



Training Program For Developing Tourism Businesses For Students At Ma Industri Al-Jabar Batam

Wahyudi Ilham¹ Dailami² Moh. Thandzir³ Tito Pratama⁴

Hari Sandi Atmaja⁵ Abd Rahman Yusuf⁶

Food And Beverage Management^{1,2,3,4,6}, Cullinary Management⁵, Politeknik Pariwisata
Batam^{1,2,3,4,5,6}, Indonesia^{1,2,3,4,5,6}

e-mail: wahyudi@btp.ac.id¹, dailami@btp.ac.id², tmoh.thandzir@yahoo.com³, tito@btp.ac.id⁴,
hsatmaja@gmail.com⁵, abdrahmanyusuf8@gmail.com⁶

Abstract

The Tourism Business Development Training for Students at MA Industri Al-Jabar Batam is designed to equip students with fundamental skills and knowledge in tourism entrepreneurship. The program covers essential topics such as tourism business concepts, strategies for business development, and emerging trends and innovations within the industry. Utilizing interactive approaches, including case studies, business simulations, and field activities, the training encourages students to identify and explore potential business opportunities in their local communities. By fostering an entrepreneurial mindset, creativity, and self-reliance, the program aims to prepare students to become proactive entrepreneurs in the tourism sector. The anticipated outcomes include producing job-ready graduates and contributing to local economic growth through innovative tourism business initiatives.

Keywords: *Entrepreneurship training, tourism business growth, students of MA Industri Al-Jabar Batam*

INTRODUCTION

Tourism has become one of the primary drivers of economic growth and job creation worldwide, especially in developing countries, where it has proven to be an effective tool for poverty reduction and community development (UNWTO, 2021). Recognizing the potential of the tourism sector, there is a growing emphasis on developing entrepreneurship in tourism as a way to empower individuals and stimulate economic development in local communities. One effective approach is through educational and training programs targeting youth, who are pivotal for the future of the tourism industry (OECD, 2020).

The Training Program for Developing Tourism Businesses for Students at MA Industri Al-Jabar Batam addresses this need by equipping high school students with fundamental skills and knowledge in tourism business development. This program focuses on teaching students entrepreneurial skills tailored to the tourism sector, thus preparing them to identify and harness local tourism potentials in Batam and its surroundings (B et al., 2022)

Batam, known for its strategic location near Singapore and Malaysia, has a unique potential for tourism development. The island is already a popular destination for international and domestic tourists, which provides an ideal environment for students to learn and apply business skills in a real-world context (Malau, 2020) By fostering tourism business skills in students, this program





aims to create a foundation for sustainable economic growth and to prepare students to become contributors to the tourism industry. This initiative aligns with the local government's commitment to youth empowerment and tourism sector growth as outlined in the Batam Regional Tourism Development Plan (Lodan et al., 2023)

Many students in Batam, particularly at MA Industri Al-Jabar, lack exposure to practical business skills and understanding of the tourism industry, despite living in a region with high tourism potential. This lack of knowledge and training limits their ability to recognize and take advantage of local tourism-related business opportunities (Mahmudin, 2023) The tourism sector in Batam is growing, yet it requires skilled individuals who understand the dynamics of tourism entrepreneurship and are capable of innovating within the industry (Abranja et al., 2022)

This training program aims to:

1. Provide students with fundamental knowledge of tourism business concepts and the necessary entrepreneurial skills.
2. Encourage students to identify and analyze tourism business opportunities in their community.
3. Foster entrepreneurial spirit and independence, equipping students for future employment or self-employment in tourism.

The program's significance extends beyond individual development, contributing to the broader goal of local economic growth. Fostering tourism entrepreneurship at the school level encourages job creation, cultural preservation, and the sustainable use of natural resources (Hall & Page, 2014). This aligns with the Sustainable Development Goals (SDGs), particularly in supporting sustainable economic growth and decent work.

Thus, this program is an initial step toward building a skilled workforce to drive Batam's tourism sector forward. Its focus on youth training follows global recommendations to encourage youth entrepreneurship education, which supports regional tourism and community development (Wahyudi Ilham, 2024)

COMMUNITY OVERVIEW

Many Batam, located in the Riau Islands near Singapore and Malaysia, holds significant potential in the tourism sector. Its strategic position as a gateway to Indonesia makes Batam a popular destination for both domestic and international tourists. As the tourism industry in Batam grows, so does the need to develop human resources capable of contributing to sustainable local tourism businesses (Yunus & Indrasari, 2017).

However, the community in Batam, particularly its younger generation, faces limitations in access to entrepreneurship education related to the tourism sector. This type of education is





essential for preparing them to compete globally and to strengthen the local economy (Andri Wibowo et al., 2024). These limitations affect their ability to identify business opportunities within the tourism sector in their own area.

This situation has become a focus for MA Industri Al-Jabar Batam, an educational institution dedicated to developing industrial skills in its students. Through the Tourism Business Development Training, the school aims to equip students with entrepreneurial skills specific to the tourism sector. This program emphasizes both theoretical and hands-on practice, allowing students to identify tourism business opportunities within their community. In this way, the program aims to produce a generation capable of creatively and sustainably developing tourism businesses, thereby contributing to Batam's local economic growth (Rosmiati et al., 2015).

