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Ecotourism Model in Jakarta

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Abstract

This research aim is to propose ecotourism model in Jakarta. This research used survey method to 1077 tourists in Jakarta in Indonesia using Structural Equation Modeling (SEM). The study found that model proposed was good fit for the data. The results confirmed that natural basis, conservation, sustainability, benefit to locals, and awareness were positively associated with ecotourism. Environmental horizon, not destroying environment, loving environments, and respecting environments have positive relations to natural basis. Guaranteeing benefits of flora and fauna, maintaining environmental harmony responsibly, using natural environments not excessively, and not writing off tourism place are positively associated with conservation. Preventing negative impact of tourism activities, maintaining environmental balance, natural conservation, and natural sanctuary are positively related to sustainability. Local society welfare, not destroying local culture, financial benefits to society, and local society characters are positively correlated with benefits to locals. Diminishing environmental destruction, not polluting the environments, not using water excessively, and environmental cleanliness are positively associated with awareness. It can be concluded that ecotourism model in this research can be used in Jakarta to protect the environment.

Keywords: ecotourism, natural basis, conservation, sustainability, benefit to locals

Modelo De Ecoturismo En Yakarta

Resumen

El objetivo de esta investigación es proponer un modelo de ecoturismo en Yakarta. Esta investigación usó el método de encuesta a 1077 turistas en Yakarta en Indonesia usando el Structural Equation Modeling (SEM). El estudio encontró que el modelo propuesto era adecuado para los datos. Los resultados confirmaron que la base natural, la conservación, la sostenibilidad, el beneficio para los lugareños y la concienciación se asociaron positivamente con el ecoturismo. El horizonte ambiental, el ambiente no destructor, los ambientes amorosos y los entornos respetuosos tienen relaciones positivas con la base natural. Garantizar los beneficios de la flora y la fauna, mantener la armonía ambiental de manera responsable, usar ambientes naturales no excesivamente y no descartar el lugar turístico están positivamente asociados con la conservación. La prevención del impacto negativo de las actividades turísticas, el mantenimiento del equilibrio ambiental, la conservación natural y el santuario natural están positivamente relacionados con la sostenibilidad. El bienestar de la sociedad local, que no destruye la cultura local, los beneficios financieros para la sociedad y los caracteres de la sociedad local se correlacionan positivamente con los beneficios para los locales. Disminuir la destrucción del medio ambiente, no contaminar el medio ambiente, no usar el agua en exceso y la limpieza del medio ambiente se asocian positivamente con la conciencia. Se puede concluir que el modelo de ecoturismo en esta investigación se puede utilizar en Yakarta para proteger el medio ambiente.

Palabras clave: ecoturismo, base natural, conservación, sostenibilidad, beneficio para los locales.

1. Introduction

The growth of overseas and Indonesian tourists coming to Jakarta from 2013 to 2014 attaining 0.24 % and 3.20 %, from 2014 to 2015 attaining 2.50 % and 13.03 %, from 2015 to 2016 attaining 5.67 % and 7.08 %, from 2016 to 2017 attaining 5.81 % and 8.54 %, respectively. The tourism coming to Jakarta has to be managed to enable local assets being tourism attractiveness and keep local communities from negative impact [1].

Jakarta should keep up natural environmental conservation, tourism attractiveness, religious norms, customs, culture, values existing in local com-

munities. Tourists should keep up and protect tourism attractiveness and destination, be cautious of naturally environmental sustainability and regional culture, assist to create protected and pure atmosphere, act respectfully, and admire religious norms, customs, culture, and values existing in local societies [2].

Ecotourism was connected with natural basis indicated by healthy ecosystems, conservation identified by implementing it into management plan, sustainable advancement connected by keeping ecological integrity, sustainable benefits to local communities related to maximizing short and long term advantages for locals, local contribution in decision making, and awareness associated with ecological principles to make decisions [3]. Tourism activities on the basis of ecotourism were conducted without causing so much damage to environment [4]. Ecotourism made environmental conservation of nature and culture possible, noticed environmental responsibility, assured sustainability of the ecosystems, promoted a greater recognition of natural habitats, associated with potential specialty, and actively motivated environmental, cultural, and economic advantages to local communities [5]. Ecotourism combined keenness for traveling with the quality of taking special care of natural conservation and it is related to the ideas of sustainability, preservation, and participation of the local societies. The result of this study is that it is important to shape environmental protection, policies, and practices to encourage sustainable use of resources and maintain ecotourism environment [6]. Ecotourism is the most importance of sustainable tourism including concerning the environment, preserving Earth's ecosystem, and determining possibilities for communities to preserve its environment [7]. Ecotourism merged eagerness to travel with the quality of holding attention to natural preservation and was associated with the ideas of sustainability, conservation, and participation of the local community [8][9][10]. However in most studies, there were few detail explanations about indicators of ecotourism.

