ABSTRACT

This research examines the rapid growth of beach resorts. The few, earlier models and studies are either non-specific or are dated since they deal with beach resorts that evolved in an earlier era. With the growth of mass tourism development and the rapid changing consumer’s needs, there is a need to keep abreast of new development.

A 'resort mixed use development' (RMXD) is one such product that has emerged and is likely to intensify in the future. This research studies one such RMXD development, the Bintan Island resort development, and concluded that a RMXD exhibits marked differences in land use pattern compared to the earlier models:

* Development is guided by a coherent plan;
* Development is no longer concentrated in the center
* It combines a few mutually supporting uses in one large resort project;
* Intensity of accommodation service is more evenly spread;
* Land value is not necessarily highest at the center.