

Tourism Accessibility And Inclusive Tourism Influences On Government Policies In Karo Regencies, Sumatera Utara, Indonesia

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Abstract.

This study aims to determine: 1) the influence of tourism accessibility on government policies in Karo Regency; 2) the influence of inclusive tourism on government policies in Karo Regency; and 3) the influence of tourism accessibility and inclusive tourism on government policies in Karo Regency. This was descriptive research using a quantitative approach. The total number of sample was 214, taken by using Slovin's method. The data was analyzed by using multiple regression analysis, using SPSS program. The results showed that there is an influence of tourism accessibility on government policies in Karo Regency, there is an influence of inclusive tourism on government policies in Karo Regency, and there is an influence of tourism accessibility and inclusive tourism on government policies in Karo Regency.

Keywords : Accessibility, Inclusive tourism and Government policies.

I. INTRODUCTION

The tourism industry has long been committed to sustainable tourism development. The development of sustainable tourism is an effort to balance environmental protection, promotion of economic growth, and maintenance of social and cultural integrity, both now and in the future (Liu et al., 2013). Much of this attention focuses on the economics of the industry and the sustainability of the environment. The lack of attention to social sustainability issues will pose challenges for the future of tourism. The rise of this issue makes Indonesian local governments improve local tourism sector both qualitatively and quantitatively. The main reason behind development of tourist destination is closely related to the economic development of the region or country, whether it is local, regional or national. In other words, the development of tourist destinations is always consider its benefit to the people (Yoeti, 2008). Dredge and Jenkins (2007) stated that development planning is often associated with tourism problems, even many developing countries make tourism part of their development planning (Acha-Anyi, 2016). Hence, in tourism development, the existence of the planning field is essential. Planning has multi-sectoral, multi-disciplinary, multi-interest objectives, the approach taken can always be adapted to affect regional and regional physical and socio-economic growth. Study has prove that local government tourism management has a significant influence on tourism development, both positively and negatively. Local government tourism management can encourage sustainable tourism development. The development of the tourism sector in Indonesia, especially in Karo Regency, is currently using an inclusive tourism approach.

This approach stated in the 2019 tourism development target by the Ministry of National Planning and Development/National Planning and Development Agency. The objective of the inclusive tourism development target is to increase local businesses in the tourism industry and increase the number of local workers. Inclusive tourism is believed able to reduce poverty and gender discrimination when integrated into the tourism sector's development process. Inclusive development in the tourism sector promote open access for the involvement of local communities to make them economically affected by the existence of those tourism areas. To build inclusive tourism, it is necessary to involve all tourism stakeholders on Karo Regency, the government, tourism actors, and local communities (Fairuza, 2017). The development of a tourist destination is the responsibility of all stakeholders, be it the manager, local entrepreneurs, as well as visitors. For this reason, it is necessary for the government to formulate policies on legal products in order to build a tourism system that is comfortable for both tourists and local communities. By providing conducive tourism conditions, tourism trip rate will be increase, more foreign exchange obtained and foreign

investor will come and invest in Indonesia. this situation will benefit not only tourism sector but also for the growth of other sectors such as the economic and development sectors. (Lestariand Ni Putu, 2020).

II. LITERATURE REVIEW

McKercher and Lew (2004) argue about the term of tourism in a geographical perspective, which involves the movement of people through space and time, either between their homes and destinations, or within the destination. Goeldner and Ritchie (2009) think that tourism is a dynamically growing life, which gives rise to new activities, new destinations, new technologies, new markets, and rapid changes. Tourism also can be describe as a combination of activities, services, and industries that provide a travel experience using transportation, accommodation, places to eat and drink, shops, entertainment, activity facilities, and other hospitality services, which are available to individuals or groups of tourists traveling far from house.

Accessibility of Tourism

Akinci (2013) put forward the concept of accessible tourism, which are inclusive, non-discriminatory and all-encompassing. Gillovic et al. (2018) suggests that the concept of accessible tourism includes wider access requirements, so it not only classified in the benefits for persons with disabilities in the short term, but the access capabilities obtained are able to consider approaches that will be accessed in the long term.

Inclusive Tourism

Inclusive tourism according to Scheyvens dan Biddulph (2017), is transformative tourism where marginalized groups of people are ethically involved in the production or consumption of tourism, creating a profit share. The development of inclusive tourism not only expands access to consumption, production, and benefit sharing in tourism locations, but also provides an initial overview of the tourism map in creating new experiences & interactions for tourists. Sica et al. (2020) stated that inclusive tourism intends to pursue equality among tourists, through travel planning in using facilities, services, & activity programs that ensure tourists with disabilities/special needs to take advantage of the cultural, experience & emotional backgrounds associated with travel.

