

**AN INTEGRATED THEORETICAL ANALYSIS OF SUSTAINABLE
CHALLENGE AT FRIWEN WALL RAJA AMPAT**

By

Selvia Widya Astuti
100 - 001- 460

BACHELOR'S DEGREE

in

HOTEL AND TOURISM MANAGEMENT
FACULTY OF BUSINESS COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

July, 2026

STATEMENT BY THE AUTHOR

I hereby declare that this thesis “AN INTEGRATED THEORETICAL ANALYSIS OF SUSTAINABLE CHALLENGE AT FRIWEN WALL RAJA AMPAT” is my original work and has been prepared independently. The ideas, data, theories, and materials from the work of authors from the literatures have been properly acknowledge through appropriate citations and references. To the best of my knowledge, this thesis has not been previously submitted for the award of any degree or qualification at any other education institution.



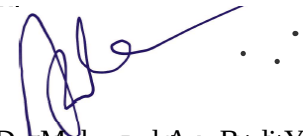
Selvia Widya Astuti

Student

July 17, 2026

Date

Approved by:



Dr. Mohamad Ary Budi Yuwono, S.T, M.M .

Thesis Advisor

July 17, 2026

Date

Dr. Nila Krisnawati Hidayat, S.E, M.M

Dean of Faculty of Business and Communication

July 17, 2026

Date

ABSTRACT

AN INTEGRATED THEORETICAL ANALYSIS OF SUSTAINABLE CHALLENGE AT FRIWEN WALL RAJA AMPAT

By

Selvia Widya Astuti
Dr. Mohamad Ary Budi Yuwono, S.T, M.M, Advisor

SWISS GERMAN UNIVERSITY

Friwen Wall, located in Friwen Village, Raja Ampat, Indonesia, is exceptional marine life biodiversity tourism destination, currently facing degradation and facing sustainability challenge. This research aims to analyze operational, environmental, and governance issues which are affecting sustainable tourism development in Friwen Wall and to propose improvement strategies to create long-term sustainability. The study approach qualitative case study by using secondary data including policy document, peer reviewed journal article, institutional report, sustainability standard and interview with direct respondents who are directly involved in Raja Ampat sustainable development activities. Data were analyzed by document analysis and thematic coding to identify critical issue related to marine pollution, inadequate waste management, deforestation, weak governance, limited infrastructure, minimal adoption of digital technologies, and low community involvement. This study highlights the importance of community-based tourism, standardized operating procedures and management capacity in improving destination sustainability. In conclusion this research proposes practical insight in managing fragile marine destination sustainably.

Sustainability tourism: Marine tourism, Friwen Wall, Raja Ampat, Destination Management, Environmental Sustainability.



DEDICATION

This thesis is dedicated to my country Indonesia, especially Papuan, who's
unwavering protect their beautiful place across generations.

This thesis also dedicated to my family, who always steadfastly encouraging me to
reach the best of my self.

This work also dedicated to my lectures for their guidance, expertise and constructive
feedback, which have greatly enriched my research capabilities and academic
development.

Lastly, this thesis is dedicated to individuals, and institution which are committed to
environmental conservation and the advancement of sustainability of tourism
practices, to protect and to develop marine biodiversity, particularly in fragile marine
ecosystem.



ACKNOWLEDGEMENTS

I would like to express my gratitude to my lectures throughout my academic journey, for they continue support and constructive feedback for completion of this thesis. Their expertise, knowledge and encouragement have been preciously contributed in my academic development and research direction.

I also wish to thank the academic staff of Swiss German University who constantly facilitating and providing help.

Thank you for my family supports, they encouragement have shown is beyond my challenge barrier. They have been my constant source of strength during my academic year.

Finally, I would like to acknowledge all scholars, organizations and institutions whose research and publications contributed in this study, included those who are committed to protection of environment, and the promotion of sustainability tourism, particularly in Raja Ampat.

TABLE OF CONTENTS

Page

Contents

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES	10
LIST OF TABLES.....	11
CHAPTER 1 – INTRODUCTION	Error! Bookmark not defined.
1.1 Background	Error! Bookmark not defined.
1.2 Research Problem	Error! Bookmark not defined.
1.3 Research Questions	Error! Bookmark not defined.
1.4 Research Objective	Error! Bookmark not defined.
1.5 Scope and Limitation	Error! Bookmark not defined.
1.6 Significant of The Study	Error! Bookmark not defined.
CHAPTER 2 - LITERATURE REVIEW	Error! Bookmark not defined.
2.1 Conceptual Framework.....	Error! Bookmark not defined.
2.2 Grand Theory and Followed by Other Theory Related to Variables.....	Error! Bookmark not defined.
2.2.1 Sustainable Tourism Theory (Main Theory)	Error! Bookmark not defined.
2.2.2 Community Based Theory (CBT).....	Error! Bookmark not defined.
2.2.3 Multiple Stressor Theory	Error! Bookmark not defined.
2.2.4 Expectation–Confirmation Theory (ECT) ..	Error! Bookmark not defined.
2.2.5 Carrying Capacity Theory.....	Error! Bookmark not defined.
2.3 Previous Study	Error! Bookmark not defined.
2.3.1 Below are 10 article journals related to Friwen Wall:	Error! Bookmark not defined.
2.4 State of The Art.....	Error! Bookmark not defined.
2.4.1 State of The Art (SOTA).....	Error! Bookmark not defined.

