

The Effect of Ego – Tourism towards Environmental Pollution in Jakarta Old Town

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Abstract:- Travelling has evolved from a tertiary leisure activity to a primary need that millennials nowadays enjoy regularly. This activity is now a significant part of civilization's daily life; hence its influence on trend shifts within many fields. This research is examining how the modern world phenomenon of Ego-Tourism affects environmental pollution in Jakarta Old City.

This research adopted the quantitative method and using validity, reliability and statistical descriptive research with correlation test, and simple regression analysis using a social media-based survey using 170 samples from purposive sampling.

The results show that Ego-Tourism's intensity for the tourists in Jakarta Old Town is rated as 2,11 (Bad) with Environmental Pollution is 1.58 (Mild Influence). There are significant influence from Ego-Tourism to environmental pollution in Jakarta Old Town (0.000) where Ego-Tourism affects Environmental Pollution significantly at 73.9% and 26.1% was affected by others.

Keywords:- Ego-Tourism And Environmental Pollution.

I. INTRODUCTION

The sudden popularity of the tourism industry is mainly influenced by globalization in various factors. Rapid economic growth has triggered more circulation in the business and trade industry, designing a new tendency of materialistic nature, hence emerging the development of the luxury travel industry. According to a research about the luxury travel market conducted by Allied Market Research, millennials are presumed to dominate the market in the future, with an expected growth of 8.1% annually.

Furthermore, in a span of 5 years, estimated growth of 67% social media users has occurred. This phenomenon creates new desires of recognition and self-actualization, causing an obsession with the platform. It unintentionally gives social media companies access to perform human behavior analysis, making them the perfect digital marketing platform. Companies nowadays use this privilege to promote their products by adopting the theory of human psychology, enhancing the ego by planting the need to

purchase these products when they don't. Maccanell stated that commercially successful destinations are mostly driven by ego [1]. With these "public figures" in the picture, the public will unconsciously trust the brand and are somewhat encouraged to pursue the same experience. Significant ego enhancement plays a big role in this campaign model's success, resulting in a phenomenon called ego-tourism.

Ego-tourism itself is a tourism model that involves humans' egoistic nature as the primary driver of tourists' travel motives. It is mainly associated with eco-tourism, as the concept brought waves of disadvantages. Though not necessarily harmful, as it has created many job openings and improved tourist attractions' economic conditions, many destructive impacts were cultivated towards the environment. Tourists would enjoy nature-based activities without actually paying attention to the importance of sustainability. They would use non-eco-friendly transportations and conventional accommodations, neglecting the real purpose of eco-tourism itself. Instead of focusing on preserving the environment, ego-tourists would focus on preserving their status, causing environmental damage and pollution.

Concrete evidence of impacts caused by ego-tourism has been shown. Tourists do not merely visit attractions to enjoy the beauty of nature. They would also try to enhance their social status without considering the aftermath. One of the immense damage can be found in Kota Tua, also known as Jakarta Old Town, the remnant of Old Batavia, the Netherlands' first walled city in the Jakarta region during the 17th-19th century. In the present, Jakarta Old Town has become one of the eco-tourism destinations in Indonesia preserved by the nation to conserve local culture by educating tourists through their attractions – such as Wayang Museum, Candra Naya Building, Jin De Yuan Temple, Dharma Bakti Temple, and the famous Fatahillah Museum.

In 2017, the destination attracted 1.490.522 local tourists and 50.783 foreign tourists, generating a total revenue of 5.137 Billion Rupiah. However, due to its peaking popularity among ego-tourists, Jakarta Old Town's surrounding has been poorly ravaged. The main driver of this issue is public littering and waste pollution. [2] stated

that a polluted ecosystem without balance would ruin livelihood quality and cause permanent damage to the environment. Though the Indonesian Constitution Law emphasizes the importance of eco-perseverance, it is still commonly abandoned by the public. According to Kumparan Indonesia, 10 tons of garbage were produced by visitors during the 2019 new Year eve. Even though garbage bins are provided in every corner of the place, many plastic waste was still found, leaving the surrounding of Jakarta Old Town contaminated. This emerges the need for a firm waste management program. Based on the facts stated, this research may help determine the impacts of ego-tourism towards environmental pollution in Jakarta Old Town.

II. LITERATURE REVIEW

A. *Eco-Tourism*

The tourism industry includes many sub-types to define various sectors. One of them is eco-tourism, which still has an uncertain status in terms of a firm definition. Nevertheless, an abundance of theory has been stated by experts to define eco-tourism. According to [3] eco-tourism is a form of tourism that involves the natural environment and regionally inherited cultural history. This specific tourism section is supposed to bring life into secluded areas while preserving its natural resources. Eco-tourists themselves are obliged to practice sustainable actions using non – damaging practices to enjoy the experience, while also contributing to the development of financial, environmental, and social matters. This interpretation serves as a norm on how to execute the resource base's preservations, ensuring that the activity would cause minimum harm.

