

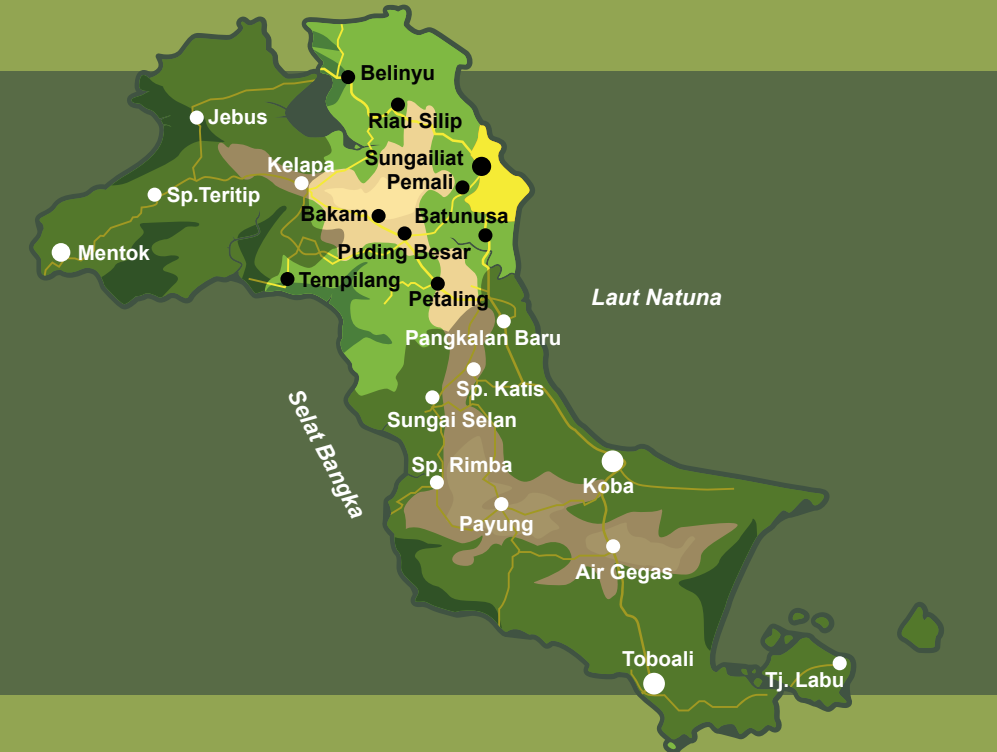
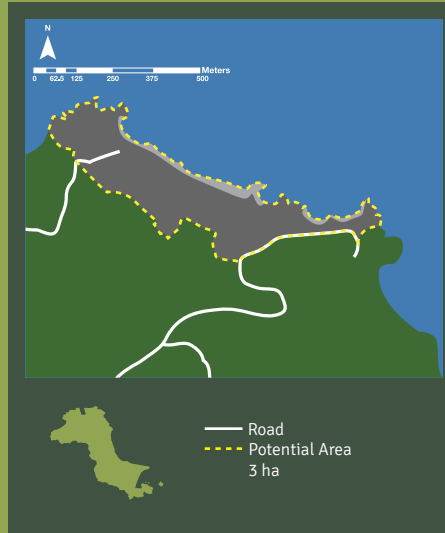
## B. RAMBAK BEACH

Coordinate : 1°52'23,71" N & 106°10'17,70" E

Rambak Beach located at Sungailiat, the Capital City of Bangka Regency. The beach has the total area of 110 Ha, in which 80 Ha of them was owned by the local Government and is purposed for tourism development and investment.

Individual beachfront parcels may be acquired by private sector entities for eco - sensitive development of several business field (including the investment code for every business field):

- 1) Star hotel (5511), ranging from 3 to 5 star;
- 2) Food and Beverages Services, such as : Restaurant (56101), Café (56303) and Bar (56301)
- 3) Spa (96122) and Villa (55194);
- 4) Water based tourism, such as Marine dock (93243);
- 5) Sport facilities, such as : Golf Course (93112), Billiard house (93111) Tennis Field (93116) and Swimming center (93114)
- 6) Recreational Park (93232) and Theme Park (93210);
- 7) Enclave Management (91022) of the "Living history" ethnic village.



