

The Effectiveness Of English Capacity Building In Developing Tourist Destination

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Abstract

Hotels are one of the mandatory accommodations. Optimal hotel management was a guide for every tourist to get comfort during their stay. This study aims to examine the performance of hotel managers in North Tapanuli regency through three variables: English capability, human resources development, and tourism destination. This study used a quantitative descriptive approach, with scoring and reduction data analysis techniques. The research samples were 50 hotel managers in North Tapanuli regency. Accidental sampling technique was used to select based on their categories. The sample was 50 respondents. The results showed English capacity building (X1) had a positive and significant effect on tourist destinations (X1) $t_{count} 4.353 > t_{table} 2.01174$ and a significant value of $4.353 > \alpha 0.05$, destination development (X2) had a positive and significant effect on tourist destination $t_{count} 2,167 > t_{table} 1,992$ and a significant value of $2,011 > \alpha 0.05$ and English capacity building (X1) and regional development (X2) simultaneously had a significant effect on tourist destinations (Y) that $F_{count} > F_{table}$ or $26,285 > 3,200$ and a significant level of $0.000 < 0.05$. The research implications provide an overview of hotel performance in North Tapanuli as a reference in improving human resources development for hotel managers.

Keywords: *English Capacity, Destination Development, Tourist Destination*

INTRODUCTION

English capacity was the main capital in developing the tourism industry. In particular, for the tourism industry which targets foreign tourists, English was the main language of communication (Thurlow & Jaworski, 2003; Hayiwani & Bennui, 2023). However, English was one of the six official languages of the UN which was used by all people in the world (Kawashima, 2021). In 2019, the central government was targeting 20 million foreign tourist visits to Indonesia (Aryawiguna, 2021). It was well realized that efforts to increase visits can occur by improving the quality of services such as the use of English. Language was important because it was related to the service image of a tourism industry (De Carlos et al, 2019). The real problem of hotel managers in developing regional tourist destinations in North Tapanuli regency was related to the lack of English language skills, which could basically be said to be a problem in the human resources (HR) segment. Almost everyone agrees that human resources (HR) were the main element in tourism development. In particular, if the tourism sector being developed was service based. HR occupied a key position in realizing successful performance. In the tourism industry, companies were tied to intangible relationships with consumers (Tajeddini & Ali, 2020; Qiu & Zhang, 2021). Meanwhile, the cohesive power of this intangible relationship was very dependent on the ability of individual business actors to generate communication and created pleasure, comfort and satisfaction for their consumers. Difficulty in communicating using English was not only a story for hotel managers in one tourist destination. This obstacle seemed to be widespread in almost all tourist destinations.

Development of a region could also be done through developing tourist destinations in a region. Tourism was recognized as having an important role in development because it had an impact on the economy of a country or region that was a tourist attraction. Tourism activities within the regional economic scope were one of the production sectors that contribute to regional income both directly and indirectly (Endey et al., 2023). The tourism sector was a factor that

should be taken into account because it was a strategic asset to encourage the development of areas that have natural potential or tourist attractions. Tourism activities were one of the sectors that play a role in the process of regional development and development, because apart from generating economic growth, the tourism sector could also be a driver of growth in other development sectors, such as plantations, agriculture, trade and industry, and was expected to be able to make a big contribution in regional income.

Some relevant researches showed that significant speaking gains in language accuracy, destination promotion, knowledge retention, and replication of ETP (English for Tourism Purposes) language, as well as significant writing improvement in using sophisticated vocabulary, knowledge retention, and replication of ETP language. (Lin et al., 2023). The English language need capacity building in teaching some aspects of the language as well as in innovative methods of teaching the subject and in the use of some instructional materials, especially ICT gadgets. (Ezenwosu et al., 2021). The effect of English Capacity Building for MSME managers on service quality, secondly there is a significant influence on the English language interest of MSME managers on service quality, and thirdly there is a significant influence on English Capacity Building and MSME managers' English interest in service quality (Ritonga, 2022).

