ABSTRACT

ROSMAWATY ANWAR. Development and Sustainability of Marine Tourism in the Coastal Areas and Small Islands of Makassar City. Supervised by FREDINAN YULIANDA, DIETRIECH G. BENGEN, and MENNOFATRIA BOER.

This research aims: (1) to identify the potency and condition of coastal areas and small islands of Makassar City for developing marine tourism, (2) to analyze suitability and carrying capacity of the coastal and small islands tourism areas of Makassar City for marine tourism development, (3) to analyze sustainability of the marine tourism development in coastal areas and small islands of Makassar City, (4) to formulate policy strategies for marine tourism development in Makassar City. Biogeophysics data are collected by field survey while social, economic, culture and policy data was collected by using interview techniques, supported by secondary data from the previous researches. Data analysis methods are spatial analysis using SIG, suitability and carrying capacity analysis of marine ecotourism, economic valuation analysis using Travel Cost Approach sustainable analysis use the RAPFISH approach, with five attributes i.e. ecology, economic, social-culture, technology and infrastructure, and law and institution. Furthermore, policy analysis use A’WOT (AHP and SWOT integration) approach. The results indicate that tourism area for diving has the largest suitable area i.e. 32,376 ha which are almost available in all islands with carrying capacity of 1435 person/ day. The S1 diving tourism are found in 5 islands and covering larger area (57,31 ha) than that of S2 diving tourism (24,945 ha). The result of Rapsaeco analysis indicate that sustainability on ecological (62.27%), economic (54.03%), social-cultural (55.53%) and law-institution (51.1%) dimensions are sustainable, however, dimension of technology and infrastructure (49.54%) are unsustainable. The results of policy analysis on SWOT components indicate that strength component place the first priority, then followed by threats, opportunities and weaknesses as a second, third and fourth priorities. Based on the analysis of policy strategies on development and sustainability of marine tourism of Makassar City there are 3 policy strategies which placed a high priority i.e. (1) development of snorkling and diving tourism on small islands by rehabilitation of important habitats (0.321) as the first priority, (2) development of coastal tourism on the coastal areas (0.195) as the second priority, and (3) determining of landscape of marine tourism area and infrastructures (0.161) as the third priority.

Key words: marine tourism, coastal areas and small islands, sustainability, and Makassar City.