

# City Bus Tour Evaluation in Indonesia: Study Case of Jogja Heritage Track

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## Abstract

*Along with the development of tourism in Yogyakarta, governments have created programs that support regional tourism icons, one of which is by creating city bus tours. Kundha Kabudayan DIY is one of them, in order to introduce the history and culture of Yogyakarta, Jogja Heritage Track bus tour program was created. The uniqueness of the bus tour program is that the vehicle's value as an attraction is more dominant than the utility value as a transportation. This research examines the travel bus experiences of tourists who have taken the Jogja Heritage Track bus tour. The theory from Carriera et al (2014) regarding the travel bus experience with seven variables, namely staff's skills, information provision, social environment, vehicle maintenance, ticket line service, off-board facilities and individual space will be adapted to the Jogja Heritage Track program. Using a questionnaire as a research instrument distributed to 100 Jogja Heritage Track tourists. The results of the quantitative descriptive analysis indicate that tourists have experienced the "very good" category during their Jogja Heritage Track journey across all seven variables of the bus travel experience.*

**Keywords:** City bus tour; Jogja Heritage Track; tourist experience; government program

## Introduction

As the only region that still maintains a monarchy system in Indonesia, Yogyakarta always maintains the existence of cultural heritage from generation to generation. The Yogyakarta Culture Service (Kundha Kabudayan) also participated in increasing public awareness about traditional culture by creating the Jogja Heritage Track program. This program packages information about historical places and cultural icons of Yogyakarta in the form of a bus tour trip. The Jogja Heritage Track attracts the interest of the public, especially the Z generation, because it allows them to get to know the culture and history of Yogyakarta as well as see its physical appearance directly on a bus trip (Dinpar Kota Yogyakarta, 2022).

Hamamah et al (2020: 67) also stated that people currently tend to like tourism activities not only as entertainment but also as an opportunity to gain memorable experiences. In line with the previous statement, Gemiharto and Koswara (2019: 70) argue that the younger generation will be more interested in traditional culture if it is collaborated with modern technology. In Indonesia itself, this is not the first time a bus tour program that focuses on cultural and historical education, in 2009 there was the *Surabaya Heritage Track*, in 2014 there was *Bandros (Bandung Tour on Bus)*, and in 2022 the Jogja Heritage Track was created. Those bus tour programs present a

cultural tour experience with a guide who will educate the tourist during the trip. The experience value of the bus tour is what makes them unique compared to the bus as a conventional transportation.

In a bus tour program, the travel experience is crucial, because the main attraction of the tour lies in the bus itself. Generally buses or vehicles are only seen as a means of transportation to move from one place to another, but on a bus tour, the vehicle acts as an attraction. The variables that form a bus tour program, such as staff's skills, information provision, social environment, vehicle maintenance, ticket line service, off-board facilities and individual space must be met to provide a good experience. Unfortunately, research regarding bus tours in Indonesia that discusses tourist experiences is still limited. For example, research related to the *Surabaya Heritage Track* tends to examine the influence of the program on the image of the destination (Wijastuti, 2010; Rozaan, 2017; and Annastasia, 2016), analysis of the program as an attraction (Shofia, 2018), and virtual program experiences (Bundarti, 2020).

Based on the background described previously, it can be seen that there are already several types of bus tours that have been developed by the regional government in Indonesia. However, apart from that, there has been no research about tourist experiences of bus tour programs as an attraction. Moreover, because the Jogja Heritage Track is the newest of other similar programs in Indonesia, this study of bus tour experiences can be used for future development of this program.

## Theoretical Framework

The research adapts the theory from Carreira (2014) because it can accommodate the analysis of tour bus program as an attraction without leaning towards commercialization, such as the Jogja Heritage Track which is not aimed at seeking profit but rather as a form of cultural tourism education by Yogyakarta Government. Travel experience is interpreted as the experience gained by customers regarding the attributes present after undergoing a journey (Carreira et al., 2014: 36). Each journey certainly has different attributes, adapting to the type of transportation mode and the form of experience offered. In the case of the Jogja Heritage Track itself, it uses the panoramic bus tour transportation mode that provides an experience of touring cultural heritage sites in Yogyakarta. Furthermore, Carreira states that there are seven factors influencing a good bus tour travel experience, namely:

**Individual space** refers to the physical supporting facilities and space available to tourists during a journey. In this variable, Carreira proposes five measures, namely armrests, headrests, seat space availability, footrests, and adjustable seats. However, there are some measures from Carreira that are not present in the Jogja Heritage Track program, such as armrests, headrests, and footrests. Therefore, these three measures are not used in this study. Instead, because the Jogja Heritage Track bus provides seats with foam and bag hooks for each tourist, both of these aspects are added to the research measures in the individual space variable.