Natural basis, conservation, sustainability, benefits to locals, and awareness predict ecotourism [3]. Relationship summary hypothesized is depicted in a model shown in figure 1.

2. Method

Survey method was carried out to 1077 tourists in Jakarta in Indonesia. Data collected in this research were related to ecotourism. The use of content analysis to literature of ecotourism included natural basis, conser-

vation, sustainability, benefits to locals, and awareness [3]. The derivation of these dimensions into the questionnaire was done to distribute to 1077 tourists in Jakarta in Indonesia.

The four indicators of natural basis comprise tourism activities with environmental horizon, tourists coming not destroying environment, loving the environments, and respecting the environments. The four aspects promoting conservation are tourists coming guaranteeing the benefits of flora and fauna, maintaining environmental harmony responsibly, using natural environments not excessively, and not writing off tourism place. The four aspects predicting sustainability consist of tourists coming preventing negative impact of their activities, maintaining environmental balance, participating in natural conservation, and maintaining natural sanctuary. The four dimensions estimating benefits to locals including tourist activities having committed to local society welfare, not destroying local society original culture, giving opportunities for society to get financial benefits, and suited with local society characters. The four indicators of environmental awareness are tourist activities diminishing environmental destruction in tourism location, not polluting the environments, not using water excessively, and maintaining environmental cleanliness.



Figure 1. Theoretical Framework of the Study

Data acquired from 1077 tourists were analyzed using Structural Equation Modeling (SEM) with IBM SPSS Statistics 24 and SPSS AMOS 24 with 2017 Edition to estimate the connection of natural basis, conservation, sustainability, benefits to locals, and awareness of ecotourism.

3. Results and Discussion

Based on SEM measurement, the goodness of fit statistical analysis results of Root Mean Square Error of Approximation (RMSEA), Normed Fit Index (NFI), Comparative Fit Index (CFI) value, Incremental Fit Index (IFI), Relative Fit Index (RFI) reached 0.061, 0.855, 0.879, 0.880, and 0.815 indicating that the model is good fit.

The measurement model test of observed variables in table 1 and table 2 shows that natural basis, conservation, sustainability, benefits to locals, and awareness have significantly positive association with ecotourism of 0.770, 0.952, 0.951, 0.597, and 0.776, respectively. These results were similar to the study indicating that natural basis, conservation, sustainability, benefits to locals, and awareness predict ecotourism [3].

Table 1. Measurement model test (Regression weights: Group number 1 – Default model)

			Estimate	S. E.	C. R.	P	Label
NB	←	ECT	0.982	0.063	15.491	***	
PS	←	ECT	0.935	0.072	13.031	***	
ST	←	ECT	0.794	0.063	12.509	***	
BL	←	ECT	0.452	0.053	8.575	***	
AW	←	ECT	1.000				
EC4	←	NB	1.000				
EC3	←	NB	1.014	0.040	25.190	***	
EC2	←	NB	0.990	0.046	21.519	***	
EC1	←	NB	0.310	0.043	7.136	***	
EC8	←	PS	1.000				
EC7	←	PS	0.549	0.062	8.866	***	
EC6	←	PS	1.034	0.074	14.021	***	
EC5	←	PS	0.911	0.073	12.460	***	
EC12	←	ST	1.000				
EC11	←	ST	1.344	0.096	14.001	***	
EC10	←	ST	1.294	0.092	14.075	***	
EC9	←	ST	1.023	0.084	12.231	***	
EC16	←	BL	1.000				
EC15	←	BL	0.786	0.113	6.955	***	
EC14	←	BL	1.303	0.150	8.709	***	
EC13	←	BL	1.218	0.138	8.793	***	
EC20	←	AW	1.000				
EC19	←	AW	0.760	0.047	16.293	***	
EC18	←	AW	1.057	0.053	20.039	***	
EC17	←	AW	0.739	0.050	14.939	***	

Source: AMOS Results 2019

Table 2. Measurement model test (Standardized regression weights: Group number 1 – Default model)