The concept of destination development was born from an interactive process that combines the basics of theoretical understanding with practical experiences as a form of dynamic application (Wang et al., 2024). In other words, the concept of destination development in Indonesia is a combination of various ever-evolving theories and models that had been tested and implemented (Muktamar et al., 2023). Destination development could be formulated as a series of efforts to realize integration in the use of various resources, gluing and balancing national development and national territorial unity (Qu et al., 2023). Increasing harmony between regions, integration between development sectors through spatial planning processes in order to achieve sustainable development goals. Destination development activities could not be separated from development planning, which included the process of formulating and compiling development plans for a region (Widianingsih et al, 2023). This formulation was adjusted to the vision, mission, goals and objectives to be achieved in the development process. Tourist destinations are one sector that played an important role in the economic development of a region because it was expected to be able to make a large contribution to regional income, because apart from generating economic growth, the tourism sector could also be a driver of growth in other development sectors, such as plantations, agriculture, trade and industry, could be expected to be a determinant and catalyst for gradually developing the development of other sectors. A tourism destination was an entity that covers a certain geographical area in which there were tourism product components (attractions, amenities, accessories) and services (Prakash et al., 2024; Zong & Tsaur, 2024). Other supporting elements (community, tourism industry players and development institutions) which form a synergistic system in creating motivation to visit and the totality of the visiting experience for tourists as well (Kim et al., 2022). Tourist destination was geographical areas located within one or more administrative regions within which there are tourist attractions (Paulino et al., 2021). Destination was defined as a destination or destination area and with the word tourism, this mean a tourist destination (Damian et al., 2023). A destination must have various necessary facilities needed by tourists so that a tourist's visit could be fulfilled and felt comfortable. The availability of various necessary facilities would make tourists feel comfortable and more tourists will visit. It was hoped that the development of tourist destinations could be a form of accelerating integrated village development to encourage the welfare of the people. A developed tourist destination would have a domino effect in the form of improving environmental quality, community welfare and cultural preservation (Chen et al., 2023).

RESEARCH METHODS

Research Design

The research was carried out using a quantitative approach where quantitative data relied on a population and withdrawal techniques, and used questionnaires for data collection (Rana et al., 2023). Quantitative research was used to obtain data in the form of a percentage of the general description of the influence of quality of work life, organizational culture and workload on teacher performance (Puspitasari et al., 2024). The method used in the research was the regression analysis method. Regression analysis was basically a study of the dependence of one dependent variable on one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the population average or average value of the dependent variable based on the value of the independent variable. The sampling method in this research was nonprobability sampling, namely by accidental sampling technique. Briefly, this research aims to obtain a description of the influence of English capacity building (X1), destination development (X2) and tourist destination (Y) in North Tapanuli residency.

Population and Sample

Samples in a research activity were samples that represent and used as respondents as research subjects, or who would be researched and used as respondents in research. The sample is part of the number and characteristics of the population. Sampling needs to be done in a responsible way to obtain correct data, so that the conclusions drawn could be trusted. The sample was part of the number and characteristics of the population. The sampling method in this research was nonprobability sampling, namely by accidental sampling technique (Sasmitha & Marhaeni, 2019; Vehovar et al, 2016). Accidental sampling was a technique for determining samples by chance, or anyone who coincidentally met a researcher who was deemed to match the specified sample characteristics would be used as a sample (Ritonga, 2021). The number of samples in this study was 50 samples, namely hotel managers in North Tapanuli regency. Data analysis was carried out descriptively to determine the English capacity building of hotel managers in developing tourist destination areas in North Tapanuli regency.

Data Collection Techniques

In order to obtain precise and accurate data to make it easier to answer the problems in this research, the following techniques were used in data collection (Shi et al., 2023) Questionnaire, distribute question sheets to respondents and then fill them in according to the questions listed on the sheet. When conducting this research, when collecting data, you could use field studied to come directly to the research object. Then by distributing and giving questionnaires directly to respondents. A questionnaire was a sheet containing question items which would then be filled in by the respondent (Büchter et al., 2023). Questionnaires would be distributed directly to the sample used in this research.

