata dan Ekonomi Kreatif*, 2020).

Implementing health protocols can reduce the risk of tourists being exposed to the Covid-19 virus, so tourists are expected to travel in peace. The application of health protocols is thought to have helped shape the quality of the tourist experience in a tourist destination.

Therefore, this article discusses the extent to which service by tour guides and the application of health protocols determine the quality of the travel experience in an ecotourism destination. This study is expected to be a new insight for tourist destination managers to improve the quality of the tourist experience. In particular, through the excellent service approach and the application of the CHSE health protocol.

METHOD

Research Location and Time

The research location has been carried out in the *Kawasan Ekowisata Gunung Api Purba Nglanggeran*, Nglanggeran Village, Patuk District, Gunungkidul Regency, Special Region of Yogyakarta.

The destination is the Nglanggeran Ancient Volcano Hill which can offer

natural views. The Nglanggeran Ancient Volcano is the main attraction of the Nglanggeran Ancient Volcano Ecotourism Area. The time of the research was carried out from March to May 2021.

Population and Sample

The sample in this study was tourists who travelled to the Nglanggeran Ancient Volcano Ecotourism Area from March to May 2021. The sample was taken incidentally, who coincidentally met the researcher.

Incidental techniques are included in non-probability sampling techniques, which do not provide equal opportunities or opportunities for each population or tourist to be selected as samples. The sample in this study used the accidental sampling technique. They were considering the difficulty in obtaining respondents or tourists during the pandemic who had not fully recovered, including the fact that only tourists who use scouting services can become respondents. A total sample of 50 respondents is obtained.

Data collection technique

The researcher used a closed questionnaire, library study, and documentation to collect data. The closed questionnaire is a questionnaire whose answers have been provided. The respondent only needs to choose the solution provided by placing a checkmark or check () in the column provided. The statement includes the variables of scouting services, the application of the CHSE health protocol, and tourists' experience.

Conceptual Definition

Guide service

Guiding services are all forms of activities offered by guide service providers to tourists to meet their needs and desires while travelling, without causing a transfer of ownership in a physical form.

Implementation of the CHSE health protocol

One of the programs established as a health protocol guide is Cleanliness, Health, Safety, Environmental Sustainable (CHSE). CHSE includes: providing a place to wash hands, measuring temperature,

keeping a distance, tourists using masks according to the health index, keeping a space, and tourist providers always having disinfectant available (Ministry of Tourism and Creative Economy, 2020b).

Tourist Experience

The tourist experience is connectedness, peace of mind, recognition, escape from routine and knowledge.

Operational definition

Guiding Service (X1)

The guiding services in the research in question are all forms of services provided by local guides to tourists. The guide's professional competence approach, interpersonal skills, ability to organize tours, and empathy are used to measure service performance.

Implementation of the CHSE Health Protocol (X2)

The CHSE Health Protocol will be concerning the following aspects: the availability and quality of handwashing facilities, the presence of temperature measurements for tourists, appeals for social distancing, appeals for the use of masks for tourists, and the provision of adequate disinfectants.

Tourist Experience (Y)

The experience of tourists in this study will be assessed using the following aspects: Linkage is measured by: involvement with activities in tourist attractions; Peace of mind is measured by: a relaxed atmosphere; Recognition is measured by: wholehearted service; Breaking away from routine is measured by: forgetting daily activities; Knowledge is measured by: getting something new

Method of collecting data

The instrument used in searching the data used a questionnaire with a Likert scale. A Likert scale is used to measure tourists' attitudes about the marketing mix of dome house tourism villages and tourist satisfaction. Indicators of independent variables, moderator and dependent. Each statement item in the questionnaire is given five alternative answers with a score as below:

Table 1. Likert scale

Answer	Score
Strongly agree	5
Agree	4
Neutral	3
Do not agree	2
Strongly Disagree	1

Instrument Feasibility Test

The instrument feasibility test is carried out to ensure the feasibility of a research instrument before the instrument can be declared suitable for use in data search (Santosa & Hermawan, 2020). The method used to assess the instrument's feasibility is a validity test and a reliability test.

