

## The service quality for tourist with disabilities in urban tourism in Denpasar, Bali

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**Abstract:** The aim of the research is to identify the service quality of tourist with disabilities in urban tourism area. Research was done in Denpasar Bali using descriptive qualitative with phenomenology research approach. Focus of the research includes SERVQUAL dimension, supporting factors and limitation factors and description of strategy to increase service quality. Data collection as done through observation, interviews, and document reviews. Result of the research shows that service quality for tourist with disability has been in good quality, but there are still basic improvement. It can be reached through the preparation of human resources with competency, socialization to enhance the city tour destination, works professionalism and hospitality to the disable tourist. There are, however, limitation in implementation of standard services, including absent of standard for tourist with specific needs in urban tourism area, no training of guide for tourist with specific needs, limited funding to develop service for tourist with specific needs, poor communication among governmental offices, and some limitation faced by tourist with specific needs when they joint tourist program.

**Keywords:** Disable tourist, service quality, urban tourism

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### I. Introduction

Tourism is one of the economic earning in Indonesia, and Bali has been recognized as one of the famous tourism destination in Indonesia. Bali is one of the most developed tourism region in Indonesia and the island is one of the international tourism destination[1]. In Bali, numerous tourism attraction and infrastructure has been developed as a crucial aspect in attracting domestic and international tourist to come to Bali Island. Tourism attraction distribute both in rural and urban areas. These include natural and man-made attractions. In Denpasar City, the capital city of Bali Province, there are numerous tourism attraction which area important to build urban tourism. It is include Bali Museum, Le Mayeur Museum, Sanur Beach and other interesting sites to visit. Tourist has visited these sites. Increase of tourist visitation to Denpasar City lead stakeholders to create numerous tourism product. One of the important tourism products is urban tourism program [2] [3].

The potential of urban tourism in Denpasar lead to city government release Decree No 188.45/417/HK/2015 as a legal formal for rural tourism activity in Denpasar. There are potential object found in Denpasar, including Patung Catur Muka, IGM Ngurah Made Agung Park, Pura Maospahit, corridor along Sugianyar street to Veteran street, Pura Jagatnatha, Bali Museum, Puri Agung Jro Kuta, Badung Market, and Hotel Inna. The new product and its new tourism segment believed able to increase competitiveness advantage of Denpasar city as urban tourism destination in Indonesia. According to statistical data, Denpasar city has received high score in the tourism competitiveness, with score 3.81 point. With high competitiveness, Denpasar city has opportunities to develop invocation in facility and special services to the tourist with special needs or disability tourist. This tourist segment has specific characteristics, namely physical limitation, intellectuality, sensory mentality or some other limitation. According to World Health Organization (WHO) as reported by International Labor Organization (ILO), number of global disability people are 15% of the total of global population, or it is equal to 1 billion people. In Indonesia, National Statics Office records that in 2012 number of disability people are 8,006,661 person. In Bali, especially in Denpasar City, number of people with specific needs in 2011 was about 1,301individu, and increase about 20,817 in 2013[4] [5].

Individual with disability has right to access tourist attraction. Hence, government and tourism industry should be able to facilitate the special need of disable tourist. Tourism services provider should be able to provides numerous facility and accessibility that are needed by disability tourist. The availability of tourism facility in tourism area has significant impact to increase tourist satisfaction, especially tourist with specific needs [6]. The accessibility for disability tourist also support the needs of disability people to access tourist attraction [7]. Globally, the standard of infrastructure for tourist with specific needs has been issues by World

Tourism Organization about Recommendations on Accessible Tourism for Urban and Architectural Environments [8]. It is consistent of communication between tourist provider and tourist, parking area, specific sign for disability, horizontal and vertical roads, public facility and accessible price. In Denpasar City, the city regulation No. 35 Year 2011 recommend that the development of tourist and public infrastructure should be considered and accommodated the accessibility aspect and improvement for disability tourist. It is especially relevant with the declaration of Denpasar as a inclusion city by United Nations Educational, Scientific, and Cultural Organization (UNESCO), in which as a inclusion city Denpasar implement some related programs, including: selection of *Putra Putri Tuli, Utsawa Dharma Gita*, international Conference for Disabilities patient, and provides creative rooms for disability community in Denpasar Festival.

There are, however, some limitation found in Denpasar City. Fundamentally, there are no basic data on the number of characteristics of tourist with specific needs. Therefore, completing basis data is important to established the proper service for tourism, including facility, infrastructure that are meet the basic needs of disability tourist. Essentially, it is important to meet UNWTO standout. It is will become the keys to maintain the Denpasar as home to disability tourist. There are also lack of specific training regarding the operation of equipment and facility following its standard methods. This problems becomes crucial and contributes to the weaknesses of tourism service in Denpasar. The city of Denpasar need to increase the human resources to handle numerous equipment to increase the satisfaction of tourist with specific needs. This is important because tourist with specific needs want to get experience in its each recreation activity. The service quality can be delivered properly when urban tourism area implement evaluation to the tourism competitiveness. The aim of the research is to identify the service quality of tourist with disabilities in urban tourism area.

