The Impacts of Accommodation Business towards Economic and Social Environment of Society

Sumardi

Abstract: *The aim of this research is to know the impacts of accommodation business to the incomes of local people in The District of Simanindo. The samples of this research consist of the accommodation businesses and villages samples. The data collected statistically analysed, using simple linier regressions analysis. The research shows that there is significant difference of incomes per capita as Rp294.000, for those work in accommodation business sector from those work in agriculture sector.*

Keywords: tourism, agriculture, accommodation, business, incomes

1. Introduction

Environment, now becomes hot issue, where every country talks about it. Many people in the world discuss it because its impacts for human lives, so it is very important for a country to preserve and manage the environment for sustainable lives that can increase the welfare for long term. In this age, every country all over the world has awareness to keep the balance of ecosystems amongst the resources in the country. In the past time, some countries exploited its resources, especially natural resources to increase the national incomes. Most of the natural resource exploitations did not consider the impacts to the environments that caused some natural disasters, such as landslide and floodin some areas.

Nowadays, the awareness to keep the natural resources preservations appears in all over the world. They know that bad management of natural resources will give bad impacts for the environments. Some countries right now, manage the natural resources to support their tourism industries because they know that environments have very important roles for tourism industries. Recently, Indonesian government is attempting to maximize the foreign exchanges by promoting some tourism attractions in all over Indonesia. The government of Indonesia decides that tourism as the second main sector to get foreign exchanges.

Province of North Sumatera has some tourist attractions that spread over in some areas such as the city of Medan, Berastagi in Karo Highland, Bukit Lawang in Bahorok, Nias with the unique traditions, and the beauties of Lake Toba with natural views, customs, heritages and many other things. These make the government of Province of North Sumatera attempts to attract both local and foreign tourists to visit there.

Lake Toba is a unique phenomenon in the world. The volcanic lake with about 1.145 km²is the largest lake in South East Asia (Yusuf, 1998). The uniqueness of Lake Toba is the appearance of Samosir Island in the middle of the lake where it is 644 km² with the customs of local people and the beauties of panoramas makes Lake Toba and Samosir Island are very potential to support tourism in North Sumatera.

Based on statistic data of Regency of Samosir, it is said that the number of tourists visit Samosir Island tend to increase every year. The table below shows the number of both local and foreign tourists visit Samosir Island.

Table 1: Number Of Tourists Visit Samosir Island in 2013 - 2018

No.	Years	Total (tourists)
1.	2013	104.173
2.	2014	116.088
3.	2015	114.594
4.	2016	190.278
5.	2017	278.009
6.	2018	378.649

Source : The Statistics Of Regency Of Samosir, 2020

By the increasing of tourists visit Samosir Island, of course, has impacts to the local people to participate in providing some services to the tourists such as accommodations. The appearances of tourists in this area stimulate the appearances of accommodations business such as hotels, home stays, guest houses etc. In2020, there are 537 units accommodations business with 6.749rooms in Samosir Island.

The existences of this accommodations business, of course will give more benefits for local government, that's the increasing of local original incomes. Whilst, for local people, these businesses provide both the job and business opportunities that will increase the incomes of the local people. In the other hand the appearances of accommodation business also has negative impacts especially for biophysics, culture and social environments.

From biophysics aspect, the appearances of accommodations business will occupy fertilize lands for business facilities and the environment pollutions such as water and soil pollutions. Whilst the impact for social and culture, it makes the moral degradation and the destroy of local customs.

This research focuses on the aspect of the environments of economic social of local people as the impacts of the development of accommodations business in Regency of Samosir.

Research Question
Based on the breakdown of the introduction above, the research question of this research is "how is the impacts of accommodations businesses to the incomes of local people in The Regency of Samosir?".

The Hypothesis
The hypothesis of this research is there are incomes differences between the people who work in accommodation business sectors and the people who manage their lands as farmers.