Validity Test (Product Moment)

This statistical correlation technique can be used to find the level of validity. The instrument is valid if the calculated r-value is positive and more excellent than the table r value. Valid indications can also be seen based on the significant value of sig less than 0.05

Instrument Reliability Test

Reliability testing using the split-half or alpha Chronbat method. An instrument is valid if it has an alpha value greater than 0.6.

Analysis Method

Descriptive Analysis

Descriptive analysis was used to obtain an overview of the data for each variable. The description is done by looking at the average value of the variance value data.

Inferential Analysis

The analytical method used for inferential analysis is the Partial Least Square (PLS) method, SEM based on variance, with Smart PLS 3.0 software.

RESULTS AND DISCUSSION

General description

Nglanggeran is a village administratively located in Patuk District, Gunungkidul Regency, Special Region of Yogyakarta. The area of Nglanggeran Village has an area of 762,0990 hectares which is mainly used for agricultural land, plantations, fields and yards. In

comparison, the Ancient Volcano Ecotourism Area has an area of 48 hectares.

There are unique geological phenomena in the Great Hills area, precisely in Nglanggeran Village, Patuk District, Gunungkidul Regency. This geological phenomenon is related to the appearance of old volcanic rocks that formed about 20 million ago (late Early Miocene). The volcanic activity that occurred at that time produced volcanic rock ruins in volcanic breccias, agglomerates, tuffs, and pillow lava. The area is called the Nglanggeran Ancient Volcano, which is located in the Batur Agung Hills area in the northern part of Gunungkidul Regency with an altitude between 200-700 meters above sea level. The Nglanggeran Ancient Volcano area is located in the southern zone of Central Java-East Java. This area is an area whose mythology is composed of old volcanic material, and the landscape has extraordinary beauty and is geologically unique and has high scientific value (About Nglanggeran Tourism Village, 2021).

Karang Taruna groups initiated the Nglanggeran Ancient Volcano area in 1999 with the awareness of caring for the environment and the community planting trees in an arid mountain area between boulders of skyscrapers. That year was the beginning of the village youth group making Nglanggeran Village a tourist destination by only charging an entrance ticket of IDR 500 per person. Karang Volcano Ecotourism Area has a shape and high historical value, including the following:

Taruna groups are starting to realize their tourism potential with the increasing number of visits. So in 2008, the Badan Pengelola Desa Wisata Nglanggeran took over its management by adding various facilities to support natural wealth in the form of hills with unique characteristics. They can be adequately explored to provide benefits to the surrounding community.

In addition to the potential in the form of ancient volcanoes, the Nglanggeran area also has rare flora and fauna. Rare flora found in this ecosystem includes tremas plants, which are medicinal plants that only grow in ancient volcanic ecosystems. In addition, there are also various other plants, such as the rare white of ficus, kepoh, gayam, bibisan, noni, sugar palm, pule ireng, cemberit, and several other plants. For fauna, the Nglanggeran Ancient Volcano area is also a habitat for tigers, long-tailed monkeys, snakes, kepodang bird, Javan eagles, starlings, owls, and several other animals.

Geomorphologically according to the top of the Nglanggeran Ancient Volcano, it consists of several interesting natural phenomena as many as five mountain peaks, namely Mount Kelir, Gedhe, Bongos, Blencong, and Buchu. This area has various myths of local beliefs and a solid relationship with local wisdom so that several mountains are named after Javanese terms with various folklores behind them. Each peak in the Nglanggeran Ancient



Figure 1. Gunung Api Purba Attraction

Mount Kelir

This mountain has a shape like a kelir. In Javanese terms, kelir means a white cloth that is often used as a screen in wayang shows. The community believes Mount Kelir to be the residence of the mythological figures Ongko Wijoyo and Punakawan (Hermawan et al., 2019).

Mount Gedhe

Mount Gedhe is the largest mountain in the Nglanggeran Ecotourism Area. Mount Gedhe has the highest peak suitable for viewing the surrounding natural scenery. Usually, climbers use this place as a place to rest and camp.