## II. Methods

### Study area

Denpasar is the capital city of Bali Province, Indonesia. Denpasar City cover an area about 12,778 ha or 2.18 of Bali province with the land area about 5,632.86 Km<sup>2</sup>. The topography of Denpasar city was dominated by flat land regions, with altitude range from 0 – 75 m asl, the average slope was about 0-5%. The climate of Denpasar City was tropic. Denpasar is one of the most visited city in Indonesia. Denpasar City was declared the city as tourism city and numerous program has been implemented to achieve the city vision and mission development. As an urban or city tourism destination, Denpasar has shows good performance in tourism achievement. It is shows by numerous award achieved by Denpasar as urban tourism development from Ministry of Tourism and Culture, Republic Indonesia, including The Best Performance Tourism Award (2011), *Citra Pesona Wisata* Award (2011) and Indonesia Tourism Award (2011). There are also awards achieved from journalist, including *Best Cities For Bussiness in 2014 by SWA Magazine*) and Kota Terbaik Kategori Pariwisata in 2016 by PT Tempo Inti Media Group. These achievement shows that Denpasar is the best city for tourism. The number of tourist in Denpasar from 2012 to 2015 was summarized in Table 1.

**Table 1.** Number of tourist in Denpasar 2012-2015

Year	Domestic	International	Total
2012	167167	256.372	423539
2013	154054	326070	480124
2014	133542	370588	504130
2015	85036	495414	580450

### Methods

Research was done through descriptive qualitative, by using phenomenological approach. Focus of the research is service quality (SERVQUAL), including aspects of Responsiveness, Reliability, Assurance, Tangibles and Empathy and factors that support and inhibit quality of service, especially for tourist with specific needs or called disable tourist. We also focus to the strategy for the improvement of service quality which are conducted by city government of Denpasar. Field survey was done in Denpasar City because this city is one of the city that are declared as cultural city (OWHC) that supported by Major City government regulation to increase accessibility to supports tourist with species needs, as mentioned in Perwali No. 35 Year 2011. Observation was done by observing the tourist infrastructure quality in some area in Denpasar City, especially facility that able to support disabled tourist accessibility and activity. Interviews was done to staff of tourism office of Denpasar City and disabled tourist. Primary data was also collected through interviews with stakeholders of urban tourism in Denpasar. Secondary data for analysis was collected from Denpasar City Office, Office of Tourism and Official of Social of Denpasar City. Thus types of collected data includes official report, governmental notes, internet-based data and information, journal and online magazine and newspaper. Data were analyzed following descriptive qualitative approach, following data reduction, presentation, verification and conclusion. Research framework was given in Fig. 1.

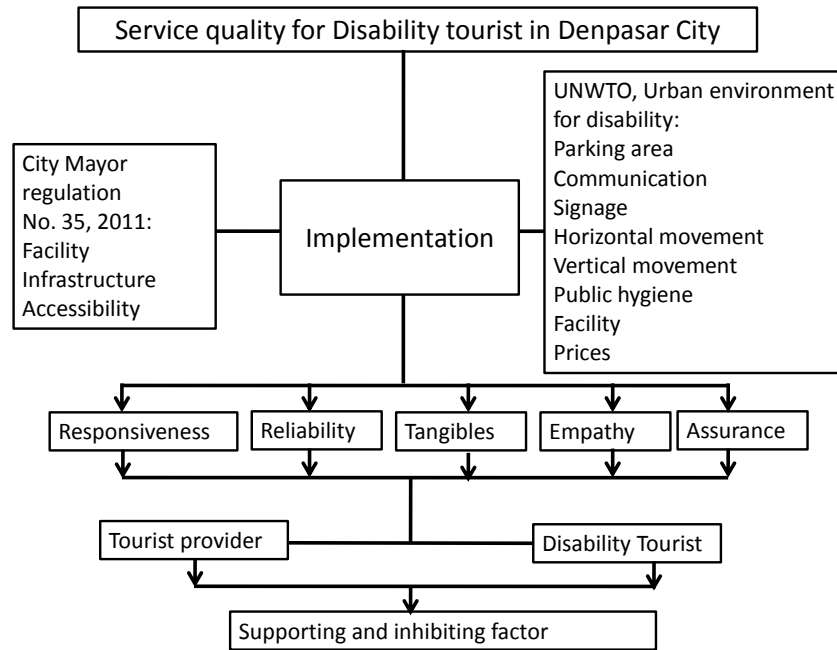


Fig. 1. Research framework

### III. Result And Discussion

Tourism growth in Denpasar can be said positive and its economical contribution to the regional earning is significant. Tourism in Denpasar city provides opportunities for city dweller to participate in tourism sectors and therefore urban tourism in Denpasar is significant for urban economic development. Until November 2016, number of tourist in Denpasar City was recoded 550,643 individual. This is become the significant economic revenue of Denpasar city, especially from tourism sector. In many area in Indonesia, tourist is one of the important aspect to enhance the regional and local earning [9] .