2. Theoretical

Tourism Industry
The growth of tourism industries right now can be seen in all over the world, and tourism industries become the generators in many countries. Yoeti said, more than 90 % of tourists come from European and North American countries. But nowadays, tourism industries also cover other countries, especially in Asian areas. According to Pendit, it happens as the consequences of the increasing of the welfares and the incomes of the people.

As an industry, tourism is one of a new style industry that can provide economic growth in case of job opportunities, the increasing of the quality of life and causes the growths of other industry sectors. (Bryden).

In other hand, according to Ardika, the development of tourism attractions should be able to support economic growth and create job opportunities in the tourist areas.Fandeli says that tourism is one of the attempts to increase natural resources added value, and stimulates to increase other sectors, such as telecommunication, forestry, manufacture industries, and others. Even Spillane says that tourism can be viewed as something that can give enjoyment, both for tourists (visitors) and the local people.

The Definition of Tourism
Tourism can be defined in more than one way depending upon the basis of study. For example, it can be defined as an industry or a series of industrial sectors such as hotels, restaurants, and transport all loosely grouped together which provide services for tourists. It can be also defined as an experience from the tourist's point of view, as experience of relaxation and pleasure. For the host communities, it can be viewed as pleasurable and profitable, or as a troublesome nuisance.

According to Elliot, "tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes".
Elliot also says that there are three main categories of tourism, they are :
1) Internal tourism that is domestic and inbound tourism.
2) National tourism which is domestic tourism and outbound tourism.
3) International tourism which is inbound and outbound tourism.

The Relationship between Tourism and the Environment
In its broadest definition, environment comprises all the natural and cultural surroundings of people. In this case environment refers to the physical environment, which includes natural and built components. In comprehensive environmental impact analysis, sociocultural and economic factors of environment are also considered and, in fact, it is often difficult to undesirable to try to separate the socioeconomic and physical components of the environment.

There are three aspects of tourism and environment relationship, such as (Cohen):
1) Many features of the physical environment are attractions for tourists.
2) Tourists facilities and infrastructure constitute one aspect of the built environment.
3) Tourism development and tourists use of an area generate environmental impacts.

Exacerbating the potential problems of the environmental impacts of tourism is that it is often developed in environmentally fragile and vulnerable environments, such as on small islands, in coastal, marine, mountainous, and alpine areas in certain arid lands because these types of places offer important resources or attractions for tourists. The types and extent of environmental impact as well as socioeconomic impacts also relate closely to the type and intensity of tourism development that is undertaken.

Socioeconomic Impacts
The socioeconomic impacts of tourism have made this field a rather controversial on in recent years, especially where tourism development have been rapid and largely unplanned and uncontrolled, with the result that there have been adverse sociocultural as well as environmental impacts.

There can be both positive and negative economic and sociocultural impacts resulting from tourism, depending on the type of intensity of tourism developed, as well as characteristics of the host society. Whether impacts are considered positive or negative depends, in part, objective criteria, such as incomes earned, but are also subject to the perceptions of the host community, with different community groups having varying reactions to their tourism development, often with no consensus reached by the total community.

There are some socioeconomic impacts (Dogan):
a) **Positive impacts :**
   1) Economic benefits
   2) Conservation of cultural heritage
   3) Renewal of cultural pride
   4) Cross cultural exchange
b) **Negative impacts :**
   1) Loss of potential economic benefits
   2) Economic and employment distortions
   3) Overcrowding and loss amenities for residents

Tourism Accommodation
Generally accommodation business is a business activity aims to hold tourism services or provides or a business of tourism attractions. The local people as the receiver of tourists coming to the area use a part of their houses tourists staying where the hosts offer the rooms with the lower rates than hotels.
Here some definitions of tourism accommodation according to The Ministry of Telecommunication, Post and Tourism of Republic of Indonesia, they are:

a) Hotel is an accommodation business that uses some or whole the establishment to provide lodging, food and beverages and other services for public and commercially managed.

b) Motel is accommodation specially designed for travellers by car by providing food and beverages facilities, commercially managed and usually the location is in roadside.

c) Homestay or guesthouse is an accommodation business that provides rooms, food and beverages.

d) Marineis an accommodation business, generally the location is on water surfaces (river, lake, sea) and permanently built.

e) Inn is an accommodation business managed by family management that provides beds, food and beverages and commercially managed.

f) Cottage is an accommodation business located in tourism object or in suburb with separated buildings that only provides 2 to 3 rooms and commercially managed.