Mount Bongos

Bongos come from the Javanese language, which means charred black charcoal. As the name implies, the colour of the rock from this mountain is very black, like charred charcoal. Mount Bongos is very suitable for tourists with an adventurous spirit because it has a steep and

steep climbing path, thus providing new challenges and exciting experiences.

Mount Blencong

Mount Blencong comes from the word Blencong. Blencong is a Javanese term that means lighting in a puppet show.

Mount Buchu

Based on the community's belief, Mount Buchu is said to have originated from the peak of Mount Merapi, which Punokawan moved to fulfil the number of mountains on Mount Seribu. The shape of Mount Buchu is high and pointed, so it is suitable for rock climbing by nature-lovers.

Comberan Water Source

This area is a spring that has never experienced drought at the peak of Mount Nglanggeran. Comberan comes from the Javanese language, which means the sewer of the former bathroom waste. The community believes this area is a bathing place for angels. With this story, the Comberan Water Source is believed to

make you stay young if it is used to wash your face.

The Comberan Water Source has a hermitage for the “Prehatin” ritual. Usually, tourists come on certain days to perform rituals.

Mardhido Tlogo

Tlogo Mardhido is a bathing place for a horse Sembrani riding on an angel. Tlogo Mardhido became a sacred place by the local community and was used as a meditation. It is said that there are traces of Sembrani's horse treads on the rocks.

Nglanggeran Ancient Volcano is fascinating because it is composed of giant andesite boulders that present gorgeous natural scenery. This mountain has two highest peaks, namely the western and eastern peaks.

The beautiful natural scenery spoils the eyes of mountain climbers—a wide-spread rural atmosphere with terraced rice fields around. Adventure-loving tourists can try climbing the boulders because this location is perfect for rock climbing, trekking, cruising and camping.

