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OVER TOURISM ON EID AL-FITR AT TAMAN IMPIAN JAYA ANCOL

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ABSTRACT

This research aims to determine the phenomenon of over-tourism at Taman Impian Jaya Ancol, Jakarta, during the IdulFitri holiday. Over tourism occurs when the number of tourists exceeds a tourism destination's natural and social carrying capacity, causing significant negative impacts such as traffic jams, increased waste, and environmental damage. This research uses a qualitative approach with direct observation and in-depth interviews with managers, visitors, and local authorities to understand the dynamics and impacts of over-tourism at Taman Impian Jaya Ancol. The research results show that the surge in visitors during Eid al-Fitr resulted in severe traffic jams and increased waste around Taman Impian Jaya Ancol. Wise management in regulating the number of visitors and waste management is critical to minimize these negative impacts. Environmentally friendly infrastructure, such as better waste management and improved public facilities, is also needed to improve the quality of the tourist experience while maintaining environmental sustainability. In conclusion, a holistic and coordinated strategy is required between the government, destination managers, and local communities to overcome over-tourism at Taman Impian Jaya Ancol. By integrating visit regulation policies, sustainable infrastructure, and environmental awareness education, Taman Impian Jaya Ancol can remain an attractive and sustainable tourism destination in the future.

KEYWORDS: - Over-tourism, traffic jams, increased waste, environmental sustainability.

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1. INTRODUCTION

The tourism phenomenon has become an urgent global issue in the modern tourism industry because it refers to a situation where the number of tourists exceeds the natural and social carrying capacity of a tourist destination, which has the potential to cause significant adverse impacts (Hulu et al., 2021). The impacts include environmental damage, such as damage to coral reefs and deforestation, increased air pollution and waste, and local socio-cultural changes, such as the

displacement of traditional life or increased cost of living (Chigarev, 2020). This requires the need for sustainable strategies in tourism management, including regulating the number of visits, an ecotourism approach, and awareness of the importance of preserving the environment and local life to ensure that the benefits of tourism can be enjoyed sustainably without destroying natural and cultural resources (Azinuddin et al., 2022).

One prominent example of tourism is the Taman Impian Jaya Ancol Destination in Jakarta, Indonesia. Taman Impian Jaya Ancol, with various attractions such as beaches, recreation parks, and rides, experiences a series of extensive visits during the holiday period, especially Hari Raya Idul Fitri. As the leading destination of the Indonesian capital, Taman Impian Jaya Ancol often becomes a magnet for local and international tourists. This phenomenon peaks during Eid al-Fitr, where visitation levels reach their peak. High visitor density during this period creates logistical challenges regarding traffic management and capacity, raising the severe environmental impact and quality of visitor experience issues.

One of the most visible negative impacts of tourism at Taman Impian Jaya Ancol is the severe traffic congestion around the area and on access to this destination. The roads become very congested and can often not withstand the significant number of vehicles during the holiday. This not only disturbs residents living in the area by increasing levels of nuisance and air pollution but also creates an unpleasant experience for tourists trying to reach their destination quickly and safely. Apart from that, severe traffic jams also have the potential to cause travel delays, disrupt holiday schedules, and increase stress levels for all parties involved in mobility around Taman Impian Jaya Ancol.

Apart from the traffic problems already mentioned, environmental damage is also a severe concern at Taman Impian Jaya Ancol. High visitor density often causes an increase in rubbish and waste around this tourist area. This rubbish can damage waters, disrupt marine ecosystems, and damage the natural beauty, which is the main attraction of this destination. Apart from that, the large number of visitors also has the potential to disturb local fauna, such as birds and marine animals, and affect their natural habitat. As a result, nature conservation efforts are becoming increasingly difficult to implement due to continuous pressure from high tourism visits. Protecting the environment at Taman Impian Jaya Ancol is becoming increasingly important to prioritize, with the need for strict management of rubbish and waste, as well as development policies that support environmental sustainability to ensure that this destination can still be enjoyed by future generations while maintaining its unique nature and sustainability. Valuable.

Not only that, overtourism also has the potential to reduce the quality of tourists' experiences significantly (Distria et al., 2021). When destinations like Taman Impian Jaya Ancol become too busy, visitors may need help enjoying the main attractions without hassle or long queues. This can result in an unsatisfactory experience for tourists because they cannot enjoy the destination to the fullest or feel rushed to explore exciting places. On the other hand, high visitor density can also reduce privacy and tranquility for those looking for a relaxing and tranquil holiday experience. Over-tourism can potentially reduce the long-term attractiveness of Taman Impian Jaya Ancol as a leading tourist destination because a reputation for satisfying and uninterrupted tourism experiences is crucial in attracting visitors back in the future. Therefore, wise management in regulating the number of visits, implementing access strategies, and a sustainable approach to tourism development are critical to maintaining the quality of the tourist experience and visiting the tourism industry at Taman Impian Jaya Ancol.