The Roles of Accommodation Business
According toSoekadijo, the availabilities of accommodations business in tourism objects need some labour forces and increase land price, population density, social economic facilities in the areas. These caused by the local people and people live around the areas are stimulated to do business around the accommodations.

The government should make a regulation that protects the preservation of environment as the consequences of tourism development that ensures that they are well managed under the government supervision and control. As artificial environment, tourism accommodation facilities contribute to environment problems. According to The Government of Republic of Indonesia, about environment management, it is said that environment management is an integrated attempt to preserve the functions of environment through management policies, functions, development, preservation, recovery, supervision and control.

3. Research Method

3.1 Population and Sampels

The populations of this research are the accommodations business includes other businesses appear around them, and the villages of the accommodation business location and the samples of this research are 37accommodations business and 3 villages as the accommodations located.

3.2 Data Collections

The data collections of this research are society incomes and tourism development.

3.3 Data Analysis

This is a descriptive research where all the data descriptively analyzed and the statistic analysis used to get the impacts of the changes of the values of other variables as the hypothesis.

The formulation to answer the hypothesis is (Sudjana) :

$$|t_h| = \frac{\ddot{x}_1 - \ddot{x}_2}{\sqrt{(s_1^2/n_1) + (s_1^2/n_2)}}$$

where:
$\ddot{x}_1$ = the incomes of local accommodation owners
$\ddot{x}_2$ = the incomes of local farmers
s_1 = deviation standard of $\ddot{x}_1$
s_2 = deviation standard of $\ddot{x}_2$
n_1 = numbers of sample $\ddot{x}_1$
n_2 = numbers of sample $\ddot{x}_2$

The value of T-count is compared from value of t-tabel $(1-\dot{\alpha})(n_1-1)$. The criterions of hypothesis tests are :
If$|t_h| < t\dot{\alpha}$ (t tabel) ; Ho is accepted and $H_1$is rejected
if$|t_h| > t\dot{\alpha}$ (t tabel) ; Ho is rejected and $H_1$is accepted

4. Discussion

4.1 The Characteristics of the Accommodations Samples

The numbers of accommodations businesses used as samples for this research are 37 units, spread over in three villages; they are Village Tuktuk Siadong, Village Tomok and Village Ambarita. The numbers of rooms managed by each accommodation is from 2 to 160 rooms, the rooms average per accommodation is 22, 24rooms.

The types of accommodations used as samples are hotels, cottages, and guesthouses. The numbers of each accommodation business based on the types are presented on the table below.

Table 1: Numbers of Accommodations and Rooms Samples Based on The Types

Types of Accommodations	Numbers of Accommodations		Numbers of Rooms	
	Units	%	Rooms	%
Hotel	5	13, 51	487	59, 17
Cottage	25	67, 57	277	33, 66
Guesthouse	7	18, 92	59	7, 17
Total	37	100, 00	823	100, 00

Source: Dataprocessed, 2020

Based on table 1 above, we can see spreads of the accommodations businesses the sample villages are: cottages get 67, 57%, (925 units), *guesthouses* get 18, 92%, (917 units) and hotels get 13, 51% (5 units).

Although there are only 5 hotels in the sample villages, but they managed 67, 57 % of 823 total rooms, while the rests are managed by cottages 33 % or 277 rooms andguesthouses 7, 17 % or 59 rooms.

All the accommodations samples are located in the three villages, they are Village Tuktuk Siadong, Village Tomok and Village Ambarita. The distributions of accommodations and rooms samples are shown on tabel 2.