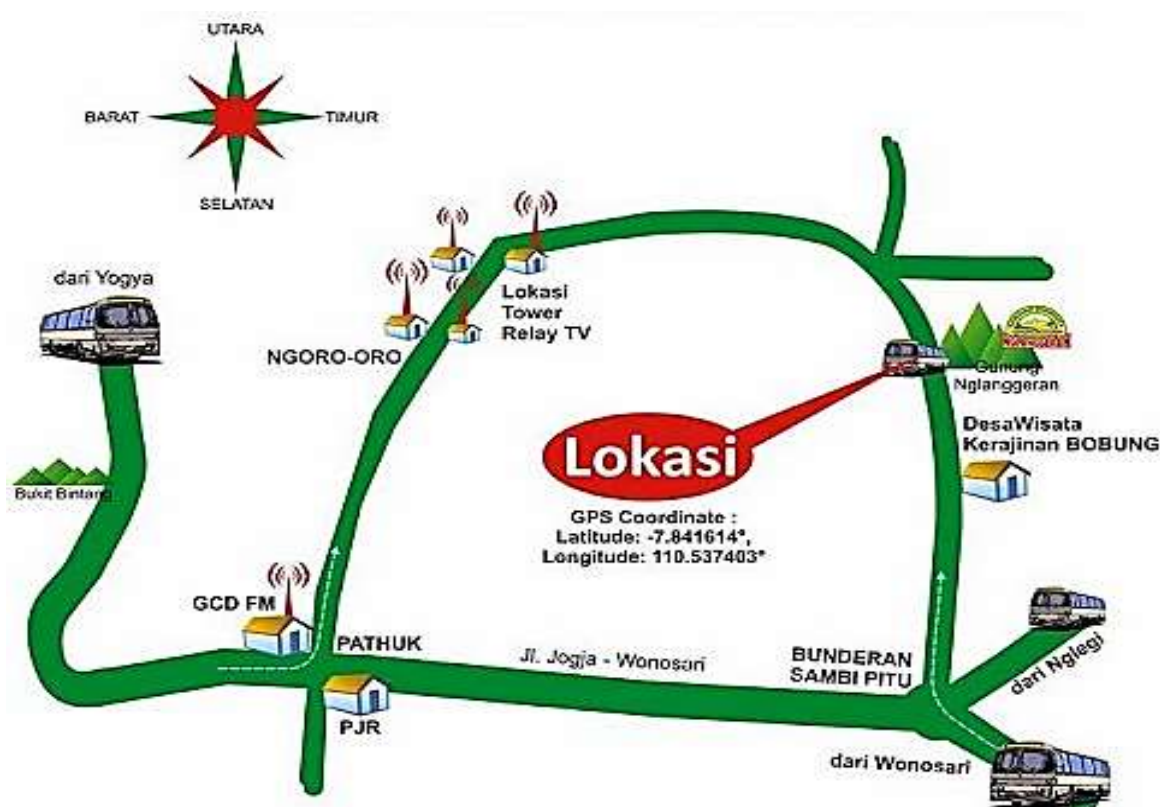


Figure 2. Location plan to the Nglanggeran Ancient Volcano
Source: www.gunungapipurba.com, accessed 12 November 2021

The Nglanggeran Ancient Volcano Ecotourism Area is relatively easy to find by tourists. Nglanggeran Ancient Volcano Ecotourism Area is about 25 km from the city centre with a travel time of about 45 minutes using a private vehicle. Access to the location is good with complete directions, so it can help tourists to find the place easily.

Characteristics of Research Data

Based on the research data, it can explain the respondents' characteristics. Characteristics of respondents based on age are as follows:

Table 1. Profile of Respondents in terms of Gender

Gender	Total	Percentage %
Man	32	65
Woman	17	35
Total	49	100

Source : Data research analysis

Based on table 1, it can be seen that the majority of respondents are male tourists. Gender differences influence the choice of destinations as well as those of tourists (Damasdino, 2015). Most tourists from the Nglanggeran Ancient Volcano Ecotourism Area are male tourists (Table 1). Male tourists tend to travel to challenge physical endurance. The tourist attraction of tracking to the top of the Nglanggeran Ancient Volcano, Climbing, Rafting, Camping, Outbound and so on is suitable for the segment of tourists who come.

Table 2. Profile of Respondents in terms of Regional Origin

Origin	Total	Percentage %
From outside		
Yogyakarta	22	45
Yogyakarta	27	55
Total	49	100

Source : Data research analysis

Based on table 2, it can be seen that Nglanggeran Ancient Volcano tourists have a reasonably balanced tourism segment when viewed based on regional origin. Both tourists from Yogyakarta and those from outside the Yogyakarta area are almost the same.

These conditions indicate that the Nglanggeran Ancient Volcano Ecotourism Area is attractive to tourists from various regions. The uniqueness of the Ancient

Volcano as a geological formation and its history as an ancient volcano is hard to find in other areas. The beautiful natural scenery is also the main attraction factor because it can present a different atmosphere from the tourist environment.

Descriptive Analysis Results

Service Variables (X1) in the Nglanggeran Ancient Volcano Ecotourism Area can be known by dividing the total number of answers to the questionnaire by the total number of questions multiplied by the number of respondents. Then the calculation results are compared with the scale on the Likert scale:

5 (very good), 4 (good), 3 (neutral), 2 (poor), 1 (very poor).

The results of the formula can be written as follows:

$$\frac{\sum \text{Questionnaire Answer}}{\sum \text{Question items X Respondent}} = \text{Average Score}$$

Descriptive Analysis of Tour Guide Service Variable (X1)

Based on the calculation formula above, it can be concluded that the respondent's perceived value of the Tour Guide Service Variable (X1) is as follows:

$$\frac{1204}{6 \times 49} = 4,09$$

Based on the results of the calculation above, it is known that the value of respondents' perceptions of the Tour Guide Service Variable (X1) is 4.09. After being consulted with the weight on the Likert scale of the study, it can be concluded that respondents tend to give a good assessment of scouting services in the Nglanggeran Ancient Volcano Ecotourism Area.

