

Accelerating the Development of Bangka Island through Sustainable Tourism by Strengthening the Roles of Multi-stakeholder

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Abstract. Bangka-Belitung Islands Province, located in the Karimata Strait, offers a number of benefits that can be optimized to promote the development in the region through the development of the tourism sector of the province. The magnificence of its natural scenery, culture, and history are the main attractions for international tourists to pay visit to the region. However, the development of the tourism sector in the Province tends to be concentrated in Belitung Island while Bangka Island has not received serious attention from the local government. The purpose of this research paper is to identify and explore the option of sustainable tourism to promote the development of Bangka Island. The data of this study are collected from in-depth interviews, focus group discussion (FGD), and observations. In addition, secondary data is also for further analysis. The results of this study show that sustainable tourism is required to increase the regional development in Bangka Island. However, several problems, such as environmental issues in relation to the tin mining activity in the region as well as ineffective coordination among stakeholders hamper the development of tourism sector. The approach of sustainable tourism, which emphasizes the roles of stakeholders, will be able to serve as the locomotive to develop the tourism sector in the region and, subsequently, the future development of Bangka Island in general. The contribution of this study is to encourage the development of sustainable tourism with a comprehensive approach through strengthening the roles of stakeholders.

Keywords: economic development, sustainable tourism, stakeholders, tourism

Abstrak. Provinsi Kepulauan Bangka Belitung yang berlokasi di Selat Karimata menawarkan sejumlah potensi yang dapat dioptimalkan dalam rangka mendorong pembangunan daerah melalui pengembangan sektor pariwisata. Keindahan alam, budaya, dan sejarah merupakan daya tarik utama untuk meningkatkan kunjungan wisatawan. Namun demikian, perkembangan sektor pariwisata cenderung diarahkan pada Pulau Belitung sedangkan Pulau Bangka kurang mendapat perhatian serius dari pemerintah daerah. Studi ini bertujuan untuk mengidentifikasi dan mengeksplorasi pengembangan pariwisata berkelanjutan untuk mendorong pembangunan Pulau Bangka dengan didukung oleh penguatan peran multi-stakeholder. Pengumpulan data dan informasi dilakukan dengan cara FGD, wawancara mendalam dan observasi. Selain itu, data sekunder pun digunakan untuk memperdalam analisis. Hasil studi menunjukkan bahwa pariwisata berkelanjutan sangat dibutuhkan di Pulau Bangka untuk mendorong pembangunan daerah. Akan tetapi, sejumlah permasalahan, seperti isu lingkungan terkait dengan aktivitas pertambangan timah dan koordinasi yang belum efektif antar pemangku kepentingan menjadi penghambat perkembangan sektor pariwisata. Pendekatan pariwisata berkelanjutan yang menekankan pada peran antar pemangku kepentingan dapat menjadi lokomotif untuk mengembangkan sektor pariwisata sehingga berimplikasi terhadap pembangunan dalam jangka panjang. Studi ini berkontribusi dalam mendorong pembangunan pariwisata berkelanjutan dengan pendekatan yang komprehensif melalui penguatan peran dari para pemangku kepentingan.

Kata kunci: pariwisata, pariwisata berkelanjutan, pemangku kepentingan, pembangunan ekonomi

INTRODUCTION

The tourism industry has now become the favorite of many countries especially developing countries such as Indonesia. The significant contribution of the tourism industry through the amount of the foreign exchanges coming from the tourists who spend their money in Indonesia is driving the local economy and boosting the national economic growth. The tourism sector plays a role in maintaining the balance of payments, creating jobs for the locals, speeding up the infrastructure development and stimulating the increase of the quality of human resources, as well as encouraging the growth of other business sectors (Sharpley, 2015; Schubert et al., 2011). In its 2014

publication, the World Travel and Tourism Council mentioned that in 2013, the direct contribution of the tourism sector toward the GDP and the employment in Indonesia reached Rp 281,632 billion and 3,042,500 jobs respectively. This contribution covers every economic activity of the hotels, travel agents, and other transportation services, as well as the activity from the restaurant and entertainment industry. Meanwhile, the contribution of visitor exports was at Rp 106,993 billion. This position ranked the contribution of the tourism sector in Indonesia toward the national income to be well above the global average.

The interconnectedness of the tourism industry with other sectors such as agriculture, transportation, communications, insurance services, and finances has

created a sizable multiplier effect from the tourism industry to these other types of industry. According to a data from the Indonesian Central Bureau of Statistics (BPS), in 2005, the tourism sector, which consists of trades, hotels, and restaurants, is connected enough to other industries on both upstream and downstream sectors, which is marked with the Index of Spread (IDP) of 0,9974 and Sensitivity Index (IDK) of 0,9680.

The IDP illustrates the interconnectedness of the tourism sector with other downstream industries such as marketing services bureau, while IDK illustrates the interconnectedness of the tourism sector with other upstream industries that support the tourism sector itself, such as agriculture, fishery, and so on. In addition to being instrumental in developing other industries within a country, Sherpley (2015) argued that tourism sector also plays a part in assisting the equity in the welfare between developed countries and developing countries. The tourists who come from developed countries such as the United States and England contribute to the improvement of the welfare of the society in developing countries through tourism spending and investments that can provide job opportunities as well as contributing to infrastructure development.

In essence, tourism is not only about the economic aspect, but also the social and cultural aspects. Socially, the tourism sector is instrumental in increasing the cultural exchange, improving the standard of living, facilitating cultural preservation, as well as encouraging the pride of the local community toward their own home (Budeanu, 2005). This shows that the tourism industry involves interactions between people and therefore the process of exchange—both information and culture—can take place.