Table 2: The Distributions of Accommodations and Rooms Samples in Each Village

Villages	Numbers of Accommodations		Numbers of Rooms	
	Units	%	Rooms	%
Tuktuk Siadong	19	51, 35	556	67, 57
Tomok	7	18, 92	149	18, 10

Ambarita	11	29, 73	118	14, 33
Total	37	100, 00	823	100, 00

Source : Dataprocessed, 2020

Based on table 2, we can see that 51, 35 % (19 units) of 37 unitsof accommodations samples are located in Village Tuktuk Siadong. The rests are located in Village Tomok 18, 92 % (7 units) and Ambarita 29, 73 % (11 units). Village Tuktuk Siadong manages most of the accommodations, around 67, 57% of 823 rooms among the three villages. The rests are managed in Village Tomok 18, 10 % (149 rooms) and Ambarita 14, 33 % (118 rooms). This condition probably caused by the locations of Village Tuktuk Siadong is more strategies for business accommodations than the others where the location faces to the lake and has fresh air all the times that many tourists like the conditions.

4.2 The Population Density

The density of populations in the three villages is presented in table 3 below.

Table 3: The Population Density Each Villagein 2020

Villages	Population Density (People/km²)
Tuktuk Siadong	693
Tomok	699
Ambarita	372

Source : The Statistic of The District of Simanindo, 2020

Table 3 above shows that the most populations are in Village Tomok, with the average is 699people/km², Village Ambarita with the average is 372people/km² and Village Tuktuk Siadong with the average is 693people/km².

4.3 Incomes Per Capita

Incomes per capita isan index of welfare and development levels.Incomes per capita describes the progress of social welfare and development levels and the social welfare level differences for economy sector in an area.

The Averages of Incomes Per Capita in Three Villages in 2020.

Table 4: The Incomes Averages Per Capita in Each Village in 2020.

Villages	Incomes Per Capita (Rp/month)
Tuktuk Siadong	2.600.000
Tomok	2.300.000
Ambarita	2.200.000
Average	2.366.666

Source : The Statistic of The District of Simanindo, 2020

Table 4 above shows that generally the people incomes per capita in the three villages are in middle category, where the average monthly income is Rp 2.366.666 (between Rp2.000.000 and Rp 3.000.000). The incomes earned of the people in Village Tuktuk Siadong is Rp3.00.000 higher than those live in Village Tomok, and also is Rp 400.000higher than those live in Village Ambarita. The people incomes per capita in Village Tomok is higher than those live in Village Ambarita, that's Rp 100.000.

The people incomes per capita depend on economy sector as the sources of their incomes. Two main sectors as the incomes sources of the people in The District of Simanindo are agriculture and tourism. Most of the people in Village Tuktuk Siadong prior tourism sector, especially in accommodations businesses as their main incomes sources, whilst most of the people live in Village Tomok and Ambarita, prior agriculture sectors as their main incomes sources. These conditions cause the people incomes per capita who live in Village Tuktuk is higher than in Village Tomok and Ambarita.

4.4 The Tests of Hypothesis

The natural potencies in The District of Simanindo tend to tourism development because it is supported by the location that is near to the lakeside. This condition makes the development of tourism sector creates some job opportunities in accommodations, especially in Village Tuktuk Siadong, Tomok and Ambarita.

Based on this condition, it is assumed that accommodation business scales, that's the numbers of rooms either hotels, cottages or guesthouseshave impacts toward the people incomes per capita in the research locations.

This research also analyzes the data of other businesses appear around the accommodations businesses. It is assumed that their appearances as the impacts of the operations of these accommodations. Some types of businesses appear such as cafe/coffee shops, restaurants, telecommunications outlets, souvenir shops, craft studios, souvenir shops, transportations businesses, money changers, etc.

The test of hypothesis is statistically completed using average different test. Accommodations businesses as independent variables (X) are categorized based on the business types, they are hotels, cottages, andguest houses.The averages of the numbers of hotels rooms are 97, 4rooms with the deviation standard is 38, 037.The averages of the cottages rooms are 11, 08with the deviation standard is 5, 619.Whilst the averages of the guesthouses rooms are8, 429 and the deviation standard is 4, 962. The results of the tests of hypothesis are explained below.