Meanwhile, if you look at the average value of each indicator on the variable, it has the following values:

Table 3. Value of Variable Indicators for Tour Guide Service Variable Indicators

Number	Indicator Variable of Tour Guide Service	Average Score
1	The tour guide at Nglanggeran Ancient Volcano has good skills in guiding me.	4,16

2	The tour guide at Nglanggeran Ancient Volcano was deft in handling my difficulties during my tour of Nglanggeran Ancient Volcano.	4,08
3	I feel safe when accompanied by a tour guide of Nglanggeran Ancient Volcano.	4,10
4	The tour guide at Ancient Volcano was friendly to me	4,18
5	The tour guide at Gunung Api Purbab is polite in serving	4,24
6	The tour guide at Ancient Volcano was quick to help with my difficulties	3,80

Source : Data research analysis

Based on the analysis results in table 3, it can be concluded that all indicators have a value of 4. According to the Likert scale used, these results are meaningful. If viewed from the competence of scouting services, the guides in the Nglanggeran Ancient Volcano eco-tourism area already have good skills in serving tourists. In addition, the guide is also able to show the values of hospitality in services such as being friendly, polite. The guide can also work quickly and deftly, including the ability to give tourists a sense of security when carrying out tourism activities in nature.

Descriptive Analysis of CHSE Health Protocol Implementation Variables (X2)

The CHSE Health Protocol (X2) application in the Nglanggeran Ancient Volcano Ecotourism Area can be identified by the same steps as the last variable.

Based on the calculation of descriptive statistics, the respondents' perceptions of the implementation of the CHSE Health Protocol (X2) can be generated as follows:

$$\frac{905}{5 \times 49} = 3,69$$

Based on the above calculation results, it is known that the respondent's perceived value is 3.69 rounded to 4. After consulting with the research Likert scale value, it can be concluded that respondents tend to give a good assessment of the application of the CHSE health protocol (X2) in the Nglanggeran Ancient Volcano Ecotourism Area.

Meanwhile, if you look at the average value of each indicator on the variable, it has the following values:

Table 4. Value of Variable Indicators for the Implementation of the CHSE Health Protocol (X2)

Number	Indicator Variable of Implementation of CHSE Health Protocol (X2)	Average Score
1	There are quite a lot of hand washing facilities at Nglanggeran Ancient Volcano.	3,69
2	Handwashing facilities at Nglanggeran Ancient Volcano are functioning well.	3,61
3	Checking the body temperature of tourists is done the right way at Nglanggeran Ancient Volcano.	3,76
4	There is an appeal to wear a mask for tourists at Nglanggeran Volcano	3,92
5	There are hand sanitizers available at various points on the Nglanggaeran Ancient Volcano	3,49

Source : Data research analysis

Based on the results of the analysis of table of the indicator values for the 4 above, it can be concluded that almost all Implementation of the CHSE Health

Protocol have a value of 4 which means good. Thus, the effort to implement the CHSE Health Protocol by the Nglanggeran Ancient Volcano Ecotourism manager can be considered feasible. CHSE's measures However, if the CHSE protocol is examined from providing hand sanitiser, this indicator still does not have a perfect score of 3.49.

Descriptive Analysis of Travel Experience Variables (Y)

The description of respondents' perceptions of the Travel Experience Variable (Y) in the Nglanggeran Ancient Volcano Ecotourism Area can be identified by descriptive analysis in the same way as the last variable.

Based on statistical calculations, the respondent's perceived value of the Scout Service Variable (X1) can be generated as follows:

include providing handwashing facilities and checking tourists' body temperatures. The overall infrastructure of CHSE is also functioning well.

$$\frac{1308}{7 \times 49} = 3,8$$

Based on the results of the above calculations, it can be seen that the respondent's perceived value of 3.8 is rounded up to 4. After being consulted with the value of the Likert scale of the study, it can be concluded that respondents tend to give a good assessment of the quality of the experience obtained.

