

CHAPTER I

INTRODUCTION

1.1 Background

In 2016, the Indonesian Government was reported to be investing more fund in tourism development by attracting more foreign investors. The government has given priority to 10 destinations as follows: Borobudur, Central Java; Mandalika, West Nusa Tenggara; Labuan Bajo, East Nusa Tenggara; Bromo-Tengger-Semeru, East Java; Thousand Islands, Jakarta; Toba, North Sumatra; Wakatobi, Southeast Sulawesi; Tanjung Lesung, Banten; Morotai, North Maluku; and Tanjung Kelayang, Belitung (The Jakarta Post : 2017).

Belitung or Belitong as one of the 10 priority, which is the island in Bangka Belitung Province, focuses on tourism development for tourists to attract them to come to Belitung. The tourism in Belitung grows very fast. It can be seen from hotels which are built, rental transportation which are provided and events that are held in Belitung (Panggarbesi ,2012).

There are two types of tourism in Bangka Belitung, historical tourism and natural tourism. The destination for historical tourism in Belitung are Tanjung Pandan Museum, Andrea Hirata Words Museum, and the replica of Laskar Pelangi Muhammadiyah Elementary School. The destination for natural tourism in Belitung are Leebong Island, Tirta Merundang, Tanjung Pandan Beach, Batu Bedil Beach, Labunaji Mangrove, Kuale Mangrove, Tanjung Tinggi Beach, Kubing Mountain, Tanjung Kelayang Beach, and etc. Especially Tanjung Kelayang Beach, there are so many visitors come to this beach because it has beautiful view. Having this condition of Tanjung Kelayang Beach, the writer interested to investigate the true potential in Tanjung Kelayang Beach.

Based on the explanation above the writer wrote this final report entitled “The Potential of Tanjung Kelayang Beach as a Tourism Destination in Belitung”.

1.2 Limitation of the problem

The problem of this study is limited towards Tanjung Kelayang Beach and its potency as one of tourism destinations in Belitung.

1.3 Problem

The Problem of this final report is to know whether Tanjung Kelayang Beach has potentials as tourism destination in Belitung.

1.4 Purpose

This purpose of this final report is to investigate the potential of Tanjung Kelayang Beach as a tourism destination in Belitung.

1.5 Benefits

Benefits in this final report are expected to be useful for various parties, among others for further research and Belitung Tourism Department.

a. For Further Research

The information from this final report can enrich the knowledge about Tanjung Kelayang Beach in literature so that other researchers could take the valuable information in term of the potential of Tanjung Kelayang Beach.

a. For Belitung Tourism Department

Knowing the potential and real tourism condition of Tanjung Kelayang Beach, the Belitung Tourism Department could improve it to be a better tourism destination. It is expected by this improvement, there will be more visitors, local and foreign, to come and visit Tanjung Kelayang Beach. This in turn, would increase the tourism business in Belitung Island.