

SUMMARY

Retno Wulandari, Department of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, August 2016, *Arahan Pengembangan Obyek Wisata Taman Laut Olele berdasarkan Konsep Ekowisata*, Academic Supervisor : Ir. Ismu Rini Dwi Ari, MT., Ph.D and Chairul Maulidi, ST., MT.

Olele Marine Park is one of the tourism icon Gorontalo province which has plenty of natural resources such as ecosystems and the biodiversity contained therein. Based on the data on the number of tourist arrivals, an increasing number of tourists coming to the Olele Marine Park over the last 5 years. Data tourist arrivals show that, in 2015 the number of tourists increased by 6645 people compared to 2014, amounting to 5443 people. Trends in the number of tourist visits to the marine park Olele over the last 5 years which continued to increase needs to be balanced with efforts to conserve the ecosystem so that no damage or environmental degradation. Olele Marine Park requires a basic scientific research regarding the suitability analysis and the carrying capacity of ecotourism Marine Park Olele to examine the use of appropriate space and carrying capacity of the region in the development of Marine Parks Olele as a tourist destination. Ecotourism carrying capacity assessment aims to determine the suitability of tourist activities and the maximum number of tourist visitors who are still tolerated by the Marine Park area attractions Olele.

The research objective was to determine the carrying capacity of Olele Marine Park based on the concept of ecotourism and to draw up the development direction of Heritage Marine Park Olele based on the concept of ecotourism. The analytical method used is descriptive method to describe the characteristics of the marine park Olele, ecotourism carrying capacity analysis, the root cause analysis, and SWOT analysis IFAS-EFAS to formulate proper guidance in developing the Marine Park Olele with the concept of Ecotourism.

The results of the analysis of the carrying capacity of ecotourism is tourism Olele Marine Park has a concordance rate of 91.23% with S1 class (very appropriate) for snorkeling and 90.75% with S1 class (very appropriate) for diving activities. While the results of that capacity analysis area for diving activities as many as 469 people / trip while snorkeling as many as 509 people / trip. SWOT analysis for IFAS-EFAS obtained landing on Marine Parks Olele based on the concept of ecotourism community-based tourism. communities around objects Marine Parks Olele role as workers travel by investing in the improvement of the house to be used as a means of homestay accommodation, buying scuba gear and snorkeling itself to then be rented out to tourists, and presents itself as a guide and transportation service providers. other than that the community also play a direct role in managing and conserving the ecosystems that exist in the tourism Olele Marine Park by way of supervising tourist activities and impacts and make rules or regulations relating to limitation of activity and the number of tourist who berkunjung to Olele Marine Park.

Keywords: Olele Marine Park, Carrying Capacity, Ecotourism, SWOT.