Furthermore, the regions in Indonesia in principle possess tourism appeal that is potential to encourage the national economy and one of these regions is the Karimata region, especially the Bangka-Belitung Islands Province. The Bangka-Belitung Island Province, which located in the Karimata Strait, offers

a high value tourism potential for both ecotourism and cultural tourism. In addition, the location of this province is strategic as part of the international route, which naturally provides an additional advantage for the Bangka-Belitung Islands Province to become the destination for global tourism.

The Bangka-Belitung Islands Province is a chain of islands with two main islands, the Bangka Island and the Belitung Island. As an archipelago, the acceleration of the development of this province, especially the coastal territory, becomes important to be performed as defined in the Law No. 1/2014 on the Management of the Coastal Territory and Smaller Islands, which is a revision from the Law No. 27/2007. This acceleration was a form of a marine policy with the Blue Economy Model that put the emphasis on the development of several maritime industry subsectors; one of them is (Ministry of Maritime Affairs and Fisheries, 2012).

The tourism sector in the Bangka-Belitung Islands has grown rapidly (www.swa.co.id, 2014). According to the 2014 data of the BPS, the contribution of the tourism sector toward GDP/GRP experienced an upward trend in the past four years (see Figure 2) even though the value of this contribution was still under the national level. The tourism sector of the Bangka-Belitung Islands Province had increasingly become the darling of tourists, especially the Belitung Island. The Belitung Island, especially the Tanjung Kelayang, has even established as the National Strategic Region for Tourism (KSPN) based on the Government Regulation No 50/2011 on the Master Plan of National Tourism Development (Ripparnas) 2010-2015.

In contrast to the Belitung Island, the tourism sector of Bangka Island has not been developed to its full potential even though the overall tourism in the Bangka-Belitung Islands tended to experience an upward trend from 2004 to 2014 after the release of the 2008 Indonesian film, *Laskar Pelangi* (English: *The Rainbow Troops*), which was adapted from a popular novel by Andrea Hirata and was set on Belitung Island.

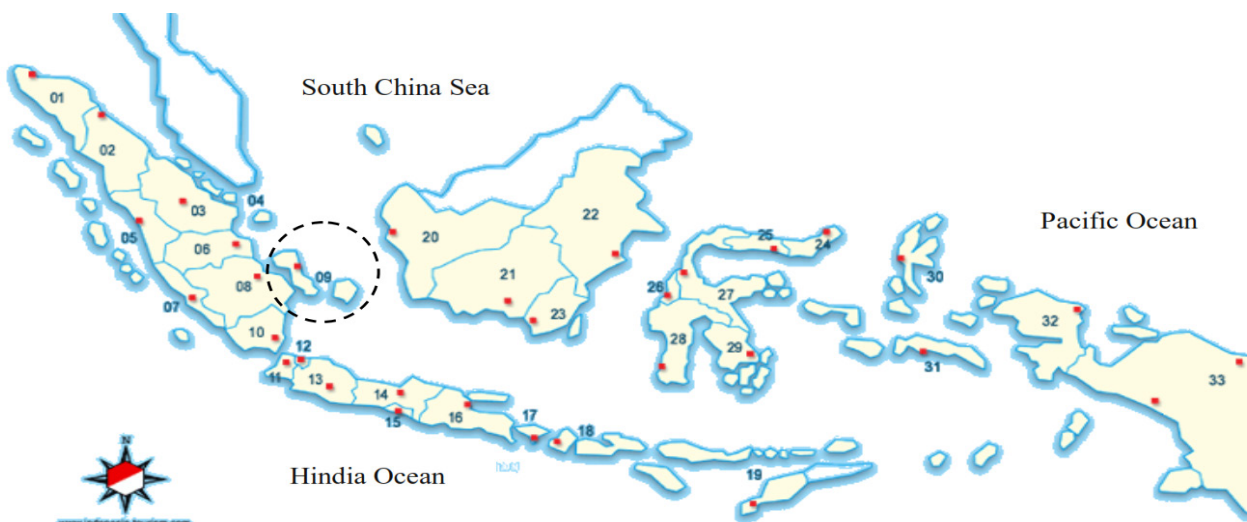


Figure 1. The Location of Bangka-Belitung Islands Province
 Source: www.indonesia-tourism.com

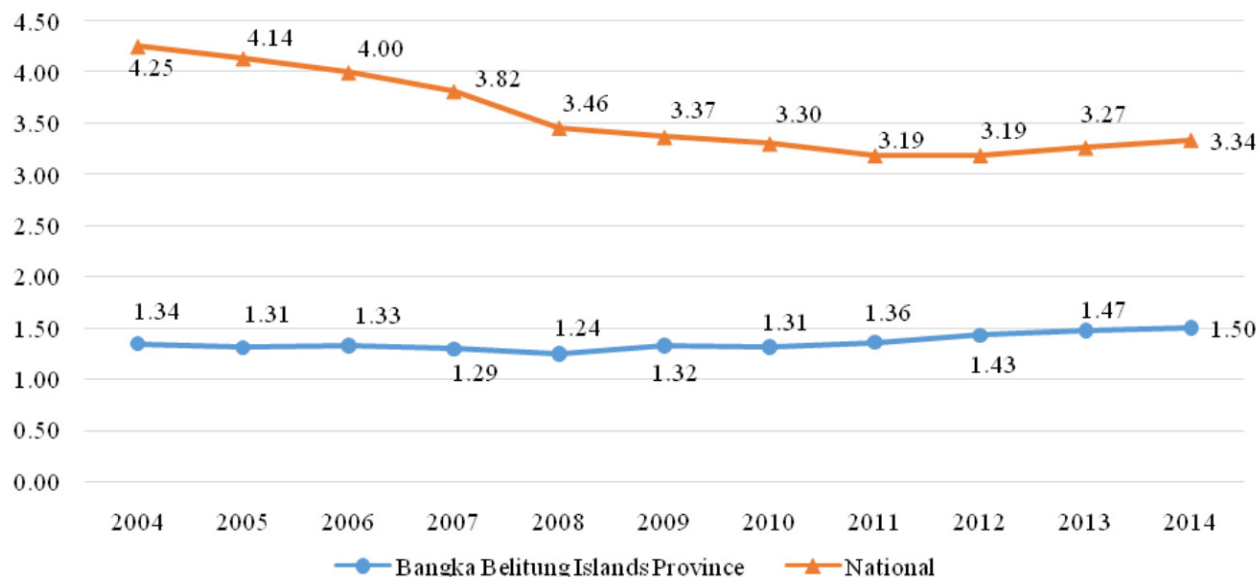


Figure 2. Tourism Sector's Contribution to GDP/GRDP
 Source: Central Statistics Agency (2014)