Data Analysis

Data analysis used to determine the influence of independent variables and dependent variables was descriptive statistical analysis, validity test, reliability test, multiple linear regression analysis, followed by F test. Descriptive analysis aimed to describe or provided an overview of the research object through sample or population data as it was without carrying out analysis and making conclusions (Wiyono et al., 2023). Descriptive analysis aimed to determine the characteristics and responses of respondents in answering 20 questionnaire questions.

RESULT AND DISCUSSION

Respondent Description

In this research, the questionnaires that had been distributed by researchers are 50 questionnaires with 20 question items, where the data that had been collected was used as primary data in this research.

Table 1. Results Description Of Respondents of English Capacity Building (X1)

No	Respondent' answers										Respondents
	Strongly Agree		Agree		Agree enough		Disagree		Strongly disagree		
	F	%	F	%	F	%	F	%	F	%	
X1.1	16	32,00%	33	66,00%	1	2,00%	0	0,00%	0	0,00%	50
X1.2	1	2,00%	9	18,00%	34	68,00%	6	12,00%	0	0,00%	50
X1.3	4	8,00%	35	70,00%	11	22,00%	0	0,00%	0	0,00%	50
X1.4	2	4,00%	43	86,00%	5	10,00%	0	0,00%	0	0,00%	50
X1.5	0	0,00%	5	10,00%	30	60,00%	15	30,00%	0	0,00%	50
X1.6	0	0,00%	43	86,00%	6	12,00%	1	2,00%	0	0,00%	50
X1.7	0	0,00%	45	90,00%	5	10,00%	0	0,00%	0	0,00%	50
X1.8	0	0,00%	5	10,00%	27	54,00%	17	34,00%	0	0,00%	50
X1.9	42	84,00%	7	14,00%	0	0,00%	1	2,00%	0	0,00%	50
X1.10	37	74,00%	10	20,00%	3	6,00%	0	0,00%	0	0,00%	50
		20,40%		47,00%		24,40%		8,20%		0,00%	100,00%

Source: Research Results, 2024 (processed data)

Table 1 above, it could be seen that those who answered Strongly Agree (20.40%): A small portion of respondents strongly agreed regarding English capacity building. It could be interpreted as that there was a small portion of the population who had a high belief that efforts to improve English language skills (English capacity building) were very important or effective. Agree (47.00%): The majority of respondents agree regarding English capacity building. It showed that the majority of the population has a positive view of the importance of building English language skills. This could be due to a general understanding of the benefits that can be gained from improving English language skills. Somewhat Agree (24.40%): A small percentage of respondents somewhat agree regarding English capacity building. In this case, a portion of the population doubt the effectiveness or needed for improving English language skills in the context being measured. Disagree (8.20%): A small number of respondents disagreed regarding English capacity building. This could be reflected that there was a small portion of the population who truly did not see the need for or benefit from efforts to improve English language skills. Strongly Disagree (0.00%): No respondents stated that they strongly disagree. In this case it showed that the majority of the population at least sees some value or benefit from English capacity building, although perhaps a small portion doubts the extent of this needed. The majority of respondents (67.40%), namely those who strongly agree and agree, indicated that there is a positive consensus related to the English capacity building variable. This showed that the dominant percentage value showed in the good criteria meant that English capacity building had an influence on tourist destinations, hotel managers could communicate effectively with foreign tourists, created positive experiences and could increase the competitiveness of destinations in the global market. Generally, foreign tourists tended to choose destinations that provided services in a language they could understand.

Table 2. Description Of Respondents of Destination Development (X2)

No	Respondent's answers										Respondents		
	Strongly Agree		Agree		Agree enough		Disagree		Strongly disagree		F	%	
	F	%	F	%	F	%	F	%	F	%			
X2.1	31	62,00%	18	36,00%	1	2,00%	0	0,00%	0	0,00%	0	0,00%	50
X2.2	14	28,00%	33	66,00%	3	6,00%	0	0,00%	0	0,00%	0	0,00%	50
X2.3	0	0,00%	7	14,00%	42	84,00%	1	2,00%	0	0,00%	0	0,00%	50
X2.4	6	12,00%	8	16,00%	36	72,00%	0	0,00%	0	0,00%	0	0,00%	50
X2.5	0	0,00%	10	20,00%	40	80,00%	0	0,00%	0	0,00%	0	0,00%	50
		20,40%		30,40%		48,80%		0,40%		0,00%		100,00%	