Meanwhile, if you look at the average value of each indicator on the variable, it has the following values:

Table 5. Value of Variable Indicators for Traveling Experience (Y)

Number	Indicator Variable of Traveling Experience (Y)	Average Score
1	I had a pleasant experience during my tour of the Nglanggeran Ancient Volcano.	4
2	I feel relaxed when I see the natural scenery at Nglanggeran Ancient Volcano.	4
3	Travelling to the Nglanggeran Ancient Volcano can relieve stress	4
4	The beauty of nature at the Nglanggeran Ancient Volcano makes me feel grateful for the blessings of God Almighty	5
5	I will tell the experience of travelling on the Nglanggeran Ancient Volcano to other people	4
6	The experience of travelling on the Nglanggeran Ancient Volcano is enjoyable	4

Source : Data research analysis

Based on the results of the analysis in table 5 above, it can be concluded that almost the entire value of the travel experience indicator has a value of 4 which means good. In the sense that the Nglanggeran Ancient Volcano Ecotourism Area has a value that can provide a quality experience for tourists, namely an experience that is memorable, fun, healthy and adds religious value for tourists.

Inferential Analysis Results

A quality experience is essential to creating ecotourism management because ecotourism prioritizes the quality of

experience gained by tourists during their activities in destinations (Razak, 2017). Ecotourism management involves the interest of tourists to be willing to do activities full of dedication and willingness to enjoy outdoor activities. The nature of the Ecotourism Area of Mount Apri Purba Nglanggeran is a very challenging attraction for tourists to explore. Tourist guides are thought to create a quality tourist experience in these nature-based destinations.

In addition, the Covid-19 pandemic has made quite a change in terms of tourist travel patterns. At this time, tourists tend to

look for safe tourist attractions. Apart from being safe from the dangers of the physical environment (Hermawan, 2017), being safe at this time can also mean that managers have tried to implement the Covid-19 Health protocol (Pratiwi et al., 2021; Suprihatin, 2020). The Covid-19 Health Protocol in the tourism sector in Indonesia is known as the CHSE protocol, which means Cleanliness, Health, Safety, Environmental Sustainable (Tarunajaya et

al., 2020). The application of CHSE in the Nglanggeran Ancient Volcano Ecotourism Area needs to be considered to meet the shifting preferences of tourists in travelling at this time.

The influence of guide services and the application of the CHSE Health protocol on the tourist experience in the Nglanggeran Ancient Volcano Area has been carried out with the following results:

Table 6. T-Test Results (Coefficients)

	Original Sampel	T Statistics	P Values
CHSE (X2) → Touris Experiences	-0.425	1.655	0.099
Service (X1) → Touris Experiences	0.658	4.200	0.000

Source : Data research analysis

The Inner Model or structural model is a hypothesis test describing the relationship and influence between latent variables based on substantive theory. Based on the results of the PLS output in table 10 above, several findings can be concluded as follows.

Guide Services (X1) Influence on Travel Experience (Y)

In addition to natural factors, the progress of ecotourism destinations must be supported by exemplary service by tourism managers. The performance of tour guide services in the Nglanggeran Ancient Volcano Ecotourism Area is considered quite good by tourists according to table 3 with the assessment of each of the indicators above.

The concept of excellent service is still considered a solution in tourism services that can meet the needs and desires of tourists in general. One of the essential figures in providing tourist services in ecotourism destinations is a tour guide because the tour guide is the person who most often interacts with tourists while carrying out nature cruising activities.

Based on the T-test results in table 10, it is proven that the guiding service has a significant effect on the travel experience. This effect is evidenced by the P-value of 0.000, more diminutive than 0.05. This result is in line with previous research that states that scouting services positively

affect the travel experience (Anggraeni, 2017).

The original sample value of 0.658 means that the guiding service has a positive effect on improving the quality of the tourist experience. So that the higher the quality of the scouting service, the higher the satisfaction obtained by tourists.

Creating a high-quality travel experience creates a unique and memorable travel experience to satisfy tourists (Dwyer & Kim, 2003; Coudounaris & Stapit, 201 Kim, 2014). Positive experiences are very relevant in the tourism business (Yuan & Wu, 2008).

Evaluation on descriptive analysis indicated that several things caused the quality of scouting services in Nglanggeran Ancient Volcano Ecotourism. Tour guides at Nglanggeran Ancient Volcano already have good skills in guiding (table 3). A positive assessment of this skill aspect can occur because the guides at Nglanggeran Ancient Volcano Ecotourism already have a very long experience in scouting.