The Bangka Island, which consists of five districts/cities, has two main sources of income that include pepper plantation and mining sector, especially tin industry. The tin mining industry in the Bangka Island has become a prolonged issue in the Bangka-Belitung Islands Province. The presence of the tin mining industry, which has been existed since the Dutch colonized Indonesia, can be a double-edged sword. On one hand, it is an undeniable fact that the tin mining industry has a significant contribution to the regional income. So far, the tin mining industry is the largest exporting goods of the Bangka-Belitung Islands Province. In 2014, at least 83 percent of exports still came from the tin mining industry (BPS, 2015). On the other hand, in the development, the tin mining industry has become too big and widespread to the area of water and causing damages to the environment and hampering the development of the tourism sector in the Bangka Island. This situation is also often become the source of conflict within the locals.

The mining industry issue becomes important to be discussed for the future development of the tourism sector. Therefore, it is necessary to have a special approach to change the source of regional income from mining to tourism. This approach is called the sustainable tourism approach through strengthening the roles of the stakeholders.

Referring to Weaver (2006), sustainable tourism is defined as "... tourism development that meets the needs of the present without compromising the ability of future generations to meet their own needs." According to this definition, the sustainable tourism is the efforts to develop the tourism sector with all of the capacity to be able to meet the current needs as well as the needs in the future or, in other words, a long-term development. Furthermore, Weaver explained that, in essence, the concept of sustainable tourism appears as the expansion of the idea on sustainable development. This is in line

with the idea of Hall, Gössling, and Scott (2015), which stated that sustainable tourism is part of sustainable development and it is a system that encourage the development that is qualitative, such as focusing on the improvement of quality of life and welfare but at the same time is not separating the quantitative growth by sacrificing natural capital.

There are three dimensions of sustainable tourism, namely ecological, economic, and socio-cultural (Meuser and von Peinen, 2013). The ecological dimension is related to the protection towards environment. This means that the business units within the tourism activity are obligated to pay close attention to the efforts of the conservation and the protection of the environment so that it is guaranteed to continually provide income. The economic dimension explains that sustainable tourism is viewed as the foundation to open new job opportunities and encourage an improvement in the standard of living. Meanwhile, the socio-cultural dimension is related to the manifestation of the social and cultural conditions of the tourism zones to be displayed to the tourists but accompanied by the efforts to preserve the sustainability of the culture itself.

The development of sustainable tourism must involve a variety of stakeholders since the roles of these actors are strategic because not only it covers tourism activity but also even further in terms of development in general. This is in line with what is expressed by Hall (2011) that sustainable tourism is part of the wider scope of policies with the involvement of a set of institutions and policy actors from various scales as well as becoming part of the overall tourism policy. The involvement of these actors as the stakeholders plays respective roles in accordance with their positions in the scope of tourism activity. Middleton and Hawkins (1998) stated that there are four actors who are involved in the management of tourism, namely the government, the private sector (business sector), the host community,

as well as visitors. Kamsma and Bras (2000) shared a similar view but both put more emphasis on the roles of the local community. This is intended to ensure that the local community will benefit from the tourism activity. Meanwhile, Mowforth and Munt (1998) added another actor that could be involved in the management of tourism: educational institutions. Essentially, tourism activity needs the input from the educational sector since educations could produce skillful workforce who are able to understand tourism as well as provide the best service to the visitors.

The tourism of Bangka Island is part of the archipelagic tourism. Referring to Carlsen and Butler (2011), island-based tourism offers native culture that is accompanied by beautiful natural environment that represent the antithesis of the urban life. The geographic and cultural condition of the local community in Bangka Island has a potential to be developed into a tourism industry that can optimize the acceleration of the development of the region. However, it should be noted that without proper management, which include paying attention to preserving the environment, the development of the tourism will instead create more problems in the future.

There have been quite a number of research papers focusing on archipelagic tourism with the sustainable perspective, such as Kamsma and Bras (2000), Kokkranikal and Baum (2011), Butler (2011), as well as Kakazu (2011). These research papers found that archipelagic tourism is prone to problems such as the lack of infrastructure, the vulnerability of the socio-economic condition of the local community, the decline in the economic potential of the region, the issue of environmental degradation and pollution, remoteness, as well as fragility due to natural disaster. However, these studies did not specifically elaborate the roles of the stakeholders involved in the matter, including the synergy between the actors in developing sustainable tourism. For example, Kamsma and Bras (2000) put their focus on developing the capacity of the local community through entrepreneurship with the

support from the role of the government. Kokkranikal and Baum (2011) put more emphasis on strengthening the role of local administrations/governments in developing tourism as well as the involvement of the hosting community. Kakazu (2011) put more focus on how to build high-quality tourism by increasing the capacity of the tourism destination, which is based on the interconnectedness between the visitors and the stakeholders, in this case the government and the community. Whereas the study of Butler (2011) illustrated how to build tourism sector so that it can give more contribution to the economy since previously the oil sector is the main contributor. According to Butler, the active involvement of the local community and the political support are the key to the success of the development of tourism.

