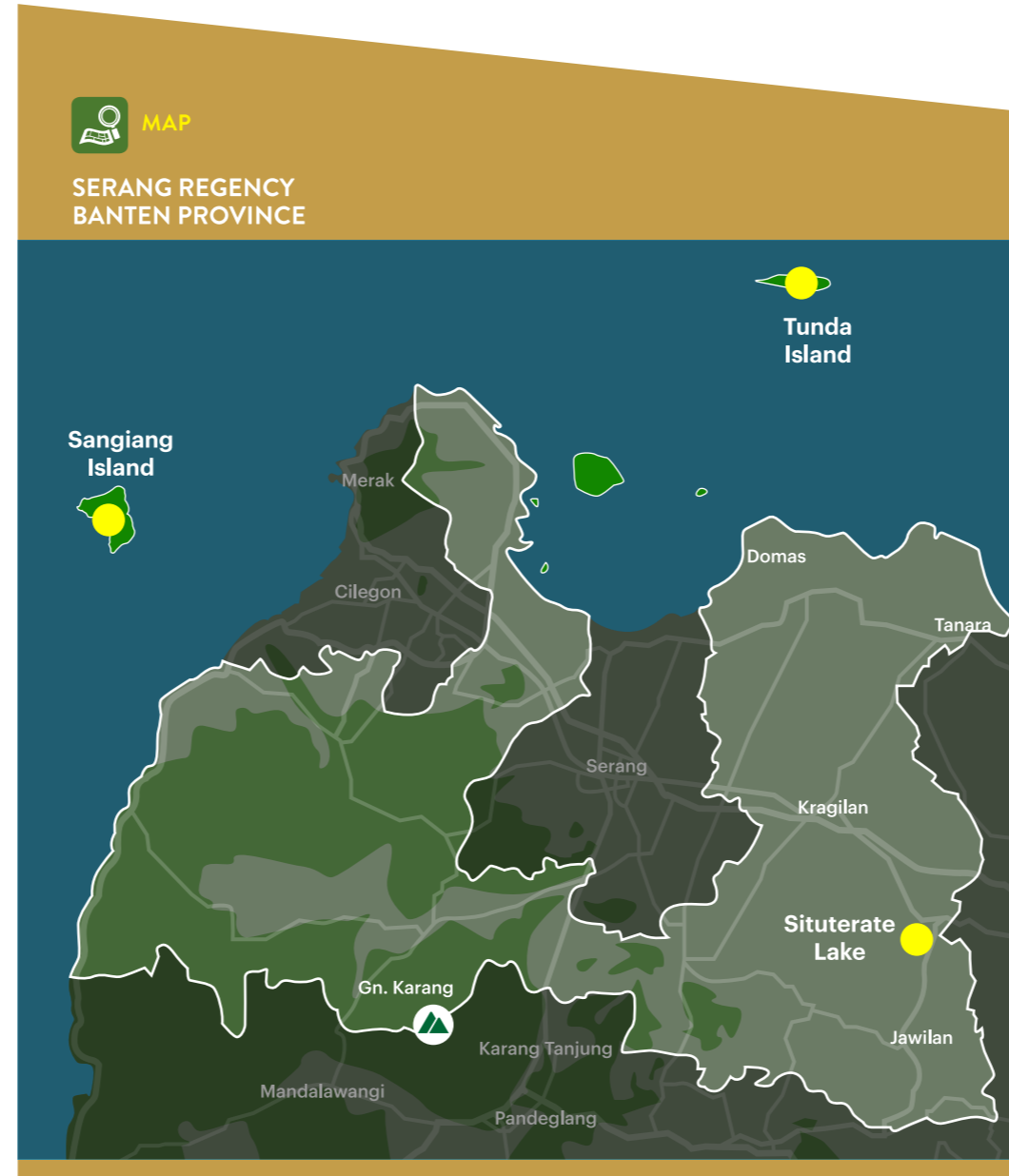




**SITUTERATE LAKE**

Coordinate : 6°12'46,27" S & 106°20'50,16"E

- 1) Location Width : 26 Ha
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
  - a. Star Hotel (5511)
  - b. Restaurant (56101)
  - c. Spa (96122)
  - d. Swimming Centre (93114)
  - e. Recreational Park (93232)
  - f. Themed Park (93210)
- 4) Available cooperation  
The Investors are encourage to invest in collaboration with the Local Government through the following cooperation:
  - a. Build, Operate and Transfer (BOT)
  - b. Joint Venture



**MAP**  
SERANG REGENCY  
BANTEN PROVINCE

**ADDRESS**  
Deputy for Tourism Destination and Tourism Industry Development

Sapta Pesona Building, 4th Floor  
Merdeka Barat No. 17  
Jakarta Pusat 10110  
Indonesia  
www.kemenpar.go.id  
www.indonesia-tourism-investment.com

Contact Us :  
Indonesia.tourisminvestment@kemenpar.go.id  
Indonesia.tourisminvestment@gmail.com  
T : +62 21 3838 040  
F : +62 21 3867 588

**SERANG REGENCY**  
BANTEN PROVINCE

INVITATION TO INVEST IN TOURISM  
BASED COMMUNITY DEVELOPMENT AT :

**Indonesia  
Tourism  
Invitation**

Ministry of Tourism Republic of Indonesia

wonderful  
indonesia



## PRESENTING: SERANG REGENCY, BANTEN PROVINCE

### OUR MISSION IS TO:

- 1) Recognize and promote the locations of great natural beauty and social diversity as tourist destinations;
- 2) Inform international and domestic investors, developers, operators, and visitors about development potentials in these areas;
- 3) Guide investors towards the comprehensive investment services offered by the Ministry's partners, including the Indonesia Investment Coordinating Board.