The readiness of tour guides has been rated as good by tourists (Table 3). Tour guides at Nglanggeran Ancient Volcano Ecotourism are well aware that ecotourism activities are nature-based. Nature tourism tends to be riskier because tourist activities are in the open with various natural phenomena that may be unpredictable. Therefore, tourists are always required to be

agile in helping tourists during their trip in overcoming multiple difficulties experienced.

Based on the descriptive analysis, it can be seen that the average tourist feels safe when travelling when accompanied by a tour guide at Nglanggeran Ancient Volcano Ecotourism (table 3). Feelings of security when travelling in the open are essential to be fulfilled by ecotourism service providers, especially scouting services. Tourists feel safe when travelling in nature accompanied by a professional tour guide. Experienced guides know the conditions of the destinations visited and have reliable skills in conducting scouting services.

The following common criterion in-service assessment is the hospitality aspect (Hermawan et al., 2018). Tour guides in the Nglanggeran Ancient Volcano Ecotourism Area are considered friendly by the average tourist (table 3). The friendliness of the principles when carrying out scouting activities is an essential factor so that tourists feel welcome. In addition, the guide's skill in making jokes can also liven up the atmosphere.

Politeness is also an aspect of assessment in tourist guide services, for example, the ability of guides to treat tourists well during their tour. The tour guide at Nglanggeran Ancient Volcano Ecotourism always refrains from discussing sensitive issues such as ethnicity, belief, race, politics, and others (table 3).

The last thing that is no less important in the service assessment criteria is responsiveness. Tour guides are considered quite responsive in serving and adjusting the needs and desires of tourists while travelling in the Nglanggeran Ancient Volcano Ecotourism Area (Table 3).

The role of guides is vital in ecotourism destinations to provide more in-depth information for tourists. The guide plays a role in explaining the details of every tourist attraction in the tourist destination so that tourists do not just come to see nature but also learn the storytelling of each object, activity or interest.

Ecotourism guides play an essential role in realizing experiential learning in nature.

CHSE Protocol (X2) Does Not Affect Travel Experience (Y)

Previous research stated that the application of health protocols is related to tourist trust amid anxiety conditions and the need to travel during the Covid-19 pandemic (Pratiwi et al., 2021; Suprihatin, 2020). Even the implementation of the CHSE (Cleanliness, Health, Safety, Environment) adaptation program also affects the satisfaction of destination visitors (Arlinda, 2021).

However, based on the T-test results (Table 10), it is proven that the CHSE protocol in the Nglanggeran Ancient Volcano Ecotourism Area does not affect the travel experience because the P-Value of 0.099 is more significant than 0.05. This result is certainly not in line with the positive findings of previous research as mentioned above. For example, research from Pratiwi et al. (2021) and Suprihatin (2020) mentions that health protocols are needed to restore tourist confidence in anxiety and the need to travel.

There has not been much previous research explaining exactly how the CHSE protocol does not affect the travel experience. However, speculatively, this might happen considering that the character of the Ancient Volcano tourist destination is an ecotourism destination that provides tourists with opportunities for activities in an open environment. So tourists may not feel the application of CHSE, such as the command to keep a distance. Checking the body temperature of tourists is also only carried out once at the entrance ticket; this is also suspected to be not very relevant in shaping the overall tourist experience.

Although it does not influence creating a quality tourist experience, the implementation of health protocols in the Nglanggeran Ancient Volcano Ecotourism Area is still mandatory to ensure the health and safety of tourists while travelling. Implementation of health protocols is one of the principles to minimize the risk of disease hazards (Hermawan, 2017).

The implementation of health protocols is still needed to break the Covid-19 chain. Currently, every tourist destination must implement the CHSE Health protocol, including natural tourism destinations such as the Nglanggeran Ancient Volcano Ecotourism. The application of CHSE is also one of the requirements for permits to open tourist destinations in the New Normal era.

Efforts to prevent hazard risks are generally not significant enough for tourists to pay attention to at a safe time, so they do not contribute significantly to the travel experience. However, one day, risk prevention efforts will usually be questioned if a disaster occurs.