The training is expected to support the local tourism development targets set by the regional government. With this program, students are expected to understand and apply entrepreneurship knowledge in tourism businesses, aligning with the government's plan to increase local community involvement in the tourism sector (Disbudpar Batam, 2021).



Source: MA Industri Al-Jabar Batam, 2024

METHODOLOGY

The community service activity titled Tourism Business Development Training for Students at MA Industri Al-Jabar Batam uses a participatory, hands-on approach aimed at providing students with entrepreneurial skills specific to the tourism sector. The steps of this implementation method are as follows:





1. Needs Assessment and Program Design

The first step involves assessing the specific needs of students at MA Industri Al-Jabar Batam regarding tourism-related entrepreneurship skills. Through interviews and initial surveys, the team gathers information on students' foundational knowledge, interests, and potential for tourism business. This assessment guides the design of training modules tailored to the students' requirements and capabilities.

2. Development of Training Modules and Resources

The training content is structured in an accessible way for students, covering essential topics such as basic concepts of tourism entrepreneurship, strategies for developing tourism businesses, identifying local tourism potentials, and digital marketing techniques in tourism. Real-life case studies from Batam are included to give students relevant examples that apply to their own local context.

3. Theoretical Training Sessions

Training starts with in-class sessions focused on theoretical knowledge. Students are introduced to the fundamentals of entrepreneurship, the tourism business landscape, and essential management skills for tourism ventures. The methods used include lectures, interactive discussions, and Q&A sessions to foster a deeper understanding.

4. Case Study Analysis and Group Discussion

To provide practical insights, students examine case studies of successful local tourism businesses in Batam and nearby areas. Following the analysis, students work in small groups to discuss business opportunities and challenges in the tourism sector. These group discussions help build analytical and teamwork skills as they tackle real-world issues.

5. Evaluation and Follow-Up

The final phase involves evaluating students' understanding and skill development. This includes written assessments, business idea presentations, and reviews of fieldwork. Students who display high potential are encouraged to further develop their ideas with additional mentoring. There are also plans to collaborate with local tourism organizations to provide students with practical internship opportunities.

6. Documentation and Reporting

All training activities are carefully documented through photos, videos, and written records. A report summarizing the evaluations and outcomes of the training is prepared as a reference for future program development. This documentation will also be a valuable resource for assessing and improving the program in subsequent years.





This implementation approach is designed to provide students with hands-on skills in tourism business development and to instill an entrepreneurial spirit that they can carry forward into their future careers or daily lives.



Source: training participants MA Industri Al-Jabar Batam, 2024

SUSTAINABLE RESULT AND POTENSIAL

1. Outcomes Achieved

The Tourism Business Development Training for Students at MA Industri Al-Jabar Batam has successfully met several of its key objectives. The outcomes achieved include:

- **Enhanced Understanding of Tourism Entrepreneurship:** Students have acquired a solid foundation in the principles of tourism entrepreneurship, including the fundamentals of managing tourism businesses, strategies for business growth, and marketing techniques for the tourism industry. This is reflected in students' active participation during theoretical sessions and group discussions, as well as their ability to apply the concepts learned through case studies.
- **Improvement in Practical Skills:** By participating in business simulations and field exercises, students gained hands-on experience in designing and managing simple tourism businesses. They were able to identify local tourism opportunities and create tourism products based on Batam's strengths. This highlights not only



their theoretical knowledge but also their ability to implement these concepts in real-life situations.

- **Fostering Entrepreneurial Mindset:** The training effectively sparked interest and an entrepreneurial mindset among the students. Initially uncertain about pursuing tourism-related business ventures, students now demonstrate greater confidence and creativity in developing their business ideas. Some groups have even planned to launch small-scale tourism businesses, such as local tourism services or community-focused events.
- **Development of Teamwork and Collaboration Skills:** Through group discussions and collaborative projects, students developed better teamwork, problem-solving, and communication skills. These are crucial abilities that they will be able to use in their future careers or entrepreneurial endeavors.

2. Potential for Sustainability

The potential for the long-term sustainability of this training program is considerable, both in terms of education and in fostering the growth of the tourism sector in Batam.

Key factors contributing to its sustainability include:

- **Partnerships with Local Tourism Institutions:** Close collaboration between MA Industri Al-Jabar Batam and local tourism organizations, such as the Batam Tourism Office, tourism associations, and tourism businesses, could provide valuable internship opportunities and support for students wishing to launch their own ventures. This partnership would bridge the gap between education and the tourism industry, providing students with clear career opportunities.
- **Support from Local Government:** The program aligns with the Batam government's objectives of expanding the sustainable tourism sector and empowering local communities. With ongoing government support, the program could be extended to other schools across Batam, fostering a wider network of tourism entrepreneurship development.
- **Creation of a Tourism Business Incubator:** As a follow-up, the school and relevant stakeholders could explore the possibility of establishing a tourism business incubator. This would offer guidance, resources, and financial assistance to students with viable business ideas, helping them to launch their tourism businesses effectively.
- **Further Training and Professional Development:** Additional training could be offered to students showing exceptional promise in tourism entrepreneurship, with a focus





on areas such as business management, marketing, and innovation. Furthermore, alumni could serve as mentