

ABSTRACT

A research entitled “Evaluation Tourism Area of Pasar Bawah Beach, South Bengkulu Regency”. This research aims to identify potential of Pasar Bawah beach planning and structuring tourism area of Pasar Bawah beach as sustainable tourism area in order to enhance the sustainability of nature and the welfare of society in Pasar Bawah village, Pasar Manna sub, South Bengkulu regency.

The research was carried out using the method of survey that accompanied interview, filling the questionnaires and secondary data collection. The respondents in this study consists of three i.e. community, tourists, and the government. The selection of respondents is performed by the method of purposive by researchers. The data will be analyzed by the method of spatial and descriptive.

The results showed that the Pasar Bawah Beach is one of the tourist objects that has a beautiful beach, black sand, evergreen trees and big ocean waves. Pasar Bawah Beach also has a different attraction from the other beaches i.e. beach park, such as food stalls, stall umbrellas, gazebos, pavilions, restrooms, and a mosque. Structuring area of Pasar Bawah beach is directed as a sustainable tourist area which is supported by natural potential. Sustainable tourism that will be developed covering the traditional culture, the activities surrounding communities, agriculture, fisheries, and culinary.

Keywords: potential, area arrangement and sustainable tourism