Eco-tourism and nature tourism are defined distinctly, as each has its supporting indicators. While the latter concentrates more on consumer's satisfactory rate, and less on sustainability, eco-tourism opts for an equal benefit for the contributing economy, social and environmental factors. A suggestion was also made for tourist destinations to initiate conservation-based programs to qualify as an eco-tourism attraction. However, there is an absence of a firm fundamental of the concept, hence the actual implication's difficulty.

Following the definition, [2] believes that eco-tourism is nature tourism that participates in preservations of nature by accomodating the economy and education of stakeholders involved in enhancing protected areas and emphasizes three factors that may affect the benefit of eco-tourism:

- a. The scale of tourism : Reachability of a destination plays a significant role in obtaining benefits.
- b. Country size : A size of a country would directly affect the expansion of eco-tourism attraction. The bigger the country, the higher chance a destination has to market its appeal.
- c. Interconnected parts of a country's economy : An adequately built system of cohesiveness within each sector in a country's economy would also influence a destination's overall achievement.

B. *Ego-Tourism Based on Eco-Tourism*

The post-modernism era enhanced individuals' desire of escapism, flying to somewhere different from their daily life, preferably somewhere 'natural' with fresh air and pristine waterholes [4] which is later identified as eco-tourism. Because of the evolvement of tourism trends, [5] stated that the necessity of involving the tourism industry in the preservation of the environment. Maintaining the conservation of the domain is supposed to be the main objective of the eco-tourism industry. The framework must be kept within boundaries of ecological awareness and sustainability. However, [6] interpretation of eco-tourism's ongoing trend shows otherwise. The tourism model merely brings a tendency towards ego-enhancement instead of eco-awareness. Among the tourism community, environmentally aware travellers have been considered as those within the higher status. Denoting from this paradigm, it is clear that the nature conservation initiated is solely based on their desire to conserve their position, rather than the environment. Furthering the issue, mass media adopted the concept to use as a marketing strategy to regenerate the psychological pattern's desired aftermath, which is more production of pseudo-eco tourists. One of these fake eco-tourists' leading indicators is the common use of non-sustainable transportation and accommodation choice, bringing convenience as their priority rather than sustainability. Instead of supporting nature conservation, eco-tourism has become a trigger for the enlighten of consumerism culture.

➤ *Ego-Tourism*

Experts have made identifications regarding the connection between ego-enhancement and travel motives. One of the latter was [6], who recognized ego-enhancement as a significant push factor of travelling. This circumstance derives from the level of personality needs for social interaction and to be perceived with a more excellent status. He connected this theory with hedonistic travellers who prefer to stay in luxurious lodging while pretending to care about the environment, hence seen as individuals with perfect traits of being rich and intelligent mind. This theory was supported by [5] discovery on commercially successful tourist attractions that deploy the structure of ego within their system, staging a narcissistic ideology between ego and interest.

When there is still a blurred line between ego-tourism and eco-tourism, a definition was put forward by [7] that draws a clear boundary between the two. People who engage with eco-tourism would focus on sustainability of nature-based activities. Eco-tourists also have a high commitment to preserving the environment by practising eco-friendly attitudes. They value ecological findings and would distance themselves from politically incorrect actions. On the contrary, travellers with high egoistic values would prioritize individualism and self-interest on pleasure, without any interest in conserving the environment. Ego-tourists desire for the experience they possibly obtain from natural surroundings, thus having a preference of hedonistic type of tourism. To be precise, ego-tourists would use biospheric values as a disguise to be considered

as someone who highly cherishes sustainability, when in fact, they are just using it for individual contents.

[6] associated Ego – Tourism with Maslow’s hierarchy of needs, taking into account the human nature of esteem, the desire of belongingness, and self- actualization, with the requirements of recognition as the underlying basis.

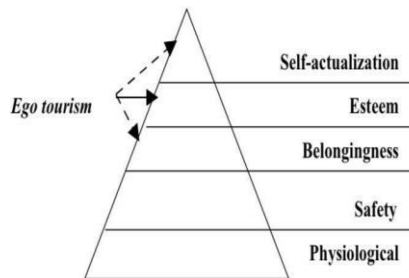


Fig 1:- Ego-Tourism approached with Maslow’s Hierarchy of Needs

Within this relationship, ego-tourism can be correlated with every type of tourism motives – Eco-tourism, culture tourism, business tourism, leisure tourism, volunteer tourism and many more. When tourists opt for an option that may elevate their status in the eye of society with luxurious accommodations, exclusive destination, one-of-a-kind activities or limited attractions, they can be identified as ego-tourists.

