



## TABLE OF CONTENT

FRONT COVER .....	i
INNER PAGE .....	ii
TITLE .....	iii
VALIDATION PAGE .....	iv
STATEMENT OF ORIGINALITY .....	v
MOTTO .....	vi
DEDICATION .....	vii
ACKNOWLEDGEMENT .....	viii
TABLE OF CONTENTS .....	x
LIST OF TABLES .....	xii
LIST OF FIGURES .....	xii
ABSTRACT .....	xiv
INTISARI .....	xv
CHAPTER I INTRODUCTION .....	1
1.1 Background .....	1
1.2 Problem Formulation .....	4
1.3 Research Objectives .....	4
1.4 Research Benefits .....	4
1.5 Literature Review .....	5
1.6 Theoretical Framework .....	11
1.7 Research Method .....	13
1.7.1 Research Location .....	13
1.7.2 Data Collecting Method .....	14
1.7.3 Concept Operationalization .....	18
1.7.4 Data Analysis Method .....	20
1.8 Writing Layout .....	21
CHAPTER II GENERAL OVERVIEW OF NUSA LEMBONGAN .....	23
2.1 History and Profile of Nusa Lembongan .....	23
2.2 Tourism in Nusa Lembongan .....	30
2.2.1 Tourist Visit .....	30



2.2.2	Tourist Attraction .....	31
<b>CHAPTER III ANALYSIS OF TOURIST PROFILE INFLUENCE TO THE INTERNATIONAL TOURIST MOTIVATION WHO TAKE ADVENTURE TOURISM .....</b>		
<b>52</b>		
3.1	Introduction.....	52
3.2	Tourist Profile .....	52
3.2.1	Gender .....	53
3.2.2	Age.....	54
3.2.3	Living Place.....	56
3.2.4	Level of Education .....	57
3.2.5	Marital Status.....	59
3.2.6	Occupation.....	60
3.2.7	Monthly Income .....	61
3.2.8	Length of Stay .....	63
3.2.9	Frequency of visiting Nusa Lembongan.....	65
3.2.10	Travel Partners.....	66
3.3	Tourist Motivation .....	67
3.3.1	Escaping Personal Environment.....	67
3.3.2	Escaping Interpersonal Environment .....	69
3.3.3	Seeking Personal Rewards .....	71
3.3.4	Seeking Interpersonal Rewards .....	74
<b>CHAPTER IV CONCLUSION.....</b>		
<b>78</b>		
4.1	Conclusion .....	78
4.2	Suggestion.....	80
<b>BIBLIOGRAPHY .....</b>		
<b>82</b>		
<b>APPENDICES.....</b>		
<b>86</b>		



## LIST OF TABLES

	Page
Table 1.1: Land Suitability Index towards ecotourism in diving category	3
Table 2.1: Boat Schedule Nusa Lembongan - Sanur .....	26
Table 2.2: International Tourist Visiting Klungkung.....	30
Table 3.1: Tourist Profile based on Gender .....	51
Table 3.2: Tourist Profile based on Age .....	52
Table 3.3: Tourist profile based on living place .....	54
Table 3.4: Tourist profile based on level of education .....	56
Table 3.5: Tourist profile based on Marital Status.....	57
Table 3.6: Tourist profile based on Occupation.....	58
Table 3.7: Tourist profile based on Monthly Income .....	59
Table 3.8: Tourist profile based on Length of Stay .....	61
Table 3.9: Tourist profile based on Frequency of Visit .....	63
Table 3.10: Tourist profile based on Frequency of Visit.....	64
Table 3.11: Respondents' Statement of Escaping Personal Environment..	65
Table 3.12: Respondents' Statement of Escaping Interpersonal Environment.....	66
Table 3.13: Respondents' Statement of Seeking Personal Rewards.....	68
Table 3.14: Respondents' Statement of Seeking Interpersonal Rewards ..	70
Table 3.15: Tourist Motivation Mean .....	72



## LIST OF FIGURES

	Page
Figure 2.1: Nusa Lembongan Tourism Map .....	23
Figure 2.2: Sugriwa Express Boat .....	27
Figure 2.3: Road of Jungutbatu Village .....	28
Figure 2.4: Pick Up Truck.....	29
Figure 2.5: Mangrove Forest Tour in Nusa Lembongan .....	32
Figure 2.6: Mahagiri Beach .....	33
Figure 2.7: Devil's Tear .....	34
Figure 2.8: Dream Beach .....	35
Figure 2.9: Scenery in Panorama View.....	36
Figure 2.10: One of the Underground House Room .....	37
Figure 2.11: Yellow Bridge .....	38
Figure 2.12: Blue Corner Bar & Restaurant .....	39
Figure 2.13: Souvenir Shop .....	41
Figure 2.14: Yoga in Yoga Shack .....	42
Figure 2.15: Bali Hai Cruise in Nusa Lembongan .....	43
Figure 2.16: Snorkeling in Gamat Bay .....	44
Figure 2.17: Surfing in Nusa Lembongan .....	45
Figure 2.18: Maps of Dive Sites.....	46
Figure 2.19: Manta at Manta Point .....	48
Figure 2.20: Mola-mola at Crystal Bay .....	49