One of the potential tourist marked and segment is disabled tourist. The declaration Denpasar City as inclusive city by United Nations Educational, Scientific and Cultural Organization (UNESCO) becomes the opportunities for the development of Denpasar as urban tourism development. This also relevant with the vision of Denpasar city 2016-2021 to enhance the city dweller prosperity based on the local community development based on local wisdom becomes heritage city. The city tourism area of Denpasar has been declared based on decree No. 188.45/417/HK/2015 about Denpasar Heritage City Tour. According to decree, the city tourism area zones include routes from Sugianyar street to Veteran street, IGM Ngurah Made Agung field, Patung Catur Muka, Pura Jagatnatha, Bali Museum, Puri Agung Jro Kuta, Pura Maospahit, Badung Market and Inna Hotel Bali. As far, the responsiveness of tourism provider in Denpasar city was good. In IGM Ngurah Made Agung, the customer service staff help tourist with specific needs in using public facility. The implementation of standardization of qualified human resources that meets the service excellent refers to the Governor decree No. 41, 2010. The standardization was implemented to meet the excellent service of tourism destination. The declaration of Denpasar City as competent city is the evident for the excellent service of the city to the community, including tourist following standard service. However, the implemented standard was not completely meet specific standard, including standard for disable tourist. There are no different standard needs between common tourist and tourist with specific needs. Potentially, these can become limitation for tourist with specific needs to enjoy city of Denpasar in the perspective of tourism aspects[10] [11] [12].

#### Service quality for tourist with disabilities

The good service in tourism in Denpasar Cit was done through governmental intensive attention to the service procedure. The summary for the implementation of service policy in five instrument evaluation was given in Table 2. There are some positive and negative fact found in fields, and overall it is become crucial finding to improve the service quality in Denpasar city.

**Table 2.** The service quality of urban tourism to support disability tourist satisfaction

No	Service quality	Findings
1	Responsiveness	<ul style="list-style-type: none"> <li>• Increase human resources and destination standard</li> <li>• Equitable serve between common tourist and disabled tourist</li> <li>• Staff responsiveness in providing service to disabled tourist</li> <li>• Profession certification for human resources in tourism sector</li> <li>• No specific standart for disable tourist</li> </ul>
2	Reliability	<ul style="list-style-type: none"> <li>• Certification of human resources by BNSP</li> <li>• Profesionalism and promoting "right man on the right place" principles</li> <li>• Effort to provides facility friendly to disabled tourist</li> <li>• Socialization to rural office and staff</li> <li>• There are no specific training, especially for tourist guide</li> <li>• Confortability of disabled tourist in Bali Museum</li> </ul>
3	Tangibles	<ul style="list-style-type: none"> <li>• Specific facility is available in urban tourist</li> <li>• Attention to cleanliness, safety, confortability</li> <li>• There are access limitation in rural tourism attraction in Denpasar</li> <li>• Reading sign and information is the limitation among blind tourist</li> <li>• Poor sinergy and support of private sector in developing facility and infrastructure for disabled tourist</li> <li>• City government planning in providing regulation for disabled tourist</li> <li>• Tourist satisfaction to visit IGM Ngurah Agung Park</li> </ul>
4	Assurance	<ul style="list-style-type: none"> <li>• There are effort to create safey and confortability quality</li> <li>• Problem of funding to optimize tourist facility development</li> <li>• Poor coordination among stakeholder in decision making</li> <li>• Streghtening city tour destination</li> <li>• Rapid service of staff, especiallity from Transportation Office of Denpasar City</li> </ul>
5	Empathy	<ul style="list-style-type: none"> <li>• Providing competent human resources in tourist objet in urban tourism</li> <li>• Involving disabled community in art and cultural festival</li> <li>• Possitive respons of tourist to city tourism attraction</li> </ul>

In order to strengthening the service procedure, human resources certification is important. In Denpasar, human resources certification in tourism sectors was done through the collaboration with National Professional Certification Board (*Badan Nasional Sertifikasi Profesi BNSP*). These collaboration is important, especially to provides legal aspect to produce qualified human resources in tourism. It is important for the tourism development sector [13] [14]. In order to disseminate the important of human resources in tourism, socialization was done to village leader with he objectives is to improve local community participation in tourism industry. As far, there are positive response from international tourist with specific needs who visit Bali Museum to Inna Bali. Problem, however, is lack of the specific training to guide and community to serve tourist with specific needs. There are assumption that common tourist and tourist with specific needs is similar, and therefore it is not urgent to create training to provides staff to facilitate disabilities.