			Estimate				Estimate
NB	<---	ECT	0.770	EC12	<---	ST	0.494
PS	<---	ECT	0.952	EC11	<---	ST	0.673
ST	<---	ECT	0.951	EC10	<---	ST	0.681
BL	<---	ECT	0.597	EC9	<---	ST	0.525
AW	<---	ECT	0.776	EC16	<---	BL	0.431
EC4	<---	NB	0.802	EC15	<---	BL	0.335
EC3	<---	NB	0.806	EC14	<---	BL	0.524
EC2	<---	NB	0.677	EC13	<---	BL	0.542
EC1	<---	NB	0.235	EC20	<---	AW	0.701
EC8	<---	PS	0.523	EC19	<---	AW	0.581
EC7	<---	PS	0.331	EC18	<---	AW	0.765
EC6	<---	PS	0.634	EC17	<---	AW	0.528
EC5	<---	PS	0.521				

Source: AMOS Results 2019

Notes:

NB= Natural basis; PC= Preservation/conservation; ST= Sustainability; BL= Benefits to locals; AW= Environmental awareness; EC1= Tourism activities with environmental horizon; EC2= Tourists coming not destroying environment; EC3= Tourists coming loving the environments; EC4= Tourists coming respecting the environments; EC5= Tourists coming guaranteeing the benefits of flora and fauna; EC6= Tourists coming maintaining environmental harmony responsibly; EC7= Tourists coming using natural environments not excessively; EC8= Tourists coming not writing off tourism place; EC9= Tourists coming preventing negative impact of their activities; EC10 = Tourists coming maintaining environmental balance; EC11= Tourists coming participating in natural conservation; EC12= Tourists coming maintaining natural sanctuary; EC13= Tourist activities having committed to local society welfare; EC14= Tourist activities not destroying local society original culture; EC15= Tourist activities giving opportunities for society to get financial benefits; EC16= Tourists activities suited with local society characters; EC17= Tourist activities diminishing environmental destruction in tourism location; EC18= Tourist activities not polluting the environments; EC19= Tourist activities not using water excessively; and EC20= Tourist activities maintaining

environmental cleanliness.

Table 1 and table 2 indicate that tourism activities with environmental horizon, tourists coming not destroying environment, loving the environments, and respecting the environments have significant positive connection with natural basis of 0.235, 0.677, 0.806, and 0.802, respectively. These findings was in line with the study stating that caring of the environment, keeping the ecosystem well, and establishing possibilities for societies to protect its environment [7].

The tourists coming guaranteeing the benefits of flora and fauna, maintaining environmental harmony responsibly, using natural environments not excessively, and not writing off tourism place had correlations with conservation with significant coefficients of 0.521, 0.634, 0.331, and 0.523, respectively, at the 0.05 significance level. This finding is similar to the finding of the study suggesting that ecotourism focusing on experiencing natural areas encouraging environmental and cultural awareness, consciousness, conservation, and make tourism more environmental friendly [8].

The observed variables consisting of tourists coming preventing negative impact of their activities in tourism place, maintaining environmental balance, participating in natural conservation, and natural sanctuary was positively connected with sustainability with significant coefficients of 0.525, 0.681, 0.673, and 0.494, respectively, at the 0.05 significance level. Similarly with the study found that sustainability was related to integrate conservation [3].

The tourist activities having committed to local society welfare, tourist activities not destroying local society original culture, tourist activities giving opportunities for society to get financial benefits, and tourists activities suited with local society characters as observed variables was positively associated with benefits to locals with coefficients of 0.542, 0.524, 0.335, and 0.431, respectively, at the 0.05 significance level. This finding is related to the study stating that benefits to locals are concerned with developing the level of life quality for local people [3].

The tourist activities diminishing environmental destruction in tourism, tourist activities not polluting the environments, tourist activities not using

water excessively, and tourist activities maintaining environmental cleanliness were significant positive connection with awareness with coefficient of 0.528, 0.765, 0.581, and 0.701, respectively. This result is similar to the finding of the study concluding that awareness has association with thinking of the significance of ethics based on business and action [3]. It can be seen the structural model in Figure 2.



Figure 2. The structural model

4. Conclusion

Ecotourism model offered in this research is a fit model. Natural basis, conservation, sustainability, benefits to locals, and awareness predict ecotourism. It can be concluded that this model can be used for tourism management in Jakarta to protect the environment.

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