

2. TOURISM DEVELOPMENT



UTEK BEACH

Individual beachfront parcels be acquired by private sector entities for eco - sensitive development of several below 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)
 - Bar (56301)
- Spa (96122) and Villa (55194)
- Recreational Park (93232) and Theme Park (93210)
- Enclave Management (91022) of the "Living history" ethnic village.



ROTE ISLAND



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ROTE ISLAND

EAST NUSA TENGGARA PROVINCE



INVITATION TO INVEST IN TOURISM
 BASED COMMUNITY DEVELOPMENT AT :



Indonesia Tourism Invitation



Ministry of Tourism Republic of Indonesia



wonderful
 indonesia



PRESENTING ROTE ISLAND, ROTE NDAO REGENCY, EAST NUSA TENGGARA PROVINCE SPECIAL INTEREST, ISLANDS AND MARINE DESTINATION OPPORTUNITIES.

1. DEVELOPMENT OVERVIEW



TOURISM RESOURCES

Rote Island is renowned for its stunning Nemberala beach, which has been known, as one of the best surfing spots in Indonesia. Rote Island also has many traditional fisherman villages across its island, which has become an attraction for many tourists. With the total of 102 islands and only 6 islands that inhabited, fringed with white sand beaches, opportunities for water edge tourism are boundless, including stilt accommodation, cruising, sailing, and fishing. In addition to marine tourism, Rote Island offers nature tourism, cultural and historical tourism, and culinary delight, and vigorous culture, arts and crafts. Rote Island attractions include :

- a. Magnificent Nemberela beaches
- b. Utek Beach
- c. Termanu Rocks
- d. Charming fisherman villages clustered at water edges.

The Regency administration is very aware of the benefits of eco-tourism and encourages sustainable development.

Rote Ndao Regency have several local arts, which are:

- a. Dance : Foti, Te'oRenda and Kaka Musu
 - b. Song : Mai Fali E, Mana Lolo Banda and Au Nusa Nga Au DaeNga
 - c. Musical Instrument : Sasando, Gong and Tambur
- All of the local arts have been used on every traditional ceremonies for generations, these ceremonies includes wedding parades, religion ritual, traditional ceremonies and welcoming guest.

LOCATION

- a. Located in the southern part of Indonesia, East Nusa Tenggara Province
- b. Capital of the Regency : Ba'a City
- c. Nearest city : Kupang (Capital of East Nusa Tenggara Province)
- d. Main island : Rote Island
- e. Other major islands : Ndao, Nuse, Landu, Nusa Manuk, Usu I, and Usu II
- f. Land area of Regency : 1.280,10 sq. Km
- g. Sea area of Regency : 2.376 sq. Km
- h. Geographic coordinates :
 - 1) Latitude : 10°25' N to 11°00' N
 - 2) Longitude : 121°49' E to 123°26' E
 - 3) Time zone : UTC + 8 (Waktu Indonesia Tengah)



ACCESSIBILITIES

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

- a. Airport : Lekunik Rote (Local airport with low flight frequency serving the route of Rote Ndao – Kupang flight once in a day).
- b. Nearest Large Airport : El-Tari Airport at Kupang City.
- c. Nearest International Airport : NgurahRai Airport at Denpasar City, Bali Province.
- d. Seaport :
 - 1) Ba'a Seaport at Lobalain District
 - 2) Batutua Seaport at Rote Barat Daya District
 - 3) Oelaba Seaport at Rote Barat Laut District
 - 4) Papela Seaport at Rote Timur District
 - 5) PantaiBaru Ferry Seaport at PantaiBaru Distric



ACCOMMODATION

A floatplane air taxi service may be contemplated as demand for access to newly occupy or remote islands increases. This service may be managed by private sector or public sector. All of these improvements may be considered as private sector investment opportunities. Countries nearby with major outbound tourism potentials include Malaysia, Thailand, Singapore, Vietnam, and to a lesser extent Myanmar, Brunei Darussalam, and Cambodia. With increased airport capacity, direct domestic flights from Jakarta and Bali are under consideration.

Coastal and marine sustainable tourism development concept adopted at Rote Island 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.



MARKETING

The main market for the Rote Island tourism destination is the international tourist who seek the adventure experience through exploring many parts of the island natural beauty. The current market is the international surfer tourist with a limited number of visits due to lack of tourism facilities supporting the activities, investors are encourage to invest in these opportunities.

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

- a. Quality and quantity improvement of the Rote Island tourism marketing program through a wide variety of media promotion and extend its reach.
- b. Develop the existing tourist attraction as an integrated tourism destination with international quality in order attract more tourists.
- c. Improvement and enhancement of the inbound promotion in collaboration with various travel agent.
- d. The realization of cooperation between partnerships, inter-regional and across sectors in the development of Rote Island tourism.



TOURIST ARRIVAL

The domestic and international tourist statistic presented on the following table :

TABLE 1 ROTE ISLAND TOURIST ARRIVAL 2004-2011

Year	2004	2005	2006	2007	2008	2009	2010	2011	Total
Domestic	0	0	0	0	0	83	212	167	462
International	41	73	93	91	97	121	136	132	784

Source: Rote NdaoRegencyTourism Office