Based upon previous research, the aim of this study is to identify and explore the development of sustainable tourism to encourage the development of Bangka Island. This study attempts to comprehensively explain the development of sustainable tourism as an alternative to the mining sector through strengthening the roles of multiple stakeholders that include the government, private sector, universities, and local community.

RESEARCH METHOD

This research paper is using the qualitative approach, which is based on the inductive pattern. The collection of data was performed through in-depth interviews with several sources of information, focus group discussion (FGDs), as well as field observations and accompanied by secondary data from the BPS, the Ministry of Tourism, and the Provincial Administrations of Bangka-Belitung Islands. In addition, in order to deepen the analysis of this research paper, the author also conducted literature study on sustainable tourism either from books, journals, and other scientific studies.

Furthermore, in this research paper, the author used a model of analysis that refers to the concept

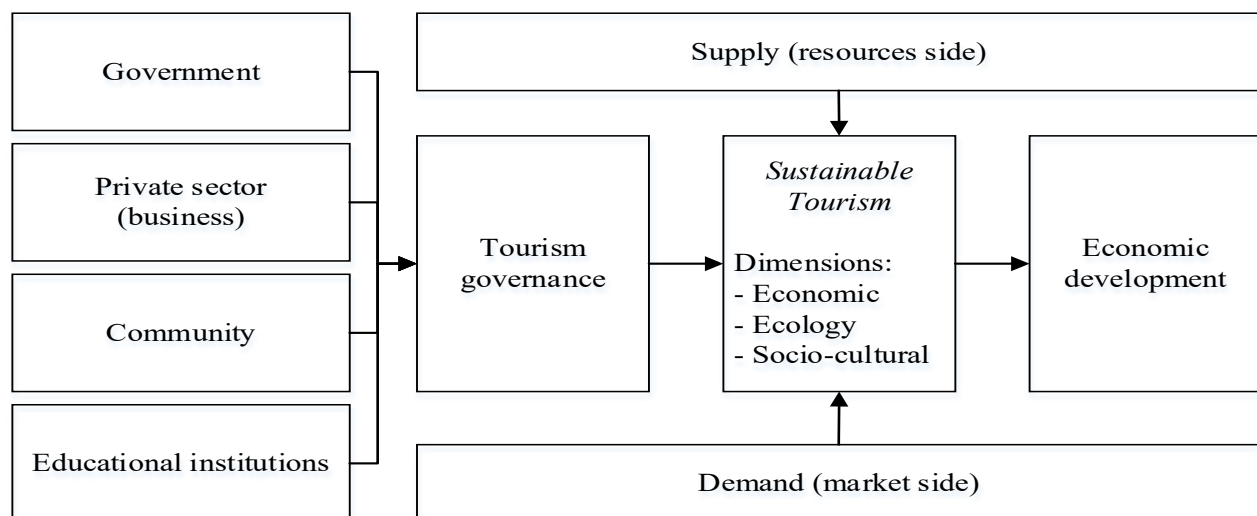


Figure 2. The Framework of Analysis

Source: Middleton and Hawkins (1998); Mowforth and Munt (1998); Kamsma and Bras (2000); Meuser and von Peinen (2013)

of sustainable tourism and tourism governance. The sustainable tourism is an approach that put more emphasis on the development of the tourism sector that not only focuses on the current needs but also within a time frame that focuses on future needs. The concept of sustainable tourism is constructed on three dimensions, namely economic, ecological, and socio-cultural (Meuser and von Peinen, 2013). The development of the tourism sector is inseparable from the roles and the involvement of various stakeholders. This particular research paper is stressing on the strengthening the roles of multi-stakeholder that include the government, the private/business sector, the community, and educational institutions. The roles of each actor refer to the concept of tourism governance as proposed by Middleton and Hawkins (1998), Mowforth and Munt (1998), as well as Kamsma and Bras (2000).

RESULT AND DISCUSSION

The Bangka Island covers an area of 11,623.54 square kilometers or 70.77 percent of the total area of the Bangka-Belitung Islands Province. The Bangka Island consists of five districts/cities, namely Bangka District, West Bangka District, Central Bangka District, South Bangka District, as well as the Pangkal Pinang City, which serves as the capital of the Bangka-Belitung Islands Province. As the island where the capital of the province is located, the Bangka Island is main entrance for other regions in Indonesia, and not ruling out the possibility of becoming the main entrance for visitors from other countries especially those who travel through the South China Sea.

In addition to its strategic location for international trade, the Bangka Island is also blessed with a number of natural resources that can be developed to increase the income of the region and the welfare of the local community, including tin and pepper. Bangka Island is one of the regions that serve as the chief contributors to the tin exports of Indonesia. According to a data from the publicly-listed tin mining company, PT Timah Tbk, the tin reserves is still quite large, both onshore and offshore. In 2014, the tin mining production of the Bangka Island reached 19,719.32 tones. This value contributed 22.77 percent to the gross regional product (GRP, locally known as PDRB).

Table 1. The Total Area of Districts/Cities of the Bangka Island

District/ City	Total Area(sqkm)
Bangka	2,950.69
West Bangka	2,820.61
Central Bangka	2,126.36
South Bangka	3,607.08
Pangkal Pinang	118.80
Total Area	11,623.54

Source: the Bangka-Belitung Islands Province in Numbers (2014)

Table 2. The Tin Production from each District/City of the Bangka Island in 2014

District/City	Tin Ore Production (Tones Sn)
Bangka	5,180.98
West Bangka	10,217.04
Central Bangka	6,547.21
South Bangka	11,608.71
Pangkal Pinang	NA
Bangka Belitung Province	19,719,32

Source: the Central Statistics Agency on Districts/Cities of the Bangka Island

Table 3. Tin Reserves Balance Sheet (in tones Sn)

Category	Year	
	2013	2014
Source	699,235	695,029
Onshore	228,937	245,831
Offshore	470,388	449,197
Reserves	259,432	313,238
Onshore	19,697	29,261
Offshore	239,735	283,977