## 1. ABOUT SERANG REGENCY



### LOCATION

Capital City : Serang City  
 Time Zone : WIB (UTC+7)  
 Coordinate : 6°7'12"S 106°9'1"E  
 Area Width : 1,734.28 km<sup>2</sup>  
 Borders :  
 North : Java Sea  
 West : Sunda Strait  
 South : Lebak Regency and Pandeglang Regency  
 East : Tangerang Regency

Air Temperature : 21-34 °C  
 Relative Humidity : 40% - 60%



### DEMOGRAPHICS

Population : 1,571,174  
 Density : 1,070.73 / km<sup>2</sup>  
 Ethnic : Javanese, Sundanese, Baduy  
 Language : Indonesian, Javanese, Sundanese, Baduy



### ECONOMY

The three largest contributor for the Serang Regency's Gross Domestic Product are processing industry, farming and trade, hotel and restaurant sectors.



### INFRASTRUCTURE

#### Transportation

Serang Regency supported by national, provincial and district roads. The regency also passed by the north line roads that stretches across the Java Island from West to the East, Starting from Anyer area to the Serang Regency. The regency also have Merak Port, a major port and ferry terminal that is located just west of the regency.

#### Telecommunication

Serang Regency is supported by adequate telecommunication facilities, all of the national cellular operator provide many relay tower in the regency.

#### Energy

State Electric Company (PLN) has expanded its service range to the Serang Regency. Electrical service for residents in the regency has been even, but some rural areas in the regency do not yet have electricity, this is because the number of connections and the geography of the region.



## 2. TOURISM FACTS



### ATTRACTION

Most of the main tourist attractions of Serang Regency are located in the north, which most of it are beaches and small islands. Some of the famous tourist attraction are Anyer Beach, Sangiang Island and Tunda Island. The main market for its tourist attraction are domestic tourist that originated from the neighbouring area such as Jakarta, Tangerang, West Java, Etc.



### ACCESSIBILITIES

Serang Regency are relatively easy to reach by both domestic and international tourist, there are many toll roads in the regency that connect to Jakarta and West Java Province. International Tourists can access the regency via Soekarno Hatta International Airport that is located in Tangerang Regency.

## 3. REGIONAL TOURISM POLICY



### TOURISM POSITION ON REGIONAL DEVELOPMENT

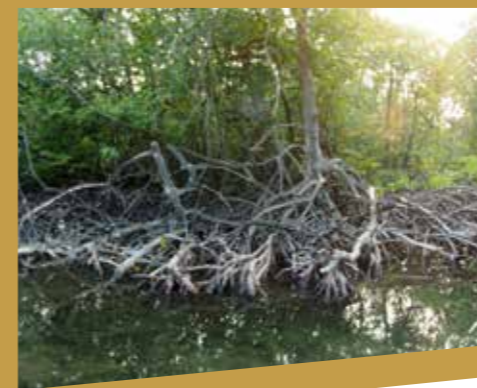
Tourism has become one of the main priority sector for development by the local government. The government and the community have fully aware of the Serang Regency tourism resources and it's potential for economic contribution through tourism development. They are welcoming every investors that are willing to cooperate not only on developing more tourism attraction and facilities but also to develop in all of tourism aspects of Serang Regency.



### REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at the Serang Regency must be implemented in compliance with the following principles:

1. Community based tourism  
Maintain the involvement of the local community and the stakeholders on every tourism development activities
2. Sustainable tourism  
Continuous improvement and preservation of the environmental, cultural and community aspects of tourism development
3. Cultural preservation  
Implement and integrate the local culture elements on all of the tourism development activities
4. Collaborative cooperation between stakeholders  
Cooperate and accommodate all of the stakeholder's aspirations



## 4. INVESTMENT OPPORTUNITIES

### SANGIANG ISLAND

Coordinate : 5°58'02,80" S & 105°51'54,93"E

- 1) Location Width : 734 Ha (Available for investment are 484 Ha)
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
  - a. Dive Tour (93242)
  - b. Star Hotel (5511)
  - c. Camping Ground (55192)
  - d. Restaurant (56101)
  - e. Spa (96122)
  - f. Villa (55194)
  - g. Swimming Centre (93114)
  - h. Recreational Park (93232)
  - i. Themed Park (93210)
  - j. Marine Dock (93243)
- 4) Available cooperation  
The Investors are encourage to invest in collaboration with the Local Government through the following cooperation:
  - a. Build, Operate and Transfer (BOT)
  - b. Joint Venture



### TUNDA ISLAND

Coordinate : 5°48'51,80" S & 106°16'49,40"E

- 1) Location Width : 360 Ha
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
  - a. Dive Tour (93242)
  - b. Star Hotel (5511)
  - c. Restaurant (56101)
  - d. Spa (96122)
  - e. Villa (55194)
  - f. Swimming Centre (93114)
  - g. Recreational Park (93232)
  - h. Themed Park (93210)
  - i. Marine Dock (93243)
- 4) Available cooperation  
The Investors are encourage to invest in collaboration with the Local Government through the following cooperation:
  - a. Build, Operate and Transfer (BOT)
  - b. Joint Venture