To overcome this problem, local governments, destination managers, and local communities must develop a holistic and coordinated strategy. Efforts such as providing visitor capacity, sustainable infrastructure development, environmental awareness campaigns, and well-planned tourism promotions can help manage the negative impacts of tourism at Taman Impian Jaya Ancol. Therefore, although Taman Impian Jaya Ancol offers a lot of economic and social potential as a tourist destination, it is also necessary to consider how to maintain its ecosystem and society. Preventive measures and wise management must be a priority so that this destination remains attractive and sustainable in the long term while providing a satisfying experience for all its visitors.

2. LITERATURE REVIEW

Tourism occurs when the number of tourists exceeds the carrying capacity of the destination, resulting in complex and detrimental social, economic, and environmental problems (Utami et al., 2023). Socially, large crowds of visitors can disrupt the daily lives of residents by increasing disturbances, complicating mobility, and influencing local culture (Yanti, 2023). Drastic changes in the surrounding environment can also threaten cultural heritage and traditions that local communities have protected for years (Ratnaningtyas et al., 2021). For example, increasing demand for local goods and services can transform local markets and lead to significant social change, often with increasing living costs and pressure on natural resources such as clean water and food (Wahyuni et al., 2022).

From an economic perspective, while tourism can significantly contribute to local income and employment, too many visitors can cause unstable economic health and depend on the holiday season (Yusriyah et al., 2022). Moreover, increasing prices and living costs in popular destinations can weaken the social and economic gap between residents and more financially well-off tourists (Sutanto&Setiadi, 2020). At the same time, the environmental impact of tourism cannot be found; high population density often causes an increase in the amount of waste, air pollution, and a decrease in air quality, threatening the natural ecosystem and natural beauty that is the main attraction of the destination (Sukriah&Yuliani, 2023).

Solutions to overcome tourism involve collaboration between the government, the tourism industry, and local communities (Sekarani&Widiandari, 2023). The number of visits and sustainable tourism infrastructure needs to be strictly regulated to balance economics and environmental conservation (Hulu et al., 2021). In addition, public education and awareness regarding the impacts of responsible tourism behavior are also crucial for promoting long-term desirability in the tourism industry (Distria et al., 2021). By adopting this sustainable approach, tourism destinations such as Taman Impian Jaya Ancol can continue to attract visitors while preserving the environment and quality of life for residents, creating a more meaningful and sustainable tourism experience for all parties involved (Isnania&Budiono, 2022).

Taman Impian Jaya Ancol, a popular destination during the IdulFitri holiday, offers a diverse and exciting tourist experience for visitors from within and outside the country. Located on the coast of North Jakarta, Taman Impian Jaya Ancol stands out with its white sandy beach that offers stunning sea views, making it an ideal place to relax while enjoying the fresh sea breeze. Apart from that, the large recreation park at Taman Impian Jaya Ancol is equipped with sports facilities such as tennis courts, mini golf courses, and picnic areas, which are often visited by families and friends who want to enjoy time together amidst the beauty of nature. City.

Various rides are also the main attraction of Taman Impian Jaya Ancol, with a roller coaster that provides extraordinary sensations and a Ferris wheel that provides a panoramic view of the city of Jakarta from a height. This diversity of attractions makes Taman Impian Jaya Ancol an ideal

holiday destination for all age groups, offering visitors the opportunity to enjoy exciting adventures and collect beautiful memories during the holiday period. With various accommodation options, restaurants, and souvenir shops scattered along the beaches and parks, Taman Impian Jaya Ancol also provides complete facilities to meet visitors' needs from all backgrounds (Pravindiani&Baiquni, 2014).

During holiday periods, such as IdulFitri, Taman Impian Jaya Ancol becomes the main highlight, with visits increasing significantly. This reflects its popularity as a sought-after holiday destination for many people and shows the challenges in managing large visitor numbers to maintain a positive and memorable tourism experience for each visitor. Therefore, careful management in regulating visitor density and ensuring environmental arrivals is the key to maintaining the preservation of Taman Impian Jaya Ancol as one of the leading tourist destinations in Indonesia (Lemy, 2019).

Negative impacts on tourism are diverse and often include significant environmental damage, such as degradation of natural habitats, damage to coral reefs, and deforestation due to the development of significant tourism infrastructure. The increasing number of visitors also contributes to the widespread waste problem in tourist destinations, which not only endangers the environment but also threatens local ecosystems and the health of local communities. In addition, severe traffic jams often occur around popular destinations, such as busy roads during holidays, causing discomfort and frustration for visitors and increasing the risk of accidents and air pollution (Ratnaningtyas et al., 2021).