According to respondent, the safety and comfortably of Denpasar City as tourism destination was good. Safety and conformability of tourist was creates as an effort of Tourism Office of Denpasar City through the “*sadar wisata*” program. This programs create a positive environment which are created by community, especially in supporting tourism activity in Denpasar. Evidences comes from several implementation, especially staff assistance to help disable tourist needs in many tourist area.

In Denpasar City, some facility which are important to support disable tourist are available, including special sidewalk blind, toilet, parking area and special switch in traffic light are the evidence of the government commitment to provides basic facility of tourism. Attention to the environment cleanliness, confortability, and safety was implemented following City Mayor regulations No.35 Year 2011. This regulations provides and improves convenience to tourist in accessing tourism attraction. This aspect received positive attentions among blind tourist. The blind tourist state that there are no obstacles to access tourism attractions. The elderly tourist who visit IGM Ngurah Made Agung Park also shows positive appreciation to the quality of tourism infrastructure. There are, however, some obstacles to improve blind tourist, because blind tourist cannot read any instruction.

The closeness of tourism provider and tourist with specific needs was shown by involving tourist to numerous art and social activity and festivals in rural tourism area in Denpasar City. It is a form of empathy aspect of service. Attempt to prepare human resources with competency works in tourism sector was received positive appreciation by deaf tourist in their activity in art and cultural festival held in Denpasar City. There are also perception about safety and confortability in urban tourism area in Denpasar City. Safety and confortability is important in tourist satisfaction [15].

### **Supporting and limitation factors**

This research found some important supporting factors for the success of tourism with specific need service. It is including:

- Facility was evaluated regularly to enhance the facility function to support disability tourist
- Recognitions of appreciation which are accepted from service, hospitality and competitiveness become the motivations for more aggressive works.
- Support from academician, tourist stakeholders. There are social activity to involve disabled people and tourist in many tourism events.

Some limitation aspect related to the improvement of human resources to service tourist are includes funding aspect,

- There are no specific training for human resources which are able to provide service to tourist with specific needs
- Un-correct use of instrument with its function
- There are poor data base related to the number and basic characteristic of tourist with specific needs; that are important for decision making
- Tourism package which are specific or able to accommodate tourist with specific needs very few and needs more innovation and development

Supporting often becomes positive aspect towards tourism development, including providing numerous aspects related to disabled tourism infrastructure. There are numerous support system, ranging from governmental policy to facilitate and accelerates tourism grows, and stakeholder and community participation to enhance tourism grows. Supporting system should be maintain and strengthening to sustain tourism development. Limiting and inhibiting factors essentially plays a negative impact towards tourism development. There are basically internal and external aspect related to limitation factors, and tourism destination managers should be able to minimize the impact of limitation factors to inhibits tourism development [14] [15].

### **Strategy for service quality in Denpasar City**

Based on the document review of Tourism Office of Denpasar City, there are seven strategies to be promoted:

- a) Safety, with putting CCTV in central point in urban tourism area
- b) Developing attraction which strong hospitality characters to visit by disability tourist
- c) Enhancing confortability in tourism area
- d) Increasing environmental beauty in urban tourist area
- e) Cleanliness along corridors of city tourism area
- f) Maintaining green and fresh environment area in rural tourism destination
- g) Availability of special souvenir produced by Denpasar city

Urban tourism in Denpasar City conceptualized as urban city based on cultural and historical city. Implementation of strategy will lead government able to explore the potentiality of resources for attractive attractions. There are also important to enhance the coordination of government and multi-stakeholder to increase human resources in servicing tourism.

## **IV. Conclusion**

In conclusion, city government of Denpasar City has implement policy and action to provides standard quality of tourism service. However, it seems that the standard services as suitable for common tourist, but as far there are no indication to meet the need of tourist with special needs of disability tourist. Basically, the basic service has been implemented in good status, and it is supported by policy to continuously improve human resources by involving National Professional Certification Board (Badan Nasional Sertifikasi Profesi (BNSP) schemes in the implementation. There are also strengthening effort in urban city. Some effort to accommodate disabilities tourism has been implemented, including involving tourist with specific needs in some tourism festival in the city. It is become important notes to Denpasar city, because Denpasar has declared as inclusion city.

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