Source: PT Timah Tbk

Although the tin mining industry has been the main source of income of the Bangka-Belitung Islands Province, the enactment of a variety of mining regulations in Indonesia is inevitably reduce its contribution to the regional economy. Following the enactment of the Mining Law No 4/2009 and the Government Regulation No 1/2014 on the second revision on the Government Regulation No 23/2010 on the Implementation of Mining Business Activities, as well as the implementation of the Trade Ministerial Regulation No 33/2015 on the Conditions of Tin Export, the contribution of the tin ore exports of the Bangka-Belitung Islands Province showed a declining trend with the limitations of the types of tin that are allowed to be exported. This is illustrated with the exports value in August 2015 of US\$ 18.39 million, or drastically declined—82.18 percent—in comparison to the exports value in July 2015 of US\$ 103.19 million (www.babelprov.go.id).

However, the tin mining activities, especially those conducted by the locals in the form of unconventional tin mining activities or community mining activities remain in business. To this date, the tin mining activities still provide an economic value to the community. However, the presence of these activities has led to various problems, from social, economic, to environmental problems as a result of the dynamics of tin mining activities in the past. The lack of supervision from the government as well as the local community had caused the tin mining activities in the Bangka Island is not only conducted onshore but also

offshore. As a result, the waters of the Bangka Island, which has a potential to be developed into fisheries and tourism, become polluted. The fishermen and the tourism businesses acknowledged that the pollution in the waters as a result of the mining activities in Bangka Island had reduced the production of captured fish. At some spots, the pollution was so severe that it is virtually impossible to be exploited at all. On the onshore territory, the ever-growing existence of the tin mining activities had shifted the function of the land, which was originally utilized by the community for pepper and clove plantations, into mining areas. This is unfortunate since both pepper and clove are the main export commodity of the Bangka Island.

Although the local government acknowledged that the tin mining industry had improved the economy of the local community, after further examination it is revealed that the economic benefits of the mining activities are still below the cost of these activities. From the perspective of employment, the absorption of manpower from the local community is not yet optimized. Most of the tin mining companies in Bangka Island are large companies that tend to hire the people from the Java Island. The locals generally work as miners. The portion of the small and middle-sized industries in the tin mining sector only covers 6.84 percent of the total SMEs in Bangka Island. In addition, the tin mining activities in Bangka Island also created another external cost that, so far, is not calculated by the local community and the local government such as the cost of the land degradation, pollution, land depreciation, social conflict, poverty, and the decline of the health and the quality of life of the local community.

Overcoming the problems in relation to the existence of these tin mining activities was, as acknowledged by several actors including the local government, not an easy thing to do. There are at least three main reasons behind the uncontrollable growth of the tin mining activities in Bangka Island. First, there is no clear division of the regions or zones in Bangka Island. The local government had actually did a division of the regions through the Local Regulation of the Bangka-Belitung Islands Province No 2/2014 on the Spatial Plan of the Bangka-Belitung Islands Province 2014-2034, which mandated the division of the regions based on the functions of each zone. According to this Local Regulation, the division of the regions in the Bangka-Belitung Islands consists of protected areas, cultivation areas, and national system, and provincial system. However, it was acknowledged by several actors that the discussion on the technicalities of this division is still far from reaching a conclusion.

Second, both the government and the community have yet to realize the potential of a more sustainable source of regional income. The tin sector is still considered as the 'main product' of the Bangka-Belitung Islands. This is unfortunate as several agricultural products of Bangka-Belitung Islands such as pepper and clove are the flagship exports commodity of Indonesia. According to the Article 5 of the Local Regulation No 2/2014, it is also mandated to reduce

the dependency from the mining products to other economic activities that are more sustainable such as tourism, as mentioned below:

“Realizing the Layout of the Bangka-Belitung Islands Province that is Integrated, Balanced, and Fair based on agricultural and maritime sectors to encourage Tourism as well as the management of the mining areas to guarantee Sustainable Development.”

The third reason is the lack of supervision and coordination by the government and the community. It is undeniable that in order to avoid the negative impact of the mining activities, it is necessary to have a supervision that involves various actors and not only the government. Based on the results of the interviews with the locals, it was discovered that the tourism area in the East Belitung is more developed in comparison to other regions thanks to the active supervision from the local government and the local community to preserve the area. The mining activities are forbidden in the region because it is feared to damage the environment of the coastal area, which is the main commodity for both tourism and fisheries. Furthermore, the lack of coordination between the government institutions also hinders the effectiveness of the supervision. The development of sustainable tourism sector, as mentioned in the Spatial Plan of the Bangka-Belitung Islands Province, is going to be difficult if the task is only given to one institution while—as mentioned before—the tourism sector has interconnectedness from the upstream to the downstream of other sectors. Therefore, the efforts to develop sustainable tourism needs to be supported by various stakeholders such as the local government, the private/business sector, the local community, and the educational institutions.

In general, the potential of the tourism sector in Bangka Island consists of nature tourism, culture tourism, and artificial tourism. The nature tourism offers the natural beauty of the aquatic area and the mainland of Bangka Island. There are five regions that become main destinations, including Pangkal Pinang-West Mendo-Central Bangka region, Belinyu-Sungailiat region, Muntok region, Toboali region, as well as cluster of islands on the Gaspar Strait, which is part of South Bangka District. In addition, there are several regions such as Pangkal Pinang, which is a city with so many historical site that make it has the potential to be developed into cultural tourism zone.

