

ABSTRACT

TOURISM DEVELOPMENT STRATEGY STUDY ON PASARAN ISLAND

By

AMALIA YASMINE

This study aims to determine how the strategy of tourism development on the island of Market, as well as to get the right strategy for development in the region of Island Market. The data is taken from primary data and secondary data, where the primary data from questionnaires and interviews diperoleh to the informant who has been determined and secondary data obtained from the institutions and agencies associated with this research.

The analysis tool is by using SWOT analysis, matrix analysis of internal factor analysis summary (IFAS) and matrix analysis of external factor analysis summary (EFAS). This research results show that the strategy is the development of a tourist attraction Market Island area consists of a general strategy and specific strategies. Common strategies include: market penetration strategies and product development. As for specific strategies include: tourist attraction development strategies, promotion of the development strategy of tourist attraction travel, sustainable tourism development strategy, strategy of institutional development and human resource development (HRD) in the field of tourism.

Keywords: Strategy Development, Tourism, Island Market.