Source: Research Results, 2024 (processed data)

Table 2. above showed that Strongly Agree (20.40%), a small portion of respondents strongly agree regarding regional development. It indicated that there was a small group of respondents who believed that destination development through service-based human resources had a positive impact on tourist destinations. Agree (30.40%), although lower than those who strongly agree, there were still some respondents who agreed regarding regional development. This may reflect the belief that the concept of regional development through human resources and services had positive potential for tourist destinations. Agree enough (48.80%), the majority of respondents agreed on regarding destination development. It could be an indication that the majority of respondents had doubts or a negative view of the effectiveness or relevance of destination development through service-based human resources for tourist destinations. Disagree (0.40%), a small number of respondents do not agree with destination development. Even though the number was small, this shows that there was a small number of respondents who did not see the positive impact of this destination development approach on tourist destinations. Strongly Disagree (0.00%), no respondents stated that they strongly disagree. It indicated that, at least among the sample of respondents, there was not a particularly negative view of regional development through service-based human resources. This showed that the dominant percentage value shown in the criteria of strongly agree and agree so that the focus was on destination development through service-based human resources, the influence of destination development (X2) on tourist destinations (Y) was expected to be realized through improving service quality, community empowerment, and destination competitiveness.

Table 3. Results Of Respondents of Tourist destination (Y)

No	Respondent's answers										Respondents		
	Strongly Agree		Agree		Agree enough		Disagree		Strongly disagree		F	%	
	F	%	F	%	F	%	F	%	F	%			
Y.1	0	0,00%	8	16,00%	37	74,00%	5	10,00%	0	0,00%	0	0,00%	50
Y.2	0	0,00%	2	4,00%	25	50,00%	23	46,00%	0	0,00%	0	0,00%	50
Y.3	5	10,00%	37	74,00%	7	14,00%	1	2,00%	0	0,00%	0	0,00%	50
Y.4	4	8,00%	37	74,00%	8	16,00%	1	2,00%	0	0,00%	0	0,00%	50
Y.5	0	0,00%	9	18,00%	40	80,00%	1	2,00%	0	0,00%	0	0,00%	50
		18,00%		37,20%		32,00%		12,40%		0,00%		100%	

Source: Research Results, 2024 (processed data)

Table 3 showed that Strongly Agree (18.00%), a small portion of respondents strongly agree regarding the proposed tourist destination. This could show that there was a small number of respondents who fully supported the concept or plan for developing tourist destinations through English capacity building and destination development through service-based human resources. Agree (37.20%), most respondents agreed with the proposed tourist destination. This

fairly high percentage showed that there was strong support from the majority of respondents for the concept or development plan for this tourist destination. Disagree (32.00%). Most respondents disagreed regarding the proposed tourist destination. Even though it did not reach the majority, this significant percentage indicated that there was a large proportion of respondents who had a critical view or perhaps doubt the effectiveness of the tourist destination development plan. Disagree (12.40%), a small portion of respondents disagreed with the proposed tourist destination. This fairly small percentage showed that there was a small group of respondents who had contrasting views on tourism destination development plans. Strongly Disagree (0.00%), no respondents stated that they strongly disagree. This showed that there was no group that was extreme in rejecting the idea of developing tourist destinations. It showed that the dominant percentage value shown in the criteria of strongly agree and agree mean that collaboration between increasing English capacity building (X1) and destination development (X2) could create greater synergy so that human resources of regional development were able to communicate English well, along with high service skills, could provide a more satisfying traveler experience.

