

ABSTRACT

The tourist visiting which done by people in the world from year to year increased by 3.3%. Travel and tourism sector provides the largest contribution to the total value of goods and services sold for a country in a year (Gross Domestic Product, GDP). Indonesia is a nation with a largest archipelago in the world, and has 18,110 islands on the coastline with a length of 108,000 km. West Sumatera is one of the provinces in Indonesia which has the beautiful natural potency with biodiversity of tradition and culture. Island tourism is an attractive tourist destination for domestic tourists and foreign tourists in West Sumatera. One of the favourite island is Pasumpahan Island which has very beautiful view, coral reef ecosystems, sculpture, and views of the islands. The methods of the research are Delphi Method and TOPSIS Method. The internal and external factors of Pasumpahan Island identified from literatures and validated by experts, resulting 3 internal factors of Pasumpahan Island divide into 10 subfactors and 23 attributes and 2 external factors of Pasumpahan Island divide into 6 subfactors and 9 attributes. Based on SWOT analysis, obtained the 15 strengths (S), 8 weaknesses (W), 4 opportunities (O), and 5 threats (T) of Pasumpahan Island Tourism. The total weighted score of Internal Factor Evaluation (IFE) matrix is 3,725 and the total weighted score of External Factor Evaluation (EFE) matrix is 3,191. The Internal – External (IE) matrix placed in Area I and Cell I. Therefore, the strategy for Pasumpahan Island Tourism is grow and build (using intensive and integrative strategy). SWOT matrix developed using the results of IE matrix and divided into 5 SO strategies, 3 WO strategies, 3 ST strategies, and 2 WT strategies. The strategies determined using Delphi Method and resulting 14 strategies of Pasumpahan Island Tourism. Based on the TOPSIS method, the strategies priority of Pasumpahan Island Tourism are government support the infrastructure development and management system with a value of 14,4%; maintain the natural beauty and cleanliness of tourism object with a value of 13,4%; provide quality service and complete infrastructure with a value of 12,5%; increasing the availability of toilet, water, homestay, musola, and camp area with a value of 12,0%; and provide public transportation to facilitate the tourists in Sungai Pisang with a value of 10,6%.

Keywords : Delphi, EFE, IE, IFE, SWOT, TOPSIS