**Information provision** includes all information provided before and during the journey, either directly or indirectly. In this variable, there are five measures proposed by Carreira, namely information about on-board services, information about vehicle characteristics before the journey, information about travel regulations, information about delays or other exceptions, and information available during the journey. The measures in this variable are considered to be in line with the actual conditions of the Jogja Heritage Track bus tour program, so there are no other reductions or additions.

**Staff's skills** who involved in a journey encompass the performance of each personnel during the journey. In this variable, there are four measures proposed by Carreira, namely professionalism, driving skills, empathy, and knowledge and ability to control travel conditions. The measures in this variable are considered to be in line with the actual conditions of the Jogja Heritage Track bus tour program, so there are no other reductions or additions.

**Social environment** includes interactions with others, either staff or other tourists during a journey. In this variable, there are four measures proposed by Carreira, namely socializing with others, meeting passengers with similar interests, talking to other passengers, and helping others (providing them with information). The measures in this variable are considered to be in line with the actual conditions of the Jogja Heritage Track bus tour program, so there are no other reductions or additions.

**Vehicle maintenance** refers to the physical and mechanical conditions of the vehicle used in a journey. In this variable, there are six measures proposed by Carreira, namely well-maintained vehicles, maintained exterior of the vehicle, vehicle in good condition and roadworthy, clean seats, comfortable indoor temperature, and vehicles not emitting abnormal sounds. In addition, the Jogja Heritage Track bus provides supporting facilities such as panoramic windows around the bus, USB ports, and UV-coated sunroofs, as well as safety and security facilities such as seat belts, glass breakers, fire extinguishers, first aid kits, and CCTV. Therefore, both of these aspects are added to the research measures in the vehicle maintenance variable.

**Off-board facilities** include the condition of terminals or starting and ending points of a journey. In this variable, there are three measures proposed by Carreira, namely well-maintained departure points, well-maintained waiting areas, and vehicle access at departure points. In addition, the Jogja Heritage Track bus provides supporting facilities at departure points (such as toilets and prayer rooms) and there is parking space at departure points. Therefore, both of these aspects are added to the research measures in the off-board facilities variable.

**Ticket line service** is seen from the speed and responsiveness of the service provided for ticket booking or journey booking. In the ticket line service variable, there are two measures proposed by Carreira, namely ease of ticket booking and no need to wait to book tickets. However, there is a measure from Carreira that is not present in the Jogja Heritage Track program, namely no need to wait to book travel tickets, because the fleet provided for this program is still limited and there

is quite a demand, requiring tourists to wait for vacant seat quotas. Therefore, this measure is not used in this study.

## Method

This research employs a quantitative data-based method analyzed descriptively. This method is deemed suitable for examining how tourists experience the Jogja Heritage Track program. Since the research object does not focus on a specific area but rather on a program, data collection is conducted at the Jogja Heritage Track meeting point, namely the Jogja Tourism Training Center (JTTC). The data collection process took place over three months from June to August 2023. The main instrument for data collection in this research is a questionnaire, deemed suitable for large-scale populations like Jogja Heritage Track tourists. A questionnaire is a set of questions related to a problem aimed at gathering information from tourists (Altinay & Paraskevas, 2008: 120). The questionnaire is distributed in digital form using Google Forms and in print. The digital questionnaire is distributed through WhatsApp messages and direct messages on Instagram accounts that post about the Jogja Heritage Track journey. Meanwhile, the printed questionnaire is distributed manually at the meeting point of the Jogja Heritage Track program, shortly after tourists finish their bus tour journey.

