

**THE INFLUENCE OF TOUR GUIDES' ROLES ON FOREIGN
TOURISTS' TOURISM EXPERIENCES IN BROMO
TENGGER SEMERU NATIONAL PARK**

THESIS



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In the Tourism Study Program
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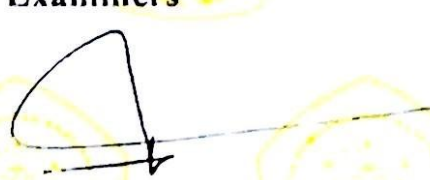
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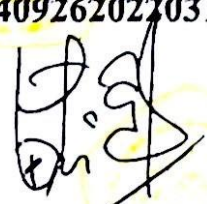
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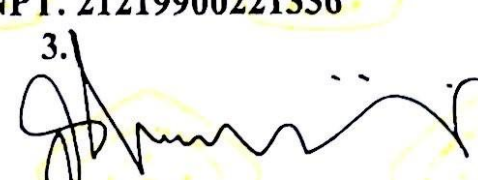

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FOREWORD

Praise be to Allah SWT for His immense grace, guidance, and blessings, which enabled the completion of this undergraduate thesis entitled “*The Influence of Tour Guides' Roles on Foreign Tourists' Tourism Experiences in Bromo Tengger Semeru National Park.*” This thesis was compiled to fulfill the graduation requirements for a Bachelor's degree in the Tourism Study Program, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional "Veteran" Jawa Timur. I would like to express my deepest gratitude to my Main Advisor, Mr. Made Bambang Adnyana, S.ST.Par., M.Par., for his invaluable time, continuous guidance, and insightful motivation throughout this research. My sincere appreciation also goes to my Board of Examiners for their constructive feedback, corrections, and valuable insights that significantly refined this work. Beyond academic support, I am endlessly grateful to my beloved family and my core support system who have been my anchor. A very special thanks goes to Medy, Zahrah, Dege, Meitsa, Razzan, Abi, Yuven, Sreng, Rizky, Rasya, BF 5 (Seli, Rifa, Nata, Niken), Zainung, Bude Tun Jepara, Bli Putra, Opsi Team, and everyone who has kindly kept me in their prayers and wishes of goodness. To my fellow comrades in the Tourism Study Program Class of 2022, thank you for an extraordinary journey for all the fun, the late nights, the drama, the serious grinding, and the unforgettable moments we shared together. Finally, I realize this thesis is far from perfect, and I warmly welcome any constructive criticism and suggestions. I hope this research provides meaningful insights and benefits for future tourism studies and the broader community.

Surabaya, July 21, 2026

Author,

Tegar Prayoga

ABSTRACT

THE INFLUENCE OF TOUR GUIDES' ROLES ON FOREIGN TOURISTS' TOURISM EXPERIENCES IN BROMO TENGGER SEMERU NATIONAL PARK

The global shift toward an experience economy demands that tour guides in extreme nature destinations like Taman Nasional Bromo Tengger Semeru (TNBTS) transcend basic storytelling to act as frontline Experience Creators. This research aims to analyze the empirical influence of the tour guide's role as an Experience Creator on the quality of foreign tourists' Memorable Tourism Experience (MTE). This study utilized an explanatory quantitative approach with a cross-sectional survey design. Primary data were collected via digital questionnaires from 705 foreign inbound tourists utilizing professional guide services in TNBTS, selected through non-probability sampling, and analyzed using simple linear regression. Statistical results revealed a strong correlation ($R = 0.832$) and a highly significant positive effect of the Experience Creator role on the Memorable Tourism Experience ($t = 39.749$, $p < 0.001$). The coefficient of determination ($R^2 = 0.692$) demonstrated that 69.2% of the variance in foreign tourists' MTE is directly driven by the guide's journey management, setting management, and interpersonal capability.

The study concludes that tour guides are fundamental catalysts for memorable experiences in volatile nature environments. It is recommended that park management and guide associations modernize training standards to prioritize crisis logistics, crowd evasion, and experience design over passive historical memorization.

Keywords: Tour Guide, Experience Creator, Memorable Experience, Foreign Tourist, TNBTS.

ABSTRAK

PENGARUH PERAN PEMANDU WISATA SEBAGAI EXPERIENCE CREATOR TERHADAP MEMORABLE TOURISM EXPERIENCE WISATAWAN MANCANEGARA DI TAMAN NASIONAL BROMO TENGGER SEMERU

Pergeseran global menuju ekonomi pengalaman menuntut pemandu wisata di destinasi alam ekstrem seperti Taman Nasional Bromo Tengger Semeru (TNBTS) untuk berkembang menjadi Experience Creator di garis depan. Penelitian ini bertujuan untuk menganalisis pengaruh empiris peran pemandu wisata sebagai Experience Creator terhadap kualitas Memorable Tourism Experience (MTE) wisatawan mancanegara.

Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan desain survei potong lintang. Data primer dikumpulkan melalui kuesioner digital dari 705 wisatawan mancanegara pengguna pemandu wisata profesional di TNBTS yang dipilih melalui non-probability sampling, kemudian dianalisis menggunakan regresi linear sederhana.

Hasil statistik menunjukkan korelasi kuat ($R = 0,832$) dan pengaruh positif yang sangat signifikan dari peran Experience Creator terhadap Memorable Tourism Experience ($t = 39,749$, $p < 0,001$). Koefisien determinasi ($R^2 = 0,692$) membuktikan bahwa 69,2% varians MTE wisatawan mancanegara ditentukan langsung oleh manajemen perjalanan, manajemen setting, dan kapabilitas interpersonal pemandu.

Penelitian menyimpulkan bahwa pemandu wisata merupakan katalis utama terbentuknya pengalaman berkesan di lingkungan alam yang volatil. Direkomendasikan agar pengelola taman nasional dan asosiasi pemandu memodernisasi standar pelatihan dengan memprioritaskan logistik krisis, penanganan kerumunan, dan desain pengalaman dibandingkan penghafalan sejarah pasif.

Kata kunci: Pemandu Wisata, Experience Creator, Memorable Experience, Wisatawan Mancanegara, TNBTS.