Research Data Analysis

As a first step before this instrument was distributed to respondents, a feasibility test of the instrument was first carried out on a sample of respondents. This aimed to determine the level of validity and reliability of the research instrument (Röding et al., 2023). In this research, the instruments used were 10 question items for the English capacity building variable (X1), 5 question items for the regional development variable (X2) and 5 question items for the Tourist destination variable (Y) with a sample size of 50 people. Validity testing used the product moment formula and to test the reliability of the questionnaire the Cronbach Alpha formula was used where the calculation used SPSS. A questionnaire said to be valid if $r_{\text{count}} > r_{\text{table}}$ at a significance level of 95% or $\alpha = 0.05$.

Validity Test

The results of validity test calculations used the SPSS Statistics, the validity resulted of the English capacity building (X1) variables consisting of 10 items, regional Development consisting of 5 items and Tourist destination (Y) consisting of 5 items were obtained. It was to be valid if $r_{\text{count}} > r_{\text{table}}$, and it was said to be invalid if $r_{\text{count}} < r_{\text{table}}$. The results of the calculation of the validity test for variables X1, X2 and Y presented in table 4 below:

Table 4. Validity of the English Capacity Building (X1)

Instruments	Validity value		Summary
	R _{count}	R _{count} df = (N- 2) 50- 2 = 48	
X1.1	.634**	0.2787	Valid
X1.2	.684**		Valid
X1.3	.655**		Valid
X1.4	.658**		Valid
X1.5	.762**		Valid
X1.6	.877**		Valid
X1.7	.753**		Valid
X1.8	.808**		Valid
X1.9	.572**		Valid
X1.10	.644**		Valid

Table 5. The Validity of destination development (X2)

Instruments	Validity Value		Summary
	R _{count}	R _{table} df = (N-2) 50- 2 = 48	
X2.1	.622**	0.2787	Valid
X2.2	.651**		Valid
X2.3	.736**		Valid
X2.4	.702**		Valid
X2.5	.828**		Valid

Table 6. Validity of Tourist destination (Y)

Instruments	Validity Value		Summary
	R _{Count}	R _{Table} df = (N-2) 50- 2 = 48	
X2.1	.880**	0.2787	Valid
X2.2	.764**		Valid
X2.3	.759**		Valid
X2.4	.708**		Valid
X2.5	.850**		Valid

Source: Research Results, 2024 (processed data)

The results of the validity calculations in the table above found that the value of $r_{count} > r_{table}$ at a significant level of 95% or $\alpha = 0.05$, namely 0.2787. So the research questionnaire instrument was English capacity building (X1), destination development (X2) and Tourist destination (Y) was proven valid to proceed to reliability testing.

Reliability Test

Furthermore, after carrying out a validity test, a reliability test carried out which aimed to test whether the instrument designed in this research was consistent in measuring the variables to be measured. Validity testing used the Product Moment formula and to test the reliability of the questionnaire the Cronbach's Alpha formula was used where the calculation used SPSS. A questionnaire was said to be reliable if $r_{count} > r_{table}$ at the 95% significance level or $\alpha = 0.05$. The reliability for the English capacity building variable Cronbach's Alpha was 0.786, destination development Cronbach's Alpha was 0.713, and tourist destination Cronbach's Alpha was 0.726. The results of the reliability test showed that the Cronbach's Alfa value for all variables was greater than 0.60, the interpretation for the Reliability test on X1 (X1 – X10) could be reliable because the value of the Crombach Alfa English capacity building, for the reliability test on X2 (X1 – from Cronbach's Alpha of Tourist Destinations (Y) was 0.728, this could be interpreted as Cronbach's Alpha Y > 0.6. So it could be concluded that this research questionnaire was reliable.

Normality Test

The basic concept of the Kolmogorov Smirnov normality test was to compare the data distribution with the standard normal distribution. The application of the Kolmogorov Smirnov test was that if the significance was below 0.05, it meant that the data tested had a significant difference from standard normal data, meaning the data was not normal.

Table 7. Normality Test of One-Sample Kolmogorov-Sminov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,46289487
Most Extreme Differences	Absolute	0,119
	Positive	0,119
	Negative	-0,065
Test Statistic		0,119
Asymp. Sig. (2-tailed)		.0750

Source: Research Results, 2024 (processed data)

Table 7 showed that the output value of Sig. (2 tailed). of $0.075 > 0.05$. The interpretation was that if the value was above 0.05 then the data distribution was declared to meet the assumption of normality, and if the value was below 0.05 then it was interpreted as not normal. Based on the analysis results, it was concluded that the residuals were normally distributed.