Tourism sector has a large potential to be developed. Both Budeanu (2005) and Sharpley (2015) stressed out that tourism industry could stimulate the economic growth and, more broadly, become the catalyst of the regional social and economic development. From the economic perspective, the realization of the total regional revenue (PAD) from the tourism sector showed an upward trend. The contribution of the tourism sector came from restaurant tax, hotel tax, entertainment tax, and others that related to tourism activities. In general, Bangka Island contributed largely to the PAD of the province. In addition, other tourism activities in essence provided a positive impact in stimulating the

Table 4. The Realization of the Total Regional Revenue (PAD) of the Bangka-Belitung Islands Province from Tourism in 2014 (In million Rupiahs)

No.	District/ City	Restaurant Tax	Hotel Tax	Entertainment Tax	Others	Total	Contribution (%)	Growth (%)
1	Pangkal Pinang	4,569	1,881	1,896	455	8,801	27.67	119.96
2	Bangka	2,354	1,112	435	236	4,136	13.01	114.90
3	Central Bangka	3,813	3,200	418	-	7,432	23.37	114.82
4	West Bangka	913	118	58	-	1,088	3.42	110.79
5	South Bangka	1,077	124	68	22	1,292	4.06	146.69
6	Belitung	2,852	2,293	367	1,711	7,224	22.71	133.39
7	East Belitung	1,401	139	129	161	1,830	5.75	163.75
	Total	16,979	8,867	3,371	2,586	31.804	100	123.24

Source: The Overview of the Bangka-Belitung Islands Province (2015)

movement of the wheels of economy. Referring to a data from the Central Statistics Agency in 2014, there is a growth in the tourism support services sector, namely hotels or bed-and-breakfasts or inns. From 2010 to 2014, the number of hotels is shown to be continuously increased. This means that it also absorbed workforce and encourage other economic activities in relation to hotel business, such as the demand for food supply.

The tourism sector can play a role in accelerating regional development through strengthening the relations between industries from the upstream to the downstream. When talking about tourism industry, it is not only limited to the development of restaurants and hotels. From the upstream sector, the tourism industry has a strong interconnectedness with various other industries such as agriculture, telecommunications, energy, banking services, insurances, and social communities.

Another role of the tourism industry is to facilitate the distribution of prosperity so that it can also reduce

the economic gap. In general, the visitors or tourists from developed countries are likely to be keen to spend their holiday in developed and tropical countries such as Indonesia. Some of these visitors would later invest in Indonesia. As a result, more employment can also be realized. This allows the occurrence of the distribution of prosperity from developed countries to developing countries through the employment and the spending from these tourists. There is also a transfer of funds from developed countries to developing countries. The investment in developing countries can also facilitate the development of infrastructure so that other industries can also grow.

Based on this potential, it is undisputed that the tourism sector in Bangka Island can be further developed in order to provide more value to the economy of the region. The tourism development in Bangka Island must be performed inclusively so that the benefits can be experienced by all of the actors, especially the local community in Bangka Island. However, the development of the tourism in Bangka Island still encounter a number of challenges, especially in relation to the problems with mining activities and the social condition of the local community. It is undeniable that the existence of the tin mining sector in the island has significantly impacted the environmental condition of the area, especially since the mining activities of the Bangka Island are quite large in the offshore areas. In reality, the aquatic area of the Bangka Island has a potential to be developed into tourism zone. In addition, the social condition of the local community who still dependent on mining activities that have been existed for a long time become another problem because, as a result, the local community do not realize the availability of other potential of their region. Therefore, it is important to look on how the tourism potential of the Bangka Island can be managed and be utilized effectively for the development in the future.

In addition to the negative impact as a result of the mining activities in Bangka Island, the lack of supporting infrastructure also becomes the main challenge in the development of tourism in the region. Infrastructure is an absolute requirement in developing tourism either to open the access for the visitors to

Table 5. The Number of Hotels/Inns, Rooms, and Beds according to Districts/Cities in 2014

District/City	Hotel/ Hostel	Category		
		Rooms	Beds	
Bangka	20	499	752	
Belitung	35	1,161	1,608	
West Bangka	12	207	297	
Central Bangka	4	498	659	
South Bangka	5	120	162	
East Belitung	17	221	283	
Pangkal Pinang	40	1,087	1,611	
Total	2014	133	3,793	5,372
	2013	121	3,470	5,303
	2012	103	2,529	3,509
	2011	102	2,436	3,344

Source: the Central Statistics Agency of the Bangka-Belitung Islands Province

come to the tourism destinations or to provide the convenience for consumers (tourists). Based on the interviews with the business actors in Bangka Island, the lack of supporting infrastructure for tourism in the region was acknowledged. Ports, as an example, only exist in several points and all of them are in limited capacity. In addition, there is also a lack of availability for freighters, clean water, and sanitation.

The coastal tourism that is still experiencing problems in the development because of environmental issues and the fact that other tourism attractions, such as cultural and historical sites, that are relatively unknown has become the driving force to develop the tourism sector. The concept of sustainable tourism, which is based on three main dimensions: economic, ecological, and socio-cultural, is the solution in the attempt to develop tourism in Bangka Island. In addition, the involvement of the actors, in this case the stakeholders that include the government, the business/private sector, the local community, and educational institutions is believed to be able to accelerate the growth of the tourism sector in Bangka Island. Figure 4 illustrated the design of sustainable tourism and the strengthening of the roles of multi-stakeholder in encouraging the development in Bangka Island.

The companies or the private/business can be instrumental, not just as an investor, but also in the development of human resources. The human resources is an important capital in accelerating development. In general, the workforce in the tourism industry consists of skillful manpower. The business actors in tourism such as the owners of travel agents and hotels must often train their employees in order to provide the best service to the customers. This service itself is the key for service-based industry and hospitality industry.

