

ABSTRAC

Tourism developments in Indonesia nowadays is increasing swiftly, including Bangka Belitung. This province that has magnificent landscape, rich of traditions and cultures is striving to advance more tourist to visit and engage the beautiful natures and cultures of Bangka to outsiders. One of many facilities that can supports the tourism prosperity is accommodation such as hotel and resort. The hotel and resort will be located in Rambak Beach, Sungailiat and Bangka.

The designing process begins with analyzing literature studies of hotel and resort, standardization, and the development of Bangka Belitungs' ecotourism potentials. The design concept of the hotel and resort in Rambak Beach will be "Timeless in New Era" with the intention of restoring or bringing back the immortal side and the beauty of Bangka Belitungs' cultures and traditions to utilize the allure of the nature to the present era with an aim to create a design that merge the longing and comfort of living in nature and cultural traditions without losing the ground facilities and todays' lifestyle.

Keywords : tourism, social cultures, ecotourism.