Linearity Test

The linearity test used to find out whether two variables had a linear relationship or not. This could be seen from the significance results, if the sig. in the ANOVA table obtained was > 0.05 then the two variables had a linear relationship.

Tabel 8. The result of Linearity Test

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
Tourist destination* English capacity building	Between Groups	437,463	20	21,873	3,300	0,002
	Linearity	262,475	1	262,475	39,600	0,000
	Deviation from Linearity	174,989	19	9,210	1,390	0,207
	Within Groups	192,217	29	6,628		
Total		629,680	49			

Source: Research Results, 2024 (processed data)

Based on the results of the linearity test, the Sig. value was known. deviation from linearity was $1.390 > 0.05$, so it could be concluded that there was a linear relationship between the English capacity building (X1) and destination development (X2) variables on tourist destinations (Y).

Autocorrelation Test

The autocorrelation problem was caused by the correlation between the residuals from one observation and the residuals from other observations. Testing autocorrelation in a model aimed to determine whether there was a correlation between disturbing variables in a certain period and disturbing variables in the previous period. Decision making for run test:

1. If the asymp sig (2-tailed) value was < 0.05 then there were symptoms of autocorrelation.
2. If the asymp sig (2-tailed) value was > 0.05 then there were no symptoms of autocorrelation

Table 9. The result of Autocorrelation Test

Runs Test	
	Unstandardized Residual
Test Valuea	-0,49847
Cases < Test Value	25
Cases >= Test Value	25
Total Cases	50
Number of Runs	21
Z	-1,429
Asymp. Sig. (2-tailed)	0,153

Source: Research Results, 2024 (processed data)

It was known in table 9 that the value of a sig (2-tailed) was $0.153 > 0.05$, so it could be concluded that there were no symptoms of autocorrelation so that the multiple linear regression analysis could be continued.

Multiple Linear Regression Test

Multiple linear regression analysis used to determine the effect of two or more independent variables on one dependent variable. Multiple linear regression analysis was carried out to determine how big the influence of the independent variables, namely the English capacity building (X1), destination development (X2) and Tourist destination (Y) variables. The following were the results of multiple linear regression analysis calculations:

Table 10. The result of Multiple linear regression

		Coefficients				
Model		Unstandardized	Std.	Standardized	t	Sig.
		Coefficients		Error		
		B		Beta		
1	(Constant)	1,576	2,876		0,548	0,586
	English capacity building	0,312	0,072	0,484	4,353	0,000
	Destination development	0,387	0,116	0,370	3,327	0,002

Source: Research Results, 2024 (processed data)

The regression equation in table 10 showed that the relationship between the independent variable and the dependent variable was partial, from this equation it could be seen that the constant value was 1.576, meaning that if there was no change in the English capacity building and Regional Development variables (X1 and X2 values are 0) then the Tourist Destination there are 1,576 units. The regression coefficient value for English capacity building is 0.312, meaning that the English capacity building variable (X1) increased by 1% assumed that the Regional development variable (X2) constant (a) was 0 (zero), then Tourist destinations increased by 0.312. This showed that the existing English capacity building variable had a positive impact on tourist destinations so that as English capacity building increased, the positive image built by hotel managers could have a direct impact on the image and attractiveness of tourist destinations (Y). The regression coefficient value for Regional development was 0.387 (X2), meaning that if the destination development variable (X2) increases by 1% with the assumption that the English capacity building variable (X1) and the constant (a) are 0 (zero), then the tourist destination of North Tapanuli regency will increase by 0.387 This showed that the destination development provided a positive impact on tourist destinations, so that the greater the impact on destination development through service-based human resources, increasing the

capacity of human resources in tourism services could empower local communities to be more actively involved and supported tourist destination.