Not only that, tourism can also create social tensions between residents and tourists, especially in terms of accelerated changes in local culture and lifestyle that can occur due to significant demand for tourism goods and services. This can change the social characteristics of local communities and increase the cost of living and economic pressure in the area. On a broader scale, the tourism phenomenon reflects the global challenge of managing sustainable tourism growth, where environmental and cultural preservation interests must be balanced with the economic benefits generated by the tourism industry (Nugraha&Putri, 2023).

3. RESEARCH METHOD

This study uses a qualitative approach involving direct observation and in-depth interviews with relevant stakeholders, such as Taman Impian Jaya Ancol managers, visitors, and local authorities. Observations were carried out intensively during the peak period of the Eid al-Fitr holiday to directly understand the level of visitor density and the resulting impact on the destination. This observational approach allowed researchers to gain direct insight into the dynamics of human traffic and interactions at Taman Impian Jaya Ancol during this critical time, including how infrastructure and services faced high pressures due to visitor numbers. In addition, in-depth interviews with managers, visitors, and local authorities aim to explore their views on the challenges and opportunities associated with the presence of large visitor masses and the efforts they make in managing the social, economic, and environmental impacts of tourism. This qualitative method can provide an in-depth and comprehensive picture of the complexity of tourism in Taman Impian Jaya Ancol and provide a solid basis for formulating sustainable and practical policy recommendations in facing these challenges in the future.

4. RESULT AND DISCUSSION

The research results show that Taman Impian Jaya Ancol experienced significant levels of tourism during the Eid al-Fitr period. The significant spike in visitor numbers resulted in severe traffic jams around the Taman Impian Jaya Ancol area, with the main roads unable to handle the drastically increased vehicle volume. This congestion disrupts visitors' mobility and travel time, increases the

risk of traffic accidents, and reduces air pollution around the destination. Apart from that, the research also highlighted the problem of significant waste accumulation at Taman Impian Jaya Ancol during the holiday period. High visitor density causes waste volumes that cannot be handled effectively by existing waste management systems, resulting in severe environmental pollution and reducing the natural aesthetics of beaches and other recreational areas. This impact not only affects the visual beauty of tourist attractions but also has the potential to damage marine ecosystems and disturb wildlife around Taman Impian Jaya Ancol.

Resource management and capacity management are crucial in overcoming this tourism problem. Research shows the need for better strategies to manage the number of visits, implement strict regulatory systems to regulate visitor access, and improve sustainable waste management infrastructure and services. These steps aim to reduce negative impacts on the environment and visitor comfort and ensure that Taman Impian Jaya Ancol can still be a sustainable and enjoyable tourist destination for future generations. In addition, in-depth interviews with Ancol managers, visitors, and local authorities revealed additional challenges faced in managing tourism. Managers must cope with the pressure of maintaining environmental sustainability while still meeting the high demand of the tourism industry. Meanwhile, opinions from visitors and residents reflect concern about the social and economic changes caused by large numbers of visitors, including rising prices and changes in the local quality of life.

Discussions involving stricter policies regulating the number of visitors, waste management, and improving infrastructure at Taman Impian Jaya Ancol are vital in improving the overall visitor experience. More effective regulation of visitor numbers is an essential first step to controlling the detrimental impacts of tourism. By implementing a reservation system or limited entry tickets, managers can control the flow of tourists so that it is within the carrying capacity of the environment and infrastructure at Taman Impian Jaya Ancol. This will help reduce traffic congestion and hassle in the destination area and ensure that every visitor can enjoy a more relaxing and quality holiday experience.

Better waste management is also essential in overcoming tourism's negative impacts at Taman Impian Jaya Ancol. Taman Impian Jaya Ancol can reduce environmental pollution and maintain its natural beauty by improving waste management infrastructure, such as increasing the capacity of rubbish dumps and using environmentally friendly technology for waste recycling. Apart from that, public education and awareness regarding the importance of disposing of waste properly and reducing the use of single-use plastics are also essential steps in maintaining cleanliness and environmental sustainability in this destination.

Infrastructure improvements are also needed to improve the overall visitor experience at Taman Impian Jaya Ancol. This includes building or improving public facilities such as adequate public toilets, more efficient waste storage facilities, and improving accessibility for visitors with limited mobility. Better infrastructure will increase visitor comfort and support tourism by providing better experiences without damaging the environment.

Apart from policies and infrastructure, active collaboration between the local government, the management of Taman Impian Jaya Ancol, the tourism industry, and local communities is also essential in managing this tourism. Taman Impian Jaya Ancol can ensure that sustainable and wise tourism growth can be realized by involving all relevant parties in formulating policies and implementing sustainable solutions. This includes establishing regular discussion forums, environmental education campaigns, and active participation in nature conservation and environmental cleanliness programs.