In general, the development of tourism cannot be done if it is solely relying on certain actors. Instead

it will need both collaboration and synergy between actors that is supported with a similar vision. The development of the Bangka Island becomes the main purpose and the efforts are to conduct the economic transformation from heavily relied upon tin mining sector to the tourism-based economic activities. From here, the combination of tourism development with the bottom-up and top-down approaches becomes important to be carried out. This means that, from the government side, the regulation and the policy that focuses on the development of the tourism sector should be responded positively from the community and the participation from the community is necessary. Referring to Middleton and Hawkins (1998), there are five main instruments that can be used in relation to the management of tourism, namely (1) land-use regulations, (2) building regulations, (3) infrastructure, especially in terms of accessibility, (4) incentives and control as well as fiscal regulations, as well as (5) encouraging all of the activities that can influence the demand of tourism.

The sources of information from the representative of the tourism businesses of Bangka Island mentioned that the current tourism in the Belitung Island is because of the support from both the community and the local government.

“... the community there [Belitung Island] cares about their environment and, in addition, they have also felt the positive impact of the existence of tourism activities.”

The first instrument in relation to the regulation on the spatial planning of land use, which is the development of tourism zones, must pay attention to the spatial planning policy. This is important for the Bangka Island because of the current debate between the regions on

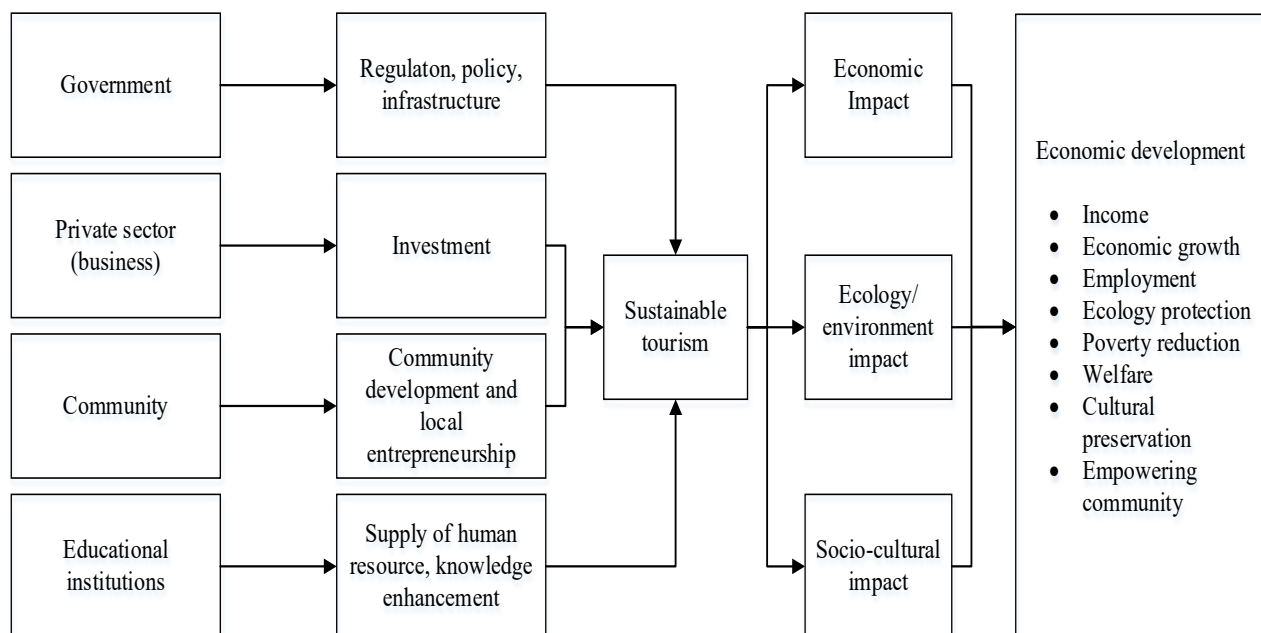


Figure 4. The Design of Sustainable Tourism and Strengthening the Roles of Multi-Stakeholder

mining and tourism, especially in the waters. As part of an archipelagic province, the development of tourism must refer to the Strategic Planning on the Coastal Area and Smaller Islands (RSWP-3-K) and the Division Plan of the Coastal Area and Smaller Islands (RZWP-3-K) as regulated on the Law No 27/2007 jo Law No 1/2014 on the Management of the Coastal Areas and Smaller Islands. The Bangka-Belitung Islands Province had introduced the Local Regulation No 2/2014 on the Spatial Planning of the Bangka-Belitung Islands Province for 2014-2034 but the planning for the division of the regions was only established in 2015. The spatial planning and the division of regions in the Bangka-Belitung Islands Province is filled with dynamics because of the significant implications especially in relation to the mining business activities. Therefore, the drafting process of this regulation has taken quite a long time. Furthermore, the Ministry of Maritime Affairs and Fisheries ordered the Bangka-Belitung Islands Provincial Government in December 2014 to stop the latter's offshore tin mining activities through the Letter No B.710/MEN-KP/XII/2014. This is a firm move from the government to protect the waters from any damage to the ecosystem because of mining activities. This halt would take place until the Provincial Administration can finish their planning on zones.

The spatial planning and zones, in essence, is useful in supporting a sustainable development. This is in line with the concept of the development of sustainable tourism, which is to develop the tourism sector that is in harmony with the efforts to preserve the environment, in this case the synergy between the tourism and mining sectors. The policies on spatial planning zones for the development of the region are also related to the instrument of tourism management on building regulations. From here, the number of buildings, density, the height of the buildings, and locations must be clearly regulated. Furthermore, the instrument in the form of infrastructure is an absolute requirement to be met by the government since the role of infrastructure is strategic in supporting tourism activities, such as roads, electricity, transportation, clean waters, and other general facilities. In Bangka Island, the power source is still insufficient and thus the region often experience power outages. In fact, electricity plays an important role in supporting business activities. Another instrument is related to the incentives from the government to stimulate tourism activities. Incentives are needed to attract more investment, especially in terms of the presence of the private/business sector as well as the community in order to support and take part in the development of tourism. Lastly, the government can encourage activities that could influence the demand side of tourism, such as organizing events or other large tourism activities that can attract visitors.

