AL AZHAR. Optimizing Spasial Use for Marine Ecotourism Using Marxan and Willingness To Pay Aplication: case study in Betoambari SubDistrict Baubau City. Under direction of MENNOFATRIA BOER and AGUSTINUS M. SAMOSIR.

Baubau is a growing city in Southeast Sulawesi Province, which has potential to be developed as a marine tourism destination. However, the development should be done in a sustainable way to reduce the risk of ecological destruction in the future. The objectives of this research were to identify the suitability of coastal resources for marine ecotourism especially diving and to analyze optimum space of marine ecotourism based on minimal cost and economic value. The research was conducted in the Betoambari Sub District. The data were collected through sampling, direct observation of field conditions, distributing questionnaires, and in-depth interviews at the sites; tracking various related sources for secondary data. The result showed that the ecology-based ecotourism category diving was included in most appropriate category (S1) with area 12.49 ha and appropriate (S2) 67.28 ha; optimum space based on minimal cost and economic value was scenario 1 (70% target protection of coral reef), with net benefit Rp 12,653,950,000/years and area 58.82 ha.

Keyword: Baubau, optimizing, marine ecotourism, efficiency, net benefit.