Though it has many downsides, ego-tourism is not always a negative thing. Recalling Maccanells’ discovery on commercially successful attractions that includes ego-enhancement, ego-tourism indirectly creates higher job chances and stimulates income for those destinations. However, further identification of its’ disturbance towards the environment has outweighed the benefits, which includes waste pollution, negligence of nature-based destinations and many more.

Similar to many things, this phenomenon has its’ own stimulants. According to [5], there are four main reasons for the emergence of Ego – Tourism :

- a. Personal right: Individuals would reckon the environment as their own, thus visiting nature and doing whatever desired as their right as human beings.
- b. Lack of knowledge: Inadequate sources of accurate information plays a significant role in the derivation of Ego – Tourism. Usually occurs within non-educated people with boundaries of knowledge accessibility.
- c. Wrong knowledge: Individuals often mismanaged findings from solid scientific research, resulting in strong disbelief on proper actions to take care of the environment. They highly rely on the knowledge they have learned and accepted throughout the years, thus feeling imposed by something they have never heard of. This is frequently the significant difficulty that stakeholders face to fix the problem.

- d. Political Incorrectness: Developed by objections from society towards what is politically correct to imply, due to a desire to demonstrate repudiation of the importance of nature. This is also caused by a robust conception within individuals, thereby neglecting all politically correct actions because they believe that their perspectives toward the issue are better than what is recommended.

➤ Environment

In general, the environment is anything that contains living stock, the air, water, and land within natural or human-made structures [8] which mostly includes naturally produced physical surroundings needed by the humanity to survive by using environmental functions. To identify an environment, [8] included three characteristics :

- a. Ecosystems and contributing factors
- b. Natural and physical resources
- c. Social, economic, aesthetic, and cultural commons which may directly affect or be affected by the environment.

All those contributing characteristics form inter-relationships with each other, developing a continuous system that sets a framework for each stakeholder to coexist with each other.

[9], three contributing elements shape an ecosystem within an environment :

a. Biological Factors

Biological factors include everything that has a live – Human, plants, animals, and many more. Biological factors differ within every environment since each has its dominance in its habitat. For instance, the dominant natural element in a forest is trees; on the other hand, the dominant one in a school are human beings.

b. Physical Factors

In the process of living, biological elements of environment need resources to maintain their life, and those resources are obtained from physical factors, which are not living aspects. Features such as water, soil, and air solely exist to keep the balance of the ecosystem.

c. Socio-cultural Factors

The concept of the environment also includes frameworks and fundamentals of life as a guide for the living. Factors such as culture, norms, and values are examples of socio-cultural elements. Without these contributing factors, life itself would be uncontrollable, causing a catastrophe without any guidance for the human race to live appropriately.

Balance is significantly vital in maintaining the ecosystem. When a component overly possesses an environment, it may ruin the harmony and alter the ecosystem’s composition, resulting in a plummeted quality of livelihood. Moreover, it may cause a permanent dysfunction of an environment if not handled properly [8].

A similar explanation was brought by [8], stating that pollution is a resource that is out of its' original place, causing overcapacity of a specific substance. Even though the core of this problem is the excessiveness of substances, it wouldn't be easily solved by shifting a resource from one place to another. Instead, stakeholders must commence an illicit foundation of framework as a countermeasure towards specified problems. According to [8], there are three categories of environmental pollution based on the scale of location :

1. Global Issues: Deforestation, desertification, depletion of the ozone layer, and climate change
2. Regional Issues: Transboundary pollution and management of ecological areas
3. Local Issues: National environment, industrial risks, and waste management

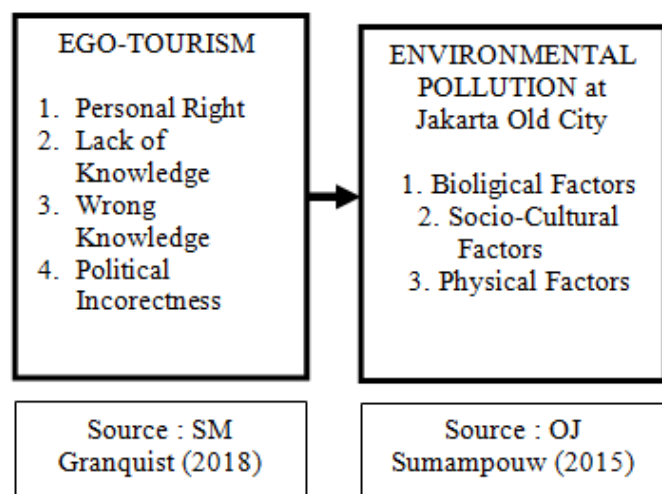


Fig 2:- Research Framework

III. RESEARCH METHODOLOGY

The researcher will utilize a descriptive and correlational method with a quantitative approach in this report. The research aims for an in-depth evaluation of ego-tourism's influence towards environmental pollution in Jakarta Old Town.