2.5 Research Proposition	Error! Bookmark not defined.
CHAPTER 3 – RESEARCH METHODS	Error! Bookmark not defined.
3.1 Research Design.....	Error! Bookmark not defined.
3.2. Data Collection Method	Error! Bookmark not defined.
3.3. Data Analysis Technique	Error! Bookmark not defined.
3.3.1 Data Collection	Error! Bookmark not defined.
3.3.2 Data Condensation	Error! Bookmark not defined.
3.3.3 Data Display.....	Error! Bookmark not defined.
3.3.4 Conclusion Drawing and Verification	Error! Bookmark not defined.
3.3.5 Root Cause Analysis (Fishbone Diagram) ..	Error! Bookmark not defined.
3.4 Analytical Dimensions	Error! Bookmark not defined.
Chapter 4 – Result and Discussion	Error! Bookmark not defined.
4.1 Respondent Profile	Error! Bookmark not defined.
4.2 Summary of Questionnaire Finding	Error! Bookmark not defined.
4.2.1 Environment Sustainability	Error! Bookmark not defined.
4.2.2 Operational Management	Error! Bookmark not defined.
4.2.3 Governance	Error! Bookmark not defined.
4.2.4 Community Participation	Error! Bookmark not defined.
4.3 Discussion	Error! Bookmark not defined.
4.3.1 Environmental Sustainability	Error! Bookmark not defined.
4.3.2 Operational Management	Error! Bookmark not defined.
4.3.3 Governance	Error! Bookmark not defined.
4.3.4 Community Participation	Error! Bookmark not defined.
Chapter 5 – Conclusion and Recommendation.....	Error! Bookmark not defined.
5.1 Conclusion	Error! Bookmark not defined.
5.2 Recommendation	Error! Bookmark not defined.
5.2.1 Environmental and Tourism Management Recommendation	Error! Bookmark not defined.
Bookmark not defined.	
5.2.2 Community and Educational Recommendation	Error! Bookmark not defined.
defined.	
5.3 Expected Practical Contributions.....	Error! Bookmark not defined.
Ethical and Academic Integrity Considerations.....	Error! Bookmark not defined.
GLOSSARY	Error! Bookmark not defined.
REFERENCES	Error! Bookmark not defined.
APPENDICES	Error! Bookmark not defined.
Appendix A	Error! Bookmark not defined.

Questionnaire Instrument.....	Error! Bookmark not defined.
Appendix B	Error! Bookmark not defined.
Appendix C	Error! Bookmark not defined.
Appendix D	Error! Bookmark not defined.
CURRICULUM VITAE	Error! Bookmark not defined.



LIST OF FIGURES

Figures	Page
Figure 1. Total emitted plastic into the ocean ME (MT year ⁻¹) per country. Adapted from Meijer et al. (2021 p.5)	Error! Bookmark not defined.
Figure 2. Top 20 countries ranked according to annual plastic emission ME into the ocean (Meijer et al., 2021)	Error! Bookmark not defined.
Figure 3. Integrated Conceptual Framework	Error! Bookmark not defined.
Figure 4. Qualitative Data Analysis Process	Error! Bookmark not defined.
Figure 5. Cause and Effect (Fishbone) Diagram	Error! Bookmark not defined.
Figure 6. Distribution of Respondent Types	Error! Bookmark not defined.
Figure 7. Respondent Perceptions of Coral Reef Conservation	Error! Bookmark not defined.
Figure 8. Respondent Perceptions of Waste Management	Error! Bookmark not defined.
Figure 9. Respondent's Perceptions of Tourism Infrastructures and Facilities	Error! Bookmark not defined.
Figure 10. Respondent's Perceptions of Digital Technology Adaption	Error! Bookmark not defined.
Figure 11. Respondent's Perceptions of Environmental Regulation	Error! Bookmark not defined.
Figure 12. Respondents Perception of Community Perceptions	Error! Bookmark not defined.
Figure 13. Respondents Support for Sustainable Tourism	Error! Bookmark not defined.

LIST OF TABLES

Table	Page
Table 1: Previous Study Table	Error! Bookmark not defined.
Table 2. Respondent Profile.....	Error! Bookmark not defined.
Table 3. Summary Questionnaire Findings	Error! Bookmark not defined.