The population of this study is all visitors to the Jogja Heritage Track during one full year of operation. Population refers to the total subjects that are the main focus of a research study (Veal, 2006: 284). Every week, the Jogja Heritage Track program runs 34 times, with six trips on Mondays to Fridays and four trips on Saturdays. In each trip, there is a quota of eight participants carried by the Jogja Heritage Track fleet. If each trip from the Jogja Heritage Track program fills the seat quota, then the total participants for one year are 13,056 people. From this population, a research sample will be randomly selected to become questionnaire respondents. Random sampling means that each tourist included in the population has an equal chance of being selected as a sample (Creswell and Creswell, 2018: 247). However, to ensure that the questionnaire respondents are tourists, there are several required criteria, namely someone who has completed the Jogja Heritage Track journey, someone traveling for leisure, sightseeing, or recreation rather than work, someone from outside DIY (Yogyakarta Special Region), and someone who has been away from their place of origin for more than a day but less than a year<sup>1</sup>.

$$n = \frac{N}{1 + N \cdot e^2}$$

Information:

n = Number of sample

N = Number of population

e = error tolerance

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<sup>1</sup> Tourist criteria based on UNWTO in International Recommendations for Tourism Statistics 2008 accessed via [https://unstats.un.org/unsd/publication/Seriesm/SeriesM\\_83rev1e.pdf](https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf)

Based on this formula, the number of samples needed in this research is:

$$n = \frac{13065}{1 + 13056 (0,10)^2}$$

$$n = 99,99$$

At the beginning of the questionnaire, screening questions are included to ensure that respondents fit the aforementioned categories. After filling out this section, respondents will be asked for their consent to further participate in the questionnaire. Only if respondents agree will the main part of the questionnaire containing questions about the Jogja Heritage Track bus tour experience be given. For each question in the questionnaire, respondents are given four options of agreement, which are "strongly disagree," "disagree," "agree," "strongly agree" on a Likert scale of 1 to 4. An odd number of answer options increases the chance for tourists to have a neutral opinion (Altinay & Paraskevas, 2008: 126). Therefore, in this research the "neutral" answer option was removed to reduce the likelihood of respondents answering ambiguously.

Table 1. Adaptation of Travel Bus Experience by Carriera et al (2014)

<b>Variable</b>	<b>Indicators</b>	<b>Questions</b>
Individual space	<ol style="list-style-type: none"> <li>1. Availability of space in the seats</li> <li>2. Seats with foam</li> <li>3. Adjustable seat belts in each seat</li> <li>4. Bag hooks in each seat</li> </ol>	<ol style="list-style-type: none"> <li>1. Seats on the bus with a width of 50 cm per person prevent me and other tourists from squeezing into each other</li> <li>2. Seats that allow me to sit without feeling sore or stiff during the trip</li> <li>3. Seat belts can be adjusted in length to suit my body size</li> <li>4. The bag hook makes it easier for me to place my bag or items while traveling</li> </ol>
Information Provision	<ol style="list-style-type: none"> <li>1. Information about on-board services</li> <li>2. Information about vehicle characteristics before the trip</li> <li>3. Information about travel regulations</li> <li>4. Information about delays or other exceptions</li> <li>5. Information available during the trip</li> </ol>	<ol style="list-style-type: none"> <li>1. I came to know about what facilities are on the Jogja Heritage Track bus (on-board) because the guide explained it before the trip started</li> <li>2. The guide told me about the name, type and characteristics of the bus, making me understand and know more Jogja Heritage Track program</li> <li>3. Before the trip, Jogja Heritage Track staff explains the travel regulations, allowing me and other tourists to follow the trip in an orderly manner</li> <li>4. Jogja Heritage Track staff informs me if there are delays or other exceptions related to the trip, making me calmer</li> <li>5. During travel, the guide explains the history and philosophical values of Jogja's cultural heritage places passed during the trip clearly, making it easy for me to understand the travel material</li> </ol>

Staff's Skills	<ol style="list-style-type: none"> <li>1. Professionalism</li> <li>2. Driving expertise</li> <li>3. Empathy</li> <li>4. Knowledge and ability to control travel conditions</li> </ol>	<ol style="list-style-type: none"> <li>1. Staff use special attributes of the Jogja Heritage Track program (such as identity uniforms or traditional Javanese clothing, and identification cards), and carry out duties according to their role professionally during the trip</li> <li>2. The driver drives the Jogja Heritage Track bus in accordance with the traffic rules of the start to the end of the trip made me feel safe</li> <li>3. The Jogja Heritage Track staff made sure I was wearing a seat belt, reminded me to be careful when getting off the bus and carrying things, greeted me and spoke politely during the trip</li> <li>4. The guide had information about the places. cultural heritage sites that are passed along the journey, so that you can provide detailed explanations when passengers ask questions and be able to be a good moderator when fellow passengers have discussions</li> </ol>
Social Environment	<ol style="list-style-type: none"> <li>1. Opportunity to socialize with other people</li> <li>2. Meet passengers with similar interests</li> <li>3. Chat with other passengers</li> <li>4. Help others (such as giving them information)</li> </ol>	<ol style="list-style-type: none"> <li>1. The guide introduced himself and gave me and other tourists the opportunity to introduce themselves to each other before departure, making the atmosphere interactive</li> <li>2. I enjoyed meeting other tourists who were equally curious about Jogja's cultural heritage</li> <li>3. I enjoyed being able to chat with other passengers when I have free time (before, after, or during a break in the trip)</li> <li>4. I like the opportunity to help or be helped by other tourists, such as taking photos</li> </ol>
Vehicle Maintenance	<ol style="list-style-type: none"> <li>1. Well-maintained vehicle interior</li> <li>2. Well-maintained vehicle exterior</li> <li>3. Vehicle is in good condition and roadworthy</li> <li>4. Clean seats</li> <li>5. Comfortable indoor temperature</li> <li>6. Vehicle does not emit unusual noises</li> <li>7. Availability of supporting facilities on the bus (such as panoramic glass around the bus, and</li> </ol>	<ol style="list-style-type: none"> <li>1. The inside of the bus is clean without any dirt or rubbish scattered around, making me feel comfortable on the bus</li> <li>2. The outside of the bus is not dusty and the illustration design of Jogja's cultural heritage icons on the bus body is clearly visible</li> <li>3. The Jogja Heritage Track bus that I like The ride went well from start to finish, without the engine making any annoying noises, accelerating without shaking, not emitting smoke or breaking down, etc.</li> <li>4. The bus seats were clean without dust or dirt making me comfortable when sitting</li> <li>5. The AC (air conditioning) which is set at 18°C means that the temperature inside the bus is not too hot or cold during the journey</li> <li>6. The Jogja Heritage Track bus has good soundproofing so that noise from the engine and</li> </ol>

	sunroof with UV coating) 8. Availability of safety support equipment on the bus (such as seat belts, glass breakers, light fire extinguisher, first aid kit , and CCTV	sounds outside the bus do not disturb me. I listened to the explanation Guide 7. Supporting facilities in the form of panoramic glass around the bus and a sunroof allow me to see the views along the road freely. 8. Glass breaker, Fire Extinguisher, CCTV, and first aid kits make me feel safe if an accident occurs while traveling or other situations that threaten the safety and security of tourists
Off-board Facilities	1. A well-maintained meeting point 2. Comfortable waiting room conditions 3. Vehicle access at the departure point 4. Supporting facilities at the departure point (such as toilets and prayer rooms) 5. There is a parking area at the departure point	1. There is no rubbish strewn at the point meeting point Jogja Heritage Track makes me feel happy 2. Waiting room with air conditioning and seating means I don't get tired of standing or getting too hot while waiting for departure 3. There is a toilet that makes it easier for me to defecate and a prayer room for praying at the meeting point 4. Walking towards the meeting point with a width of $\geq 5$ m, enough space for 2 cars from the opposite direction when I pass 5. I can use the parking area at the meeting point of 400 m <sup>2</sup> to park my vehicle freely
Ticket Line Service	1. Ease of ordering tickets 2. Confirmation of attendance by ticket reservation staff	1. The travel reservation flow on the jogjaheritage.com website is easy for me to follow, starting from selecting the travel date, filling in personal data, to ordering and confirming the reservation 2. Providing detailed information on the time and place of departure makes it easier for me to find the meeting point location and arrive on time

(Source: Research Data, 2023)

The questionnaire responses on the Likert scale will be processed using a statistical calculation platform, namely Google Spreadsheet. From each questionnaire question, the mean (average value) will be calculated one by one, using the following formula:

$$\bar{X} = \frac{\sum X_i}{n}$$

Information:

- $\bar{X}$  = Average value (*mean*)
- $\sum X_i$  = Number of data values
- $n$  = Number of data

After the average values for each research question have been found, a description will be made based on the level categories of tourists' response means. The level categorization of bus tour experience is divided into four, with the following value intervals:

Table 2. Category of Tourist Experience Level

	<b>Category</b>	<b>Range</b>
1	very bad	1,01 - 1,75
2	bad	1,76 - 2,50
3	good	2,51 - 3,25
4	very good	3,26 - 4,00

(Source: Research Data, 2023)

## Findings and Discussion

### Respondent Characteristics

This study involves 100 respondents in completing questionnaires with diverse characteristics based on gender, generation, and place of residence. Based on gender characteristics, out of 100 respondents, 24% of them are male and the remaining 76% are female. This can happen because female tourists tend to travel in groups when participating in the Jogja Heritage Track program. Then, based on characteristics according to generation, most of them are dominated by Generation Z (born between 1997-2012) with a percentage of 75%, followed by Millennials (born between 1981-1996) at 23%, and only a small portion, which is 2%, are Generation X (born between 1965 and 1980)<sup>2</sup>. As previously mentioned in the introduction, younger generations like Generation Z have a greater interest in the Jogja Heritage Track, while for those older generation, such as Millennials and Generation X, only a small portion of them are interested in similar programs. Especially for Generation X, the percentage is very small, which is also caused by the digital-based reservation system of the Jogja Heritage Track, making it difficult for the elderly to access. Additionally, looking at the characteristics of the respondents' residences, most of them come from Java (central, eastern, and western), which can occur because the geographical location of these three provinces is closest to Yogyakarta.

Table 3. Respondent Characteristics

<b>Characteristic</b>	<b>Category</b>	<b>Percentage</b>
Sex	Male	24%
	Female	76%
Generation	Z Generation	75%
	Millennials	23%
	X Generation	2%

<sup>2</sup> Generational categorization based on the Indonesian Central Statistics Agency, accessed via <https://sensus.bps.go.id/topik/tabular/sp2020/2/0/0>



Domicile	Central Java	29%
	East Java	20%
	West Java	16%
	Sumatra	13%
	Banten and Jakarta	10%
	Nusa Tenggara	6%
	Sulawesi	4%
	Kalimantan	3%

(Source: Research Data, 2023)

### Bus Tour Experiences of Jogja Heritage Track Tourist

In the following section, the questionnaire results regarding the tourist experience of the Jogja Heritage Track bus tour program will be presented. Descriptive quantitative analysis will be used to provide an accurate depiction of the experiences gained by Jogja Heritage Track tourists. Findings from the questionnaire will be examined in a broader context, as the main focus of this research is to evaluate the bus tour program based on the overall experiences of tourists from a sample representing the entire population. There are 33 questionnaire items divided into seven variables of the Jogja Heritage Track bus tour experience, each of which will have its mean score calculated. This research also initiates a study regarding the evaluation of the bus tour program based on the experiences of tourists after participating in the Jogja Heritage Track.

Table 4. Jogja Heritage Track Tourist’s Bus Tour Experience Level

<i>Variable</i>	<i>Questions</i>	<i>Mean</i>	<i>Category</i>
Individual Space	1. Seats on the bus with a width of 50 cm per person prevent me and other tourists from squeezing into each other	3,49	Very good
	2. Seats that allow me to sit without feeling sore or stiff during the trip	3,53	Very good
	3. Seat belts can be adjusted in length to suit my body size. comfortable	3,54	Very good
	4. The bag hook makes it easier for me to place my bag or items while traveling	3,40	Very good
Information Provision	1. I came to know about what facilities are on the Jogja Heritage Track bus (on-board) because the guide explained it before the trip started	3,74	Very good
	2. The guide told me about the name, type and characteristics of the bus, making me understand and know more Jogja Heritage Track program	3,68	Very good
	3. Before the trip, Jogja Heritage Track staff explains the travel regulations, allowing me and other tourists to follow the trip in an orderly manner	3,74	Very good
	4. Jogja Heritage Track staff informs me if there are delays or other exceptions related to the trip, making me calmer	3,56	Very good

	5. During travel, the guide explains the history and philosophical values of Jogja's cultural heritage places passed during the trip clearly, making it easy for me to understand the travel material	3,90	Very good
Staff's Skills	1. Staff use special attributes of the Jogja Heritage Track program (such as identity uniforms or traditional Javanese clothing, and identification cards), and carry out duties according to their role professionally during the trip	3,77	Very good
	2. The driver drives the Jogja Heritage Track bus in accordance with the traffic rules of the start to the end of the trip made me feel safe	3,76	Very good
	3. The Jogja Heritage Track staff made sure I was wearing a seat belt, reminded me to be careful when getting off the bus and carrying things, greeted me and spoke politely during the trip	3,74	Very good
	4. The guide had information about the places. cultural heritage sites that are passed along the journey, so that you can provide detailed explanations when passengers ask questions and be able to be a good moderator when fellow passengers have discussions	3,82	Very good
Social Environment	1. The guide introduced himself and gave me and other tourists the opportunity to introduce themselves to each other before departure, making the atmosphere interactive	3,84	Very good
	2. I enjoyed meeting other tourists who were equally curious about Jogja's cultural heritage	3,67	Very good
	3. I enjoyed being able to chat with other passengers when I have free time (before, after, or during a break in the trip)	3,52	Very good
	4. I like the opportunity to help or be helped by other tourists, such as taking photos	3,51	Very good
Vehicle Maintenance	1. The inside of the bus is clean without any dirt or rubbish scattered around, making me feel comfortable on the bus	3,81	Very good
	2. The outside of the bus is not dusty and the illustration design of Jogja's cultural heritage icons on the bus body is clearly visible	3,70	Very good
	3. The Jogja Heritage Track bus that I like The ride went well from start to finish, without the engine making any annoying noises, accelerating without shaking, not emitting smoke or breaking down, etc.	3,77	Very good
	4. The bus seats were clean without dust or dirt making me comfortable when sitting	3,72	Very good
	5. The AC (air conditioning) which is set at 18°C means that the temperature inside the bus is not too hot or cold during the journey	3,40	Very good
	6. The Jogja Heritage Track bus has good soundproofing so that noise from the engine and sounds outside the bus do not disturb me. I listened to the explanation Guide	3,43	Very good

	7. Supporting facilities in the form of panoramic glass around the bus and a sunroof allow me to see the views along the road freely.	3,74	Very good
	8. Glass breaker, Fire Extinguisher, CCTV, and first aid kits make me feel safe if an accident occurs while traveling or other situations that threaten the safety and security of tourists	3,65	Very good
Off-board Facilities	1. There is no rubbish strewn at the Jogja Heritage Track's meeting point makes me feel good	3,63	Very good
	2. Waiting room with air conditioning and seating means I don't get tired of standing or getting too hot while waiting for departure	3,62	Very good
	3. There is a toilet that makes it easier for me to defecate and a prayer room for praying at the meeting point	3,69	Very good
	4. Walking towards the meeting point with a width of $\geq 5$ m, enough space for 2 cars from the opposite direction when I pass	3,21	Good
	5. I can use the parking area at the meeting point of 400 m <sup>2</sup> to park my vehicle freely	3,57	Very good
Ticket Line Service	1. The travel reservation flow on the jogjaheritage.com website is easy for me to follow, starting from selecting the travel date, filling in personal data, to ordering and confirming the reservation	3,50	Very good
	2. Providing detailed information on the time and place of departure makes it easier for me to find the meeting point location and arrive on time	3,61	Very good

(Source: Research Data, 2023)

Table 5. Jogja Heritage Track Tourist's Bus Tour Experience Variable Level (Highest-Lowest)

	<b>Variable</b>	<b>Mean</b>	<b>Category</b>
1	Staff's Skills	3,77	very good
2	Information Provision	3,72	very good
3	Social Environment	3,63	very good
4	Vehicle Maintenance	3,59	very good
5	Ticket Line Service	3,55	very good
6	Off-board Facilities	3,54	very good
7	Individual Space	3,49	very good

(Source: Research Data, 2023)

### Analytical Result

Overall, individual space variables have average values in the "very satisfactory" category. The second and third statements have the highest average scores among statements related to individual space in the Jogja Heritage Track program. Most respondents agree that cushioned seats and seat belts on the Jogja Heritage Track bus make the journey enjoyable. However, a small percentage of respondents disagree with the statement that sitting on the Jogja Heritage Track bus with cushioning can make sitting comfortable and that adjustable seat belts can. In the first and fourth statements related to the individual space variable of the Jogja Heritage Track, most respondents also agree that the seats on the Jogja Heritage Track bus are wide enough and bag hooks facilitate placing items. Although compared to the second and third statements, the first and fourth statements have more respondents who disagree. There are 6 respondents who disagree and strongly disagree with the statement that the seats on the Jogja Heritage Track bus are wide enough, and 11 respondents disagree and strongly disagree that the bag hooks on the Jogja Heritage Track bus make it easier for tourists to place their belongings. Discussion about individual space depends very much on each tourist's personal preference, so it is quite reasonable to have some respondents who feel that the Jogja Heritage Track individual space is not suitable.

All statements related to information availability are in the "very satisfactory" category. The fifth statement has the highest average score among statements related to information availability. All respondents agree and strongly agree that the Jogja Heritage Track Guide can narrate the cultural heritage sites in Yogyakarta visited during the journey. The first and third statements have the same average score of 3.74, but there is a difference, where there are no respondents who disagree with the first statement, while in the third statement there is 1 respondent who disagrees. The second and fourth statements have lower average scores compared to other Jogja Heritage Track information availability variable statements. Most respondents agree that the Guide informs tourists about the name, type, and characteristics of the Jogja Heritage Track bus when starting the journey, although there are 4 respondents who disagree and 1 respondent strongly disagrees with this. In addition, most respondents also agree that Jogja Heritage Track staff inform tourists if there are delays or other exceptions related to the journey, although there are 5 respondents who disagree with this. In the overall implementation of the Jogja Heritage Track program activities, there are SOPs regarding what information should be conveyed to tourists. Moreover, because this program has an educational aspect, providing information becomes a crucial matter.

All statements related to employee skills in the Jogja Heritage Track program are in the "very satisfactory" category. In statements two to four, there are no respondents who disagree. All respondents agree or strongly agree that Jogja Heritage Track bus drivers drive according to traffic rules, Jogja Heritage Track staff are empathetic, and Guides have knowledge about the cultural heritage sites visited during the journey. Then, in the first statement related to employee skills, there is 1 respondent who disagrees that Jogja Heritage Track program staff carry out their

duties professionally, while most other respondents agree with this. Almost no respondents disagree with the overall employee skill variables of the Jogja Heritage Track program. This is also related to the existence of SOPs, briefings, and daily evaluations of the involved employees. The work system of Jogja Heritage Track program employees has been designed in such a way as to provide a pleasant experience for tourists.

All statements related to the social environment variable in the Jogja Heritage Track program are in the "very satisfactory" category. The first statement has the highest average score among other statements related to the social environment. Most respondents agree that there are opportunities for tourists to socialize with others in the Jogja Heritage Track program, although 1 respondent disagrees with this. Most respondents also agree with the second statement that tourists can meet others with similar interests, although there are 2 respondents who disagree. The third and fourth statements have lower average scores compared to other Jogja Heritage Track social environment variable statements. In each statement, there are 4 respondents who disagree that tourists can talk to other passengers and help other tourists during the Jogja Heritage Track journey. In the Jogja Heritage Track program, tourists travel in groups, and the opportunity to meet other tourists and employees creates interactions. Moreover, because the packaging of this program is designed to introduce Yogyakarta's culture in a more interactive and non-monotonous way.