1. Population and Sample

In this research, the researcher will use the Non-Probability Sampling method, with Purposive Sampling, to choose the sample. The researcher will also spread the questionnaire to Indonesian citizens who have previously visited Jakarta Old Town. [10] explains in his journal that some sample, especially one that has a particular trait or characteristics or also known as prevalence, may use the following table in order to remove any significant course of bias. In conclusion, in order to conduct this research, the researcher will use the total number of samples being 170 using 7.5% margin of error.

2. Variables

Variable is defined by [11] as elements or definition that forms a collection of features of a subject or object. A variable may also be represented a contributing aspect of the

object studied. Variable itself is identified within two different forms, independent and dependent variable. An Independent variable is a standalone variable on its' own because of the firmness its' value holds. It will not be affected by any external changes or another variable's effect, yet the power of this variable may influence another variable's value. In this analysis, the researcher would use Ego – tourism as the independent variable which has the power to influence other aspects and Environmental pollution as the dependent variable that is mainly influenced by other factors.

3. Instrument

To make sure the instrument/primary data if the respondent understand then a validity test was conducted [12] and to test the instrument if it can be answered by the respondents consistently, a reliability test was conducted [13]. The result is said to be justified for its validity and reliability. In this research, perception is interpreted in 4 interval scale, as follows:

Range	Ego Tourism	Environment Pollution
1.00 – 1.75	Very Bad	Weak Influence
>1.75 – 2.50	Bad	Mild Influence
>2.50 – 3.25	Good	Adequate Influence
>3.25 – 4.00	Very Good	Strong Influence

Table 1:- Interval Table

And later The Correlation Coefficient, The Coefficient of Determination is useful for getting the relationship between variable and the final results of this study

IV. RESULT

Jakarta Old Town is a remainder of Old Batavia, Indonesia's central headquarter of VOC during the peak of spice trading in the 17th century. It was also the capital of Dutch East Indies during the 1800s, hence the European-styled architectures that can be seen today from the fully restored remnants. Since 2014, the site is on the UNESCO heritage list and has received better management.

Jakarta Old Town spans a large are of 1.3 square kilometres within North Jakarta and West Jakarta (Kelurahan Pinangsia, Taman Sari and Kelurahan Roa Malaka, Tambora). The destination itself attracted many visitors from its' various historical and activity sites, including the famous Fatahillah Museum, Wayang Museum, and Fine Art and Ceramic Museum that conserve many of Indonesia's heritage. Through these sites, cultural education and activity are popularized as well. Culinary destinations such as Cafe Batavia are also popular among visitors, supported by other attractions Dharma Bakti Temple, Sion Church, and Sunda Kelapa Port that tourists may enjoy for free.

The site has gained much recognition for its successful conservation and restoration of the old Batavia, popular culinary spots and activities, as well as the continuous plastic, waste its' visitors produce. In this chapter, a more in-depth analysis of research results that includes validity test, mean, regression, and final hypothesis will be conducted to finalize the researcher's findings on the subject.

This research involves 170 samples from Jakarta Old Town's visitors from different age groups, education, and occupation. The analysis shows that majority are woman (75.9%), with the are of <20 years old (50%) and mostly area student (79.4%) with high school diploma (68.8%),

A. Validity Test

Environmental Pollution as the dependant variable has 12 items in total, and all are considered to be valid because all of the Corrected Item-Total Correlation have exceeded 0.30. On the other hand, the independent variable of ego-tourism has 1 invalid item (Corrected Item-Total Correlation less than 0.30). After rearranging the items and eliminating item number 1, the variable ego – tourism now has 15 valid items.

B. Reliability Test

The reliability test was done by conducting the Cronbach's Alpha method. The specified results may be seen in the table below.

Variable	Cronbach's Alpha
Ego – tourism	.905
Environmental Pollution	.963

Table 2:- Reliability Statistics of the Variables

Both score surpass 0.70, it may be concluded that all the reliability coefficient shown in the table are acceptable, and all the data collected are highly reliable for an in-depth analyzation purposes.