Effectiveness of the English capacity building (H1)

English capacity building (X1) had a positive and significant effect on Tourism destinations. The t value for the English capacity building (X1) variable was $4.353 > t_{table} 2.01174$ and the significant value was $4.353 > 0.05$. So H_0 was rejected and H_1 was accepted, thus partially variable then H_0 was rejected and H_1 was accepted. So the hypothesis that it could influence English capacity building on Tourist destinations was partially accepted.

Effectiveness of destination development on tourist destinations (H2)

The destination development variable (X2) had a positive and significant effect on Tourist destinations. The calculated value for the destination development variable through service-based human resources is $2.167 > t_{table} 1.99254$ and the significant value was $2.01174 > \alpha 0.05$. So H_0 was rejected and H_2 was accepted. so that the hypothesis that it could influence destination development of tourist destinations \was partially accepted.

The Result of F Test Hypothesis (Simultaneous)

The F test could be used to simultaneously test the influence of the independent variable on the dependent variable (Y). If the independent variable had a simultaneous influence on the dependent variable (Y). This test was carried out by comparing the significance of the calculated $F_{value} > F_{table}$, so it could be interpreted that the regression model was correct.

Table 11. The result of F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	332,453	2	166,227	26,285	.000b
	Residual	297,227	47	6,324		
Total		629,680	49			

Source: Research Results, 2024 (processed data)

Based on the test results in table 11 could be seen in the F_{count} of 26.285 with the F_{table} value being 3.20 so that the $F_{count} > F_{table}$ value or $26.285 > 3.20$ and the significance level was $0.000 < 0.05$, so H_0 was rejected and H_3 was accepted, it could be concluded that English capacity building (X1) and destination development (X2) simultaneously had a significant influence on tourist destinations (Y) in North Tapanuli regency.

The Result of Coefficient of Determination Test (R2)

Coefficient of determination analysis used to determine the percentage contribution or contribution of the influence of the independent variables English capacity building (X1) and destination development (X2) on Tourist destinations (Y). The magnitude of the coefficient of determination could be seen in the following table:

Table 12. The Result of Coefficient of Determination Test (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727a	0,528	0,508	2,515

Predictors: (Constant), English Capacity Building, Pengembangan wilayah

Dependent Variable: Destinasi wisata

Based on table 12, it could be seen that the coefficient of determination in this study is an R square value of 0.528. The coefficient value of 0.528 was equal to 0.579%. This value meant that the English capacity building (X1) and destination development (X2) variables contribute an influence of 52.8% to tourist destinations (Y), while the remaining 47.2% was influenced by other variables not examined in this research.

English capacity building was a systematic effort to improve English language understanding and skills among hotel managers in North Tapanuli regency. To strengthen English language capacity among hotel managers could improve the ability to communicate with international tourists. It could be seen from the descriptive results of the frequency of those who answered strongly agree (20.40%), a small number of respondents strongly agreed regarding English capacity building. This could be interpreted that there was a small portion of the population who had a high belief that efforted to improve English language skills were very important or effective. Agree (47.00%), the majority of respondents agreed regarding to English capacity building. This showed that the majority of the population had a positive view of the importance of building English language skills. This could be due to a general understanding of the benefits that could be gained from improving English language skills. Somewhat Agree (24.40%), A small percentage of respondents somewhat Agree regarding to English capacity building. In this case, a portion of the population doubted the effectiveness or need for improving English language skills in the context being measured. Disagree (8.20%), a small number of respondents disagree regarding English capacity building. This could reflect that there was a small portion of the population who truly did not see the need for or benefit from efforts to improve English language skills. Strongly Disagree (0.00%), no respondents stated that they strongly disagree. In this case, it showed that the majority of the population at least showed some value or benefit from English capacity building, although perhaps a small portion doubted the extent of this need. The majority of respondents (67.40%), namely those who strongly agree and agree, showed that there was a positive consensus related to the English capacity building variable. This showed that the dominant percentage value shown in the good criteria mean that English capacity building had an effect on tourist destinations, thus, with increasing capacity English, hotel managers could communicate effectively with foreign tourists, created positive experiences and English capacity building could increase the competitiveness of destinations in the global market, because foreign tourists tended to choose destinations that provided services in a language they can understand.