The next part is the role of the private/business sector in the tourism management. The private/business sector may contribute to the development of tourism through investment. This investment can be in form of establishing businesses that are related to tourism such as hotels, travel agents, and other tourism services.

The existence of the private/business sector can also encourage more employment and thus it can give positive impact to the economy of the community. Furthermore, the private/business sector can also facilitate both the introduction and the promotion of tourism potential by utilizing a mixture of marketing instruments that cover 5Ps (product/services, price, promotion, place/ distribution, as well as people). In tourism, the private/business sector is required to constantly make innovations in providing the best service to the visitors. These innovations can take form of attractive, interesting tourism products, tourism facility designs, services, as well as marketing strategy and branding. All this time, the Belitung Island is very well known as the Rainbow Troops Island because of the strong marketing strategy or branding from a famous movie. As for Bangka Island, not many people know about its condition or image. Therefore, it is important for the private/business sector to help the government in promoting the tourism sector of Bangka Island with a marketing strategy with high appeal so that it can push more visitors to come to the island and providing strong memories or experiences in the minds of the tourists.

In line with the participation of the private sector, the local community for all intents and purposes must involve and largely contribute to tourism. This is due to the fact that local community is essentially part of the tourism itself since the tourism destination is located in their region and they will experience the positive impact of the development of sustainable tourism. The local community of the Bangka Island is still largely relying on tin mining activities. In reality, the tin commodity is currently not profitable like in the previous times. The fact that the local community has been putting their expectations on the tin mining sector and even passing it on to the next generation has made the business chain of local mining activities continue to take place. With that, it is important to build the awareness to the community to participate in developing tourism. This is in line with Arevin et al (2004), who said that the community who lives in the region with tourism potential, especially in the coastal areas, tend to not realize the business opportunities in the tourism sector or even when there are those who realize this does exist, they will tend to lack the capability to manage tourism business. The local community may develop business endeavors such as home stay services to encourage the development of tourism and turn it into a source of income. Therefore, the local community should be trusted in developing the tourism in their region. This in line with Kamsma and Bras (2000), who said that the involvement of the local community is very much required in developing tourism because, in essence, tourism must be able to provide socio-economical benefits to the locals. This means that the idea of developing local entrepreneurship is actually strategic within the context of tourism development. In addition, the participation of the locals can be done through empowerment activities, such as the attempts to preserve historical and cultural heritage. The local community should be encouraged to revitalize cultural attractions in order to increase the tourism appeal of their region.

Tourism is part of the hospitality industry, which means the main driving force is services. This means that tourism sector needs more skilled labors who deeply understand the art of customer service. Therefore, the role of educational institutions is very important in terms of providing excellent human resources that are service-oriented. In line with the idea of Mowforth and Munt (1998), education has inevitably become the supporting factor of tourism activities. This is because the education on tourism should be conducted so that the management can understand the needs of the tourists. The role of the educational institutions is more than just formality, which is providing skilled human resources with tourism education as its foundation. Moreover, the educational institutions should also educate the local community on how to provide decent services to the visitors. By observing the condition of the human resources in Bangka Island with the average of 7 to 10 years of education or until the ages of junior or middle high schools (BPS, 2014), then it is obvious that education and tourism is very important to be implemented.

The stakeholders, including the government, private/business sector, the community, and the education institutions have yet to possess decent coordination. As an example, in the scope of the government, there is a lack of communication between the tourism sector and the mining sector. Additionally, the role of the community toward the conversation of the environment is yet to take place. This is a sharp contrast to the community of the East Belitung District. In reality, the synergy between actors is very important in order to ease the development of tourism.

The development of the tourism in the Bangka Island become an important agenda for the development since the main economy sector, which is the tin mining sector, is currently being halted. The role of the stakeholders that include the government, private/business sector, the community, and educational institutions, could serve as the main driving force of the acceleration of tourism development. However, each actor must understand how to build a sustainable tourism with the economic, ecological, and socio-cultural dimensions as the foundation. This means that the development of tourism is not only based on the current needs but also for the future needs as well. In addition, the principles of sustainable tourism must be able to be applied. Furthermore, in the context of the development of sustainable tourism, the expected outcome is how it can encourage the development of Bangka Island by giving a positive impact toward the improvement of the income of the community, economic growth, employment, ecological preservation, poverty reduction, welfare improvement, cultural preservation, and empowered community.

CONCLUSION

As part of the Bangka-Belitung Islands Province, Bangka Island possesses another economic potential other than the tin mining sector, which all this time serve as the economic leverage of the community. The economic potential is tourism. Although the tourism

sector of Bangka Island is less popular than the Belitung Island, the places of attraction of this island have a value of its own. The diversity of tourism in Bangka Island, from natural scenery to history and culture, has become the key point of this region in the tourism sector. However, the long existence of tin mining industry had given negative impact for the tourism development in Bangka Island, especially in the coastal parts. In addition, the main land of the Bangka Island has also experienced a decline due to the existence of former tin mines belonged to the community. The fact that the locals are very much dependent to the tin mining zone has also created another problem. Thus, the tourism potential is further strengthening the notion to develop the economic sector so that it will benefit the development of Bangka Island.

The approach of sustainable tourism is the solution for Bangka Island to speed up its development. However, the role of the stakeholders is very instrumental to encourage the development of tourism in Bangka Island. These stakeholders include the government, private sector, public, and institutions of education. The four stakeholders can play each of their roles to encourage tourism activity with the sustainable tourism approach as the foundation. Here, the Bangka Island needs sustainable tourism but it should be supported with the strengthening of the roles of the stakeholders in encouraging the development of tourism in the hope that it will give a long-term impact in the aspects of economy, ecology, and socio-cultural.

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