Government Policies

The theory of government policy come from social science theory, then developed from the theory of "policy analysis" and "public policy". The Policy Monitoring and Research Center argues that government policies are used to describe every action, with the intention of changing a certain situation. Policy is the starting point for the government to take action to make a difference in real life situation. Policies also used by the government to solve various problems. Governments can also change laws, that's when a policy is made to influence a group of people or the entire community (PMRC, 2016).

III. METHODS

This study is a descriptive research using a quantitative approach. The main characteristic of descriptive research is to focus on the problems that exist while carrying out the research or the actual problems that describe the facts about the problem that being investigated with rational interpretation (Nawawi, 1993). This study was held from July 2021 to December 2021 in Karo Regency. The total sample was 214 people in Karo Regency and taken by using Slovin's *probability sampling*. The data regarding all variables was collected using questionnaire. Due to the pandemic state of Covid-19, data collection by interview cannot be performed. The data was analyzed using multiple regression analysis. Multiple linear regression model (multiple regression) can be called a good model if the model meets the BLUE (Best Linear Unbiased Estimator) criteria. BLUE can be achieved if it fulfills the classical assumptions. In order to obtain the value of unusual and efficient thinking from the regression equation, in data analysis, several classical assumptions must be met.

Table 1. Indicators of Accessibility Variabel.

Variable	Indicator	Scale	Item	Source
Accessibility	1. Transportation	1-5	1	Celata (2007); Apollo dan Rettinger (2018); UNWTO
	2. Social		2	

3. Economy	3	(2016); Rahmafitria et al., (2020); Avis et al., (2005); Melian (2016); Figueiredo et al. (2012); Lee et al. (2012); Smith (1987)
4. Weather	4	
5. Psychophysics	5	
6. Development	6	
7. Management	7	
8. Action	8	
9. Policy	9	
10. Decision	10	
11. Geographical	11	
12. Accommodation	12	
13. Stimulus	13	
14. Physical condition	14	
15. Psychological	15	
16. Cognitive	16	
17. Interpersonal	17	
18. Maintenance	18	
19. Service	19	

Table 2. Indicators of Inclusive Tourism Variable.

Variable	Indicator	Scale	Item	Source
Inklusive	1. Tourismproducer	1-5	1	Scheyvens and Biddulph (2017); Gillovic dan McIntosh (2020); Nyanjom et al. (2018); UNWTO (2018)
	2. Tourism consumer		2	
	3. Self- representation		3	
	4. Power relationship		4	
	5. Participate in decision making		5	
	6. Tourism map		6	
	7. Promotion		7	
	8. Remove socialbarriers		8	
	9. Coordination		9	
	10. Supervision		10	
	11. Communication		11	
	12. Role clarity		12	
	13. Responsibility		13	
	14. Collaboration		14	
	15. Integration		15	
	16. Digital literacy		16	

Table 3. Indicators of Government Policies Variable.

Variable	Indicator	Scale	Item	Source
Government Policies	1. Legislative	1-5	1	Hall (2011); Jamal and Camargo (2017); Ismet dan Abuhjeleeh (2016); Howlett (2011); National Disability Authority (2018)
	2. Regulation		2	
	3. Incentives		3	
	4. Intervention		4	
	5. Facility		5	
	6. Integration		6	
	7. Coordination		7	
	8. Public and privateresource interests		8	
	9. Social responsibility		9	
	10. Clarity		10	
	11. Convenience		11	
	12. Ability		12	
	13. Formulating policy		13	
	14. Setting the agenda forformulating policies		14	
	15. Decision making		15	
	16. Policy implementation		16	
	17. Evaluation of policies		17	
	18. Equality and choice		18	
	19. Transportation		19	
	20. Accessible places		20	

IV. RESULTS AND FINDINGS

Multiple Regression Analysis

The influence of tourism accessibility and tourism inclusiveness on government policies was determined through multiple regression tests. The results of Multiple Regression Analysis using SPSS data processing is shown in Table 4.

Table 4. Result of Multiple Linear Regression Analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.943	.567		3.426	.001
	Accessibility	.080	.018	.231	4.518	.000
	Inclusive	.429	.035	.621	12.140	.000

a. Dependent Variable: Government policies

Table 4 shows that the multiple regression equation model to estimate government policies (Y) which is influenced by tourism accessibility (X_1) and inclusive tourism (X_2) is:

$$Y = 1,943 + 0,080X_1 + 0,429X_2$$

From the equation above, several things can be analyzed, including:

a. The value of Government policies if there is no tourism accessibility and inclusive tourism ($X_{1,2}=0$), will be 1,943; whereas if the answer of each respondent is increased by 1 point for tourism accessibility and inclusive tourism ($X_{1,2}=214$), then government policies will be:

$$Y = 1,943 + 0,080(214) + 0,429(214)$$

$$Y = 110,869$$

b. The value of multiple regression coefficients are 0,080 and 0,429; indicate the magnitude of the addition of government policies for each additional respondent's answer to the tourism accessibility and inclusive tourism variables.