The Simultaneous Effect of Guidance Services (X1) and the CHSE Protocol (X2) on Traveling Experience (Y)

Table 7. R Test Results (Coefficients)

	R Square	R Square Adjusted
Tourist Experiences	0.419	0.377

Source : Data research analysis

Based on the PLS output results above, the R-value is 0.419, so it can be concluded that the guide service and CHSE together affect the tourist experience by 41.9%. While the remaining 58.1% is influenced by other factors outside the factors studied.

The above model can be described as the following table:

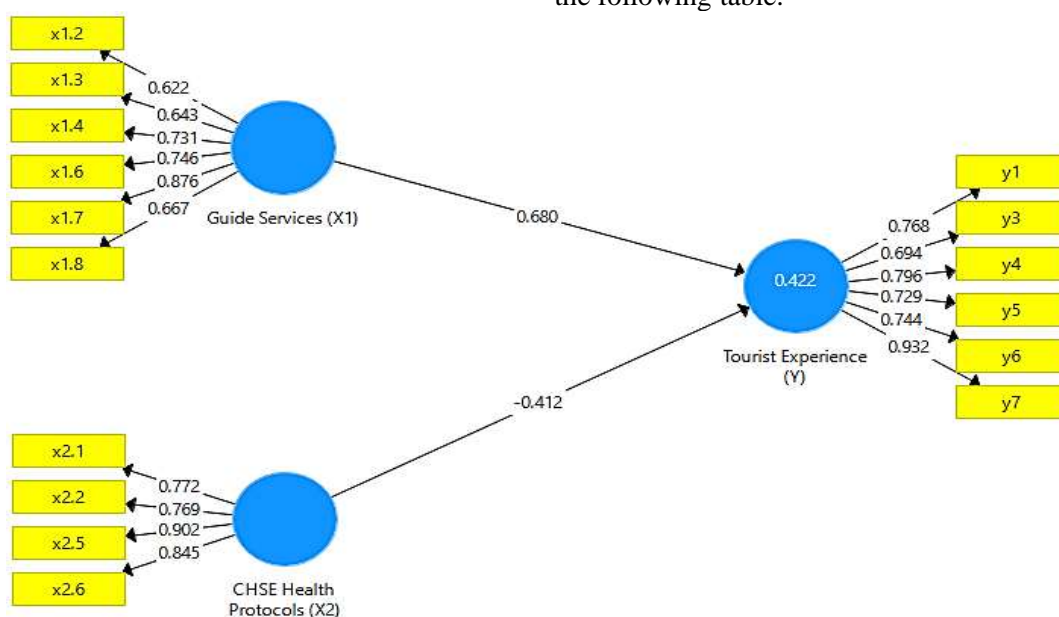


Figure 3. Research Result Model
Source : Data research analysis

Based on Figure 3 above, it can be explained that the influence of Guide Service and CHSE health protocol simultaneously has an effect of 0.422 or 42% on tourist experience. Then partially guide service has a positive effect of 0.680, so the higher the guide service, the tourist satisfaction will increase by 0.680. While the CHSE Health Protocol implementation is -0.412, this value is not significant when referring to the T-Test Results in table 6. This picture is an explanation of the previous discussion

CONCLUSION

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.

Guiding services in the Nglanggeran Ancient Volcano Ecotourism Area are

generally good when viewed from the value of tourist perceptions. Then the implementation of the CHSE health protocol in the Nglanggeran Ancient Volcano Ecotourism Area was also considered suitable by the majority of tourists who were respondents.

However, the results of the inferential analysis show that although the guidance service has a positive effect on creating the tourist experience. However, the CHSE health protocol implementation has not been proven to impact the tourist experience significantly.

These results provide managerial recommendations to the Nglanggeran Ancient Volcano Ecotourism Area managers, especially to tour guides to continue innovating in tourist guidance services. Although the CHSE health protocol has not been proven to be significant in influencing the tourist experience, the implementation of the CHSE Health protocol still needs to be carried out and improved to reduce the risk of the danger of Covid-19 transmission.

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