Destination area development in this context referred to efforts to improve tourist destination areas through developing human resources with a focus on services. This includes initiatives to empower local communities, improving the quality of services. It can be seen from the descriptive frequency results above that Strongly Agree (20.40%), a small percentage of respondents strongly agree regarding destination development. This may indicate that there was a small group of respondents who believed that developing destination areas through service-based human resources had a positive impact on tourist destinations. Agree (30.40%), although lower than those who strongly agree, there are still some respondents who agree regarding the development of destination areas. This may reflect the belief that the concept of regional development through human resources and services has positive potential for tourist destinations. Quite Agree (48.80%), the majority of respondents Quite Agree regarding the development of destination areas. This could be an indication that the majority of respondents had doubts or a negative view of the effectiveness or relevance of destination development for tourist destinations. Disagree (0.40%), a small number of respondents did not agree with the development of destination areas. Even though the number is small, this shows that there is a small number of respondents who do not see the positive impact of this destination area development approach on tourist destinations. Strongly Disagree (0.00%), no respondents stated

that they strongly disagree. This may indicate that, at least among the sample of respondents, there was not a particularly negative view of destination development through service-based human resources. This showed that the dominant percentage value was shown in the criteria of strongly agree and agree so that the influence of destination area development (X2) on tourist destinations (Y) was expected to be realized through improving service quality, community empowerment and destination competitiveness. Tourist destinations referred to the image and attractiveness of North Tapanuli Regency as a tourism destination. It involved tourists' perceptions, their level of satisfaction, as well as factors influencing destination choice. Tourist destinations included elements that made them interesting and satisfying places to visit, especially the potential for abundant natural beauty and cultural riches. Tourists were more likely to choose destinations that provided services in a language they could understand. Strongly Agree (18.00%), a small portion of respondents strongly agreed regarding the proposed tourist destination. This could show that there was a small number of respondents who fully support the concept or plan for developing tourist destinations through English capacity building and destination development. Agree (37.20%), most respondents agreed with the proposed tourist destination. This fairly high percentage showed that there was strong support from the majority of respondents for the concept or development plan for this tourist destination. Disagree (32.00%), the majority of respondents did not agree with the proposed tourist destination. Even though it did not reach the majority, this significant percentage indicated that there was a large proportion of respondents who had a critical view or perhaps doubt the effectiveness of the tourist destination development plan. Disagree (12.40%), a small portion of respondents disagreed with the proposed tourist destination. This fairly small percentage showed that there was a small group of respondents who had contrasting views on tourism destination development plans. Strongly disagree (0.00%), no respondents stated that they strongly disagree. This showed that there was no group that was extreme in rejecting the idea of developing tourist destinations. This showed that the dominant percentage value shown in the criteria of strongly agree and agree means that collaboration between increasing English language capacity (X1) and destination developing (X2) could create greater synergy so that human resources were able to communicate in English with both, together with high service skills, and could provide a more satisfying tourist experience.

CONCLUSION

Implications are a consequence or direct consequence of scientific research findings as follows: English capacity building (X1) had a positive and significant effect on tourism destinations. English capacity building (X1) variable was $4.353 > t_{table} 2.01174$ and the significant value was $4.353 > 0.05$. So H0 was rejected and H1 was accepted, thus the variable was partially accepted. So H0 was rejected and H1 was partially accepted. The destination development Variable (X2) had a positive and significant effect on tourist destinations. The calculated value for the destination development variable was $2.167 > t_{table} 1.99254$ and the significant value was $2.01174 > 0.05$. So H0 was rejected and H2 was accepted. So the hypothesis that it could influence destination development of tourist destinations was partially accepted. The results of testing the third hypothesis showed that simultaneously it could be seen that the F_{count} value is 26.285 with the $F_{table} 3.20$ so that the $F_{count} > F_{table}$ or $26.285 > 3.20$ and the significance level was $0.000 < 0.05$, so H0 was rejected and H3 was accepted, it could be concluded that English capacity building (X1) and destination development (X2) simultaneously had a significant influence on tourist destinations (Y) in North Tapanuli regency.

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