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INVITATION TO INVEST IN TOURISM  
 BASED COMMUNITY DEVELOPMENT AT :



# Indonesia Tourism Invitation



Ministry of Tourism Republic of Indonesia





## PRESENTING BANGKA REGENCY, BANGKA BELITUNG PROVINCE THE COASTAL AND MARINE PARK DESTINATION OPPORTUNITIES:

### 1. DEVELOPMENT OVERVIEW



### LOCATION

- Located in the western part of Indonesia, at Bangka Belitung Province
- Capitalcity of the regency : Sungailiat
- Land area of the regency : 2.950,68 sq. Km
- Land area of the island : 11.534,14 sq. Km
- Sea area of the island : 16.619 sq. Km
- Geographic Coordinates
  - Latitude : 10°20' N to 30°70' N
  - Longitude : 10°50' E to 10°70' E
  - Time zone : GMT+07, Western Indonesia Time



### TOURISM RESOURCES

Bangka Regency is renowned for its unique white rocky beach, the most renowned beach are Parai Beach, Matras Beach, Rambak Beach and Penyusuk Beach. In addition to marine tourism, Bangka Island offers nature tourism, cultural and historical tourism, culinary delight and vigorous of culture. The opportunities for coastal and marine tourism are boundless, including stilt accommodation, cruising, sailing and fishing.



### ACCESSIBILITIES

Bangka Island could be reach by both international and domestic tourist via:

- Local Airport : Depati Amir Airport (the main airport of the Bangka Belitung province, serving the route of Jakarta-Pangkalpinang, Batam-Pangkalpinang, Palembang-Pangkalpinang, Blitung-Pangkalpinang)
- Airport :
  - Soekarno-Hatta International Airport, Jakarta
  - Sultan Mahmud Badaruddin II, Palembang
- Seaport :
  - Pangkal Balam Seaport at Pangkalpinang City
  - Tanjung Gudang Seaport at Belinyu District
  - Tanjung Kalian Seaport at Muntok District



### MARKETING

In order to attract more tourist both domestic and international to visit Bangka Regency, the local government implemented several strategy as follow:

- Develop the existing tourist attraction as an integrated tourism destination with international quality in order to attract more tourists.
- Improvement and enhancement of the inbound promotion in collaboration with various travel agent.
- Optimize the cultural event as an integrated event that is held across tourism destinations in Bangka Regency.



### ACCOMMODATION

Coastal and marine sustainable tourism development concept adopted at Bangka Regency encourage the investors to invest on the sustainable accommodation that takes into account the natural and environmental sustainability. Applying the green technologies and the use of local resources in building, design, and operation of the lodging facilities are also very desirable. The investors also encouraged to utilize the local small, medium suppliers in order to allow the local communities to benefit directly from tourism activities in the area.



## BANGKA REGENCY



### TOURIST ARRIVAL

The main market for the Bangka Regency was the domestic tourist originated from the nearest island and province, such as Palembang, Riau, West Kalimantan and Jakarta. This market seeks a beautiful white sand beach with calm wave, because they tend to visit with their family including children and elderly. The following table summarize the domestic and international tourist arrival statistics for the past 5 years.

Table 1 Tourist Arrival Statistics

Year	2009	2010	2011	2012	2013
Domestic Tourist Movements	27.201	31.201	56.581	69.631	62.247
International Tourist Arrivals	163	134	121	138	178

### 2) TOURISM DEVELOPMENT

#### A. PARAI BEACH

Coordinate : 1°48'31,97" N & 106°7'29,47"E

Most of the land at Parai Beach have been owned and developed by the private sector and are open for a business to business partnership on further investment.

The opportunities are available for eco - sensitive development of several business field (including the investment code for every business field):

- Star hotel (5511), ranging from 3 to 5 star;
- Food and Beverages Services, such as : Restaurant (56101),Café (56303) and Bar (56301)
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