4.5 The Differences of People Incomes Per Capita in Accommodation Sector from Agriculture Sector

The hypothesis of this research is there is the difference of the incomes per capita between those work in accommodations sectors from the agriculture sectors in each village. The incomes per capita of people in accommodation sectors vary from Rp 2.044.000 to Rp 2.744.000 per month, where the monthly average income is Rp 2.282.000. Whilst incomes per capita of people in agriculture sectors vary fromRp 1.470.000 to Rp 1.904.000 per month, where the monthly average income is Rp 1.750.000. The average incomes per capita for both sectors is Rp 532.000 per month. Based on the calculation, T – count is 7, 49. The value of T – count is higher than the value of T – tabel 0, 05 (1, 90) and 0, 001 (3, 00). In this case, the researcher accepts the hypothesis of $H_1$and rejects the hypothesis of H_0. It means that the difference of monthly incomes per capita Rp 76.000,

for the people in accommodation sector and agriculture sector is very significant.

5. Conclusions

1) The main professions of the local people in Village Tuktuk Siadong, Village Tomok and Desa Ambarita are agriculture and tourism sectors. It is 52, 40% of the local people of the three villages are farmers and 43, 54% are in tourism sectors (the business of accommodations, land and sea transportations, handcraft shops, souvenir shopsand restaurants).The rests are as civil government, army, and other professions.

2) Most of accommodation business types in Village Tuktuk Siadong, Village Tomok and Village Ambarita are homestays 67, 57 % (925 units), *guesthouse* 18, 92 % (917 units) and hotels 13, 51 % (5 units).Hotels, in fact, manage 67, 57 %of 823 rooms available, whilst the rests are managed by homestaysand guesthouses, they are 33, 66 % (277 rooms) and 7, 17 % (59 rooms). *Homestay*manages the fewest rooms amongst hotel and guesthouse.

3) The business accommodations in Village Tuktuk Siadong manages more than fifty percents(67, 57%) of 823 rooms available in three villages. The rests of the accommodations are managed in Village Tomok and Ambarita, they are 18, 10 % (149 rooms) and 14, 33 % (118 rooms). The location of Village TuktukSiadong is near the beach and has fresh air, and also has beautiful view, make the location more interesting for recreations and place of staying for tourists.

6. Recommendations

1) The stakeholders should integrate agriculture sector with tourism sector by emphasizing to agro tourism, so these areas will be more interesting for tourists to visit.

2) The local government should hold trainings for the local people to increase their skills, especially for the employees of the lodging sector in the villages to increase service quality standard given to the tourists.

3) The local people should keep the cleanliness and preservation of the environment continuously, especially in Village Tuktuk Siadongso the tourists will enjoy the lake and the fresh air during they are staying there.

References

[1] Bryden, John M. 1973. Tourism and Development. Cambridge University Press, Cambridge, USA.
[2] Cohen, Eric. 1978. Impact of Tourism on the Physical Environment. Annals of Tourism Research.
[3] Dogan, Hasan Zafer. 1989. Form of Adjustment: Sociocultural Impacts of Tourism. Annals of Tourism Resaerch.
[4] Elliot, James, 2002, Tourism Politics and Public Sector Management. Routledge, London.
[5] Fandeli, Chafid. 1995. Dasar – Dasar Kepariwisataan Alam. Liberty, Jogjakarta
[6] Instruksi Presiden No 9/1969
[7] Pendit, Nyoman S. 2004. Ilmu Pariwisata. Jakarta: Pradnya Paramita.
[8] Soekijo, R.G. 1996. Anatomi Pariwisatasebagai "Systemic Linkage". Gramedia Pustaka Utama, Jakarta.
[9] Spillane, James J. 1987. Ekonomi Pariwisata, Sejarah dan Prospeknya. Kanisius Jogjakarta.
[10] Sudjana. (2006). Metode Statistik. Jakarta: Rineka Cipta
[11] Yusuf, Syamsinar, 1988. Inventarisasi Biofisikdan Masalah Konservasi Sumberdaya Alam Daerah Pulau Samosir. North Sumatera University, Research Division.