

## ABSTRACT

*As a maritime nation and the world's largest archipelago, Indonesia is endowed God Almighty wide range of coastal and marine ecosystems (such as sandy beaches, caves, lagoons, estuaries, mangroves, seagrass, seaweed, and coral reefs) are the most beautiful and relatively still ' virgin '(pristine, unspoiled). Among the ten most beautiful coral reefs and the best in the world, six are in located at Raja Ampat in West Papua, Wakatobi in Southeast Sulawesi, Taka Bone Rate in South Sulawesi, Bunaken in Southeast Sulawesi, Karimun Java in Central Java, and Pulau Weh in Aceh (WTO, 2000). The linger conflict, together with earthquake and tsunami destroyed the economy of Aceh and Aceh has become one of the poorest provinces in Indonesia (World Bank, 2008). To aid its recovery, Aceh need a new alternative as a driver to accelerate economic growth that does not spend its limited natural resource. The most readily sector is tourism with Pulau weh as its flagship. The increasing trend in tourist arrivals to the tourist destination in all over the world is not applicable in Pulau Weh. Evidently, in addition to the number of foreign tourist arrivals were stagnant from time to time, in terms of customer share their sahre of wallet is also still low. The purpose of this research is to examine international tourist share in marine tourism, especially diving and snorkling, in Aceh Indonesia and how other variables such as tourist loyalty, destination image, tourist requirement and tourist value affect the tourist share. The data for this study come from survey in the field, by using questioners and interview, not only to tourists but also to other stakeholder such hotel owner, government officials, international NGO officers and other related parties. Structural Equation Model (SEM) is used to test the hypotesis. Respondents were drawn from four (4) locations most tourist concentrated in Iboih, Sumur Tiga, Kota and Gapang. The analysis showed that all variables, except the tourist value, significantly affect the share of tourists. To increase the share of foreign tourists in Aceh, there are few crucial things to do such as the provision of gymnasium facilities, providing a wide selection of sizes of oxygen tank, as well as providing some nitrox station for diving equipment. Some of these findings have also been confirmed by other respondents such as the owner of the hotel and diving shop. The limitation of this dissertation does not have enough other sources of information, because, not many secondary data available including those from the previous survey except the results of the study done by Aceh Institute, which can be used as a reference.*

*Keywords: share photos, Nautical Tourism, Diving, Snorkeling, Loyalty Traveler, Travel Destinations Citra, and value demands Travelers Travelers.*