Unlike previous travel experience variables, the Jogja Heritage Track program vehicle condition variable has one statement in the "enjoyable" category and the others in the "very satisfactory" category. It can be seen that the first, third, fourth, and seventh statements have the highest average scores without any respondents disagreeing. All respondents agree and strongly agree that the interior and seats of the Jogja Heritage Track bus are clean, the bus runs smoothly, and the presence of panoramic windows makes it easier for tourists to see the scenery along the journey. Furthermore, the second and ninth statements also obtain relatively high average scores, where in each statement only 1 respondent feels disagreeing that the exterior of the Jogja Heritage Track bus is well maintained and safety support tools are available on the bus. Also followed by the sixth and fifth statements, where most respondents agree that the Jogja Heritage Track bus has good soundproofing and blocks out disturbing noises, and the AC in the bus makes the temperature during the journey more comfortable. Although in the fifth and sixth statements respectively, there are 8 respondents who disagree with both statements. Conversely, the eighth statement becomes the statement with the lowest average score in the Jogja Heritage Track vehicle condition variable. Most respondents agree and strongly agree that the presence of USB ports on the Jogja Heritage Track bus allows tourists to charge their phones, but 14 respondents disagree with this, and 4 other respondents strongly disagree.

Similar to the previous variable, the outdoor facilities variable also has one statement in the "enjoyable" category in the fourth statement and the other statements in the "very satisfactory" category. In the fourth statement regarding the width of the road to the meeting point of the Jogja

Heritage Track program, 18 respondents disagree and 3 strongly disagree, while most other respondents feel otherwise. Compared to the third statement related to outdoor facilities for the Jogja Heritage Track journey, it has the highest average score, with no respondents disagreeing that there are additional facilities at the meeting point of the Jogja Heritage Track program for tourists. In the first, second, and fifth statements, the social environment variable of the Jogja Heritage Track has average scores that are not much different, and the majority of respondents agree and strongly agree with these statements. In the first and fifth statements, each has 1 respondent who feels that the Jogja Heritage Track meeting point is clean and well-maintained, and has ample parking space for tourists' vehicles. Then, in the second statement related to outdoor facilities for the Jogja Heritage Track journey, there are 7 respondents who disagree that the waiting area at the meeting point is comfortable enough for tourists to wait for the journey departure.

It can be seen that both statements related to the ticket reservation or booking service variable of the Jogja Heritage Track program are in the "very satisfactory" category. In the first statement, most respondents agree that the reservation process for the Jogja Heritage Track journey is easy to understand, although there are 7 respondents who disagree with it. Additionally, most respondents also agree with the second statement, which states that providing information about the place and time of departure for the Jogja Heritage Track journey facilitates tourists, and there are only 2 respondents who disagree with it. The reservation or ticket booking system for the Jogja Heritage Track can be accessed through the website <https://www.jogjaheritage.com/>, and it can be seen from the characteristics of tourists that they are mostly dominated by the younger generation. In today's digital age, the younger generation is more knowledgeable about technological advancements. Therefore, a digitally designed booking process aligns with the younger generation's understanding of technology operation.

## Conclusion

Jogja Heritage Track, one of the newest bus tour programs in Indonesia that began operating in mid-2022, packages the education of Yogyakarta's cultural heritage to the general public through bus journeys. This program brings a fresh approach to creatively packaging history and cultural learning through bus tour excursions. By providing interactive guides who narrate the history of Yogyakarta, it enables tourists to not only see historical sites but also receive oral information. The results of data analysis obtained through questionnaires show that all variables of the Jogja Heritage Track tourist experience are categorized as very good. When ranked from highest to lowest average value, the variables are staff's skills, information provision, social environment, vehicle maintenance, ticket line service, off-board facilities, and individual space.

Staff's skills are crucial in shaping the tourist experience, while the social environment also contributes positively. Good vehicle maintenance, off-board facilities, and easy ticket line services are important factors in creating an enjoyable experience. However, beyond quantitative data, the author found additional points related to the evaluation of the Jogja Heritage Track program from

participatory observation during questionnaire distribution. Especially regarding travel reservations, many tourists complained about the limited seat quotas on each journey and the difficulties faced by elderly people in accessing online reservation processes. It would be beneficial if in the future Jogja Heritage Track could increase the number of fleets, enabling conventional operations accessible at all times without the need for reservations.

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