The multiple regression equation obtained is $Y = 0,943 + 0,080X_1 + 0,429X_2$. The formula that used to estimate government policies which are affected by tourism accessibility and tourism inclusiveness will be tested its validity. To test its validity, two ways were used, using the t test (partial) and the F test (simultaneous).

Hypothesis Testing

a. Tourism Accessibility Variables (X_1)

Prior to testing, hypotheses were designed in the form of research hypotheses and statistical hypotheses. The research hypothesis is as follows.

H_0 : There is no significant influence of tourism accessibility on government policies in Karo Regency

H_1 : there is a significant influence of tourism accessibility on government policies in Karo Regency.

The value of t_{count} according to Table. 4 is 4,518 and the value of t_{table} is 1,65. The value of t_{count} (4,518) $>$ t_{table} (1,65), therefore H_0 is rejected. In the other words, there is significant influence of tourism accessibility on government policies in Karo Regency.

b. Inclusive Tourism variable (X_2)

Prior to testing, hypotheses were designed in the form of research hypotheses and statistical hypotheses. The research hypothesis is here as follows.

H_0 : There is no significant influence of inclusive tourism on government policies in Karo Regency

H_2 : there is a significant influence of inclusive tourism on government policies in Karo Regency.

The value of t_{count} according to Table 4 is 12,140 and the value of t_{table} is 1,65. The value of t_{count} (12,140) $>$ t_{table} (1,65), therefore H_0 is rejected. In the other words, there is significant influence of inclusive tourism on government policies in Karo Regency.

c. F test

Prior to testing, hypotheses were designed in the form of research hypotheses and statistical hypotheses. The research hypothesis is here as follows.

Ho : There is no significant influence of tourism accessibility and inclusive tourism on government policies in Karo Regency

H₃ : there is a significant influence of tourism accessibility and inclusive tourism on government policies in Karo Regency.

Table 5. Uji F-test Result.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1110.688	2	555.344	297.805	.000 ^b
Residual	578.085	211	1.865		
Total	1688.773	213			

a. Dependent Variable: government policies

b. Predictors: (Constant), accessibility, inclusive

The value of F_{count} according to Table. 5 is 297,805 and the value of F_{table} is 3,04. The value of F_{count} (297,805) > F_{table} (3,04), therefore Ho is rejected. In the other words, there is significant influence of tourism accessibility and inclusive tourism on government policies in Karo Regency.

Determination Test (R^2)

The coefficient of determination (R) is used to find out the relationship between tourism accessibility and inclusive tourism with government policies. While the coefficient of determination (R Square) is used to know the extent to which the dependent variable for disability-friendly tourism can be explained by the tourism accessibility and tourism inclusive variables. Based on the results of data analysis using SPSS, the following results were obtained.

Table 6. R Square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.655	1.366

d. Predictors: (Constant), accessibility, inclusive

e. Dependent Variable: government policies

According to Table 6. The value of R square obtained is 0,658. The result conclude 99.0% of the variation in government policies can be explained by tourism accessibility and inclusive tourism variables simultaneously, while the remaining 34,2% is explained by other factors outside of this study.

The Influence of Tourism Accessibility and Inclusive Tourism on Government Policies

Based on data analysis, the value of tourism accessibility t_{1count} (4,518) > t_{table} (1,65), as for inclusive tourism variable the value of t_{2count} (6,561) > t_{table} (1,65), and simultaneously, the value of F_{count} (297,805) > F_{table} (3.04), therefore it can be concluded that both partially and simultaneously, there is a significant influence of tourism accessibility on government policies in Karo Regency. The result of this research was in line with research by Gillovic and McIntosh (2020) who concluded that the transformative potential of accessible tourism requires the ongoing challenge of stereotypes, and the continued promotion of awareness, acceptance and inclusion.

Lestari and Ni Putu (2020) in their research conclude that government policy in advancing the tourism sector should be planned in comprehensive way to make it efficient and optimal in giving benefits to the community both in terms of economy, social and culture. The plans should be able to provide the government's policy framework, to encourage and give better control the development of tourism. A very important role of the government in developing tourism are mostly by proving adequate infrastructures (not only in physical form), expanding various forms of facilities, coordinating activities between government officials and the private sector, and also regulate promotion to abroad.

V. CONCLUSION

Based on the research results and discussion, the conclusions of the study are:

- a. There is a significant influence of tourism accessibility on government policies in Karo Regency, which is concluded based on the results of $t_{1\text{ count}} (4,518) > t_{\text{table}} (1,65)$.
- b. There is a significant influence of inclusive tourism on government policies in Karo Regency, which is concluded based on the results of $t_2\text{ count} (12,140) > t_{\text{table}} (1,65)$.
- c. There is a significant influence of tourism accessibility and inclusive tourism on government policies in Karo Regency, which is concluded based on the results of $F_{\text{count}}, F_{\text{count}} (297,805) > F_{\text{table}} (3,04)$.

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