Abstract

The success of a resort development depends on proper planning and implementation. The study presents a systematic framework in which selected resort developments in Batam and Bintan were evaluated. This employs an integrated approach which includes financial, social and environmental considerations.

The Batam's Nongsa Resort was evaluated together with Bintan Beach International Resort. It concludes that the resort development in Batam was deficient in both the planning and implementation areas as compared to that of Bintan. The study found that the individual projects within the Nongsa Resort were financially infeasible as compared to those in Bintan Beach International Resort. Necessary actions such as changes in marketing tactic and strategy, formation of a new Batam governmental authority on resort development, development of tourism attractions, new legislation with stricter development implementation rules, are thus proposed to correct the shortfalls.