C. Result of Data on Average Value of Perceived Variables

An in-depth explanation of each variables within its' respectful dimensions (Personal Right, Lack of Knowledge, Wrong Knowledge & Political Incorrectness). The 4 dimensions of Ego Tourism variable have a mean value of 2.26 for "Personal Right", 2.13 for "Lack of Knowledge", 2.13 for "Wrong Knowledge" and 2.14 for "Potitical Incorecness". The overall mean score of Ego-Tourism's intensity for the tourists in Jakarta Old Town is rated as 2,11 (Bad). This means that even though most of the tourists in Jakarta Old Town has done a great job in following the tourist ethics and Jakarta Old Town's basic rules and regulations, but there as there is a mild influence, there might be a potential for it to grow and reduce the convenience of many people to travel in those area.

And on the Environment Pollution variable with a mean value of 1.69 for "Biological Factor", 1.60 for "Sociocultural Factor", 1.46 for "Physical Factor", it can be concluded that respondents feel "Mild Influence" (1.58) that most of the visitors of Jakarta Old Town foresee the importance of conserving the surrounding environment and continue to maintain the cleanliness of the site, yet there is still a possibility for the environmental pollution to grow throughout the time, influenced by many external factors.

D. Correlations Test Result

		Environmental Pollution	Ego Tourism
	Pearson Correlation	1	.859**
	Sig. (2-tailed)		.000
	N	170	170
	Pearson Correlation	.859**	1
	Sig. (2-tailed)	.000	
	N	170	170

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3:- Correlations

The variable Ego-Tourism significantly influence positive, linear and unidirectional relationship with Environmental Pollution based on the formula that if the probability value is less than 0.05, as the regression test shows a sig score of 0,000 which is less than 0,50 (0,000<0,50). This means that Ego-Tourism does have a significant impact on Environmental Pollution in Jakarta Old Town. The correlation test shows a score of .859, which shows that Ego-Tourism does have a significantly strong influence towards Environmental Pollution in Jakarta Old Town.

E. Simple Linier Determination and Regression Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.739	.737	5.055

a. Predictors: (Constant)

Table 4:- Determination Test Results

The R Square value is .739, which means the Coefficient of Determination is 73.9%. Thereby, we may conclude that Ego-Tourism affects Environmental Pollution significantly at the number of 73.9%. 26.1% of the rest are other variables enhancing environmental pollution, such as industrial production & waste, natural disaster, global warming, and many more.

Model	Unstandardized Coefficients		Standard ized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-11.328	1.444		-7.843	.000
Interest	.858	.039	.859	21.784	.000

a. Dependent Variable: Perception

Table 5:- Equation Coefficients^a

Regression coefficient of 0.858 states that each addition action to the Ego-Tourism (respondents are increasingly doing the things the visitor do in Old Jakarta City) will increase the value of Environment Pollution. Because the overall number is positive, it states that the relationship between the 2 variables is in the same direction, where Environment Pollution increase because the respondents' doing Ego-Tourism.

V. DISCUSSION

After the research, spreading questionnaires, processing data, describing and portraying the The behavior of tourists when visiting Old Jakarta City, the researchers saw:

1. In the Personal Right variable, many tourists do not see the importance of protecting the environment around them when taking photos. This shows that when tourists take photos, sometimes they don't see the atmosphere around them, so sometimes they fall and cause noise. This situation can be reduced by realizing that the surrounding environment is also the right for other visitor to be able to enjoy the existing atmosphere and enjoy the beauty of Old Jakarta City.
2. In the Lack of Knowledge variable, there is a tendency for tourists not to be aware of the importance of preserving historical objects in Old Jakarta City. Tourists touch historical objects and sometimes sit on historical objects. Without warning, tourists should be aware that historical items are objects that must be protected and preserved so that they can be seen by the next generation.
3. In the Wrong Knowledge variable, it was found that many tourists did not comply with the regulations implemented in Old Jakarta City. The lack of officers who supervise and reprimand tourists causes the implementation of regulations not to go well so that violations often occur.
4. The same thing happened to Political Incorrecness where we often saw tourists who cut the queue. The lack of officers to keep the queue and the reluctance of other tourists to reprimand cause we often see this.
5. In the Variable Environment Pollution, tourists like to disturb animals, throw garbage out of place and even though they have been reprimanded, sometimes tourists act indifferent and continue to do what they usually do because of the lack of awareness about the surrounding environment.

VI. CONCLUSION

The Ego-Tourism di Old Jakarta City is considered as Bad and Environment Pollution is consider Mild Influence. The variable Ego-Tourism significantly influence Environmental Pollution

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