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ABSTRACT

Large scale tourism activities which are not well planned is one causes of environmental damage. The condition of species diversity of vegetation in tourism areas as a part of the global biodiversity, depends on its management. The goals of this research are to recognize the condition of tourism, vegetation and the influence of tourism development on the compilation of vegetation species diversity at Sanur Coast. The result of this research is meant to be one of the inputs for further development and management of tourism in coastal areas.

The method applied in this research was Belt transect plot and the collection of samples was based on land use of Sanur Coast. The units of measurement for this research were an individual for vegetation and number of tourists, and percentage for land cover by tourism industries at pescapre formation and Barrington formation. The assessment of the influence between tourism development and species diversity of vegetation compilers was conducted by using *correlation Pearson* analysis to get the correlation degree of both of them.

The result of this research were, first, the number of vegetation species were 87 species. Second, the inventory of tourism industries in the field study were accommodations consisting of 5 star hotels, 10 hotels, and 15 cottages, food catering consisting of 30 bistros/eating places, 15 BARs and 9 restaurants, transportation consisting of 5 tourism transport firms and 15 travel agents, services consisting of art shops, 9 money changers, 1 laundry, and 1 billiard. Third, there is correlation between tourism development and the species diversity of vegetation compilers. First, the average of diversity index at pescapre formation was 0,488 which has significant correlation on the number of tourists. Second, the average of diversity index at Barrington formation was 0,811 which has insignificant correlation between all tourism variables. So if the management of the tourism area is well planned, that area will also obtain the conservation too.

Key words: coast, diversity index, tourism

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