Overall, there needs to be a comprehensive and sustainable approach to dealing with the impact of tourism at Taman Impian Jaya Ancol. By integrating strict policies in regulating the number of visitors, effective waste management, improving infrastructure, and active collaboration between all related parties, Taman Impian Jaya Ancol can remain a leading tourist destination that provides an effective and sustainable holiday experience for its visitors while preserving the environment. And the socio-cultural life of local communities.

To overcome the negative impacts of tourism at Taman Impian Jaya Ancol, comprehensive and sustainable strategic steps are needed. First, strict regulation of the number of visits is critical to controlling the pressure caused by the number of tourists during certain holidays. By implementing a quota or online reservation system, managers can regulate the flow of visitors so that it is within the carrying capacity of the environment and infrastructure at Taman Impian Jaya Ancol. This move will help reduce traffic jams and waste and ensure visitors can enjoy a more relaxing and meaningful holiday.

Apart from that, environmentally friendly infrastructure development needs to be taken seriously. Taman Impian Jaya Ancol needs to improve waste management facilities, such as more efficient waste processing and recycling, to reduce negative environmental impacts. General development or improvement of public infrastructure, such as clean and safe toilets, better accessibility for visitors with special needs, and good waste storage and management facilities, are also priorities. Good infrastructure improves the visitor experience and supports tourism by minimizing the environmental footprint.

Public education regarding the importance of preserving nature and local culture is also integral to overcoming tourism. Education campaigns and environmental awareness must be increased among visitors and local communities to change consumer behavior and make them more responsible for the surrounding environment. This includes outreach about waste segregation, the use of environmentally friendly products, and participation in nature conservation activities such as beach cleaning and tree planting. With this increased awareness, the public will be more concerned and actively involved in maintaining the beauty and visiting Taman Impian Jaya Ancol as a tourism destination.

Wise management in tourism development must consider the needs and aspirations of local communities. Their involvement in decision-making processes regarding infrastructure development and tourism regulation is essential to safeguarding and protecting local interests. By promoting local community participation in managing tourism destinations, Taman Impian Jaya Ancol can build sustainable relationships with surrounding communities, supporting local economic development and strengthening their cultural identity.

Promoting responsible tourism principles must be part of the tourism management strategy at Taman Impian Jaya Ancol. This includes prioritizing desirable values in destination marketing, promoting environmentally and socially friendly tourism practices, and upholding high social justice and diversity standards. In this way, Taman Impian Jaya Ancol can continue to be an attractive and sustainable tourism destination for future generations, protecting the environment and improving the quality of life of the local community.

5. CONCLUSION

The research results show that Taman Impian Jaya Ancol experienced significant levels of tourism during the Eid al-Fitr period. The massive surge in visitor numbers resulted in severe traffic jams around the Ancol area, with main roads unable to handle the drastically increased vehicle volume.

This congestion disrupts visitors' mobility and travel time, increases the risk of traffic accidents, and reduces air pollution around the destination. Apart from that, the research also highlighted the problem of significant waste accumulation at Taman Impian Jaya Ancol during the holiday period. High visitor density causes waste volumes that cannot be handled effectively by existing waste management systems, resulting in severe environmental pollution and reducing the natural aesthetics of beaches and other recreational areas. The impact not only affects the visual beauty of tourist attractions but also has the potential to damage marine ecosystems and disturb wildlife around Taman Impian Jaya Ancol. Resource management and capacity management are crucial in overcoming this tourism problem, with the need for better strategies in managing the number of visits, implementing a strict regulatory system to regulate visitor access, and improving infrastructure and sustainable waste management services. These steps aim to reduce negative impacts on the environment and visitor comfort and ensure that Taman Impian Jaya Ancol can still be a sustainable and enjoyable tourist destination for future generations.

The management of Taman Impian Jaya Ancol is advised to implement a stricter visit management policy by considering daily quotas or online reservations to regulate the flow of visitors. There is also a need to improve waste management infrastructure to be more efficient, including environmentally friendly waste processing and recycling systems. The government must strengthen regulations and supervise tourism activities at Taman Impian Jaya Ancol, including implementing policies that support sustainable tourism management. Support in the form of investment in basic infrastructure, such as more efficient public transportation and better accessibility, is also vital. Tourists are advised to care more about the environment by complying with existing regulations, reducing the use of single-use plastic, and participating in nature conservation activities organized by managers or local communities. Through good collaboration between management, government, and tourists, Taman Impian Jaya Ancol can continue to develop into a sustainable and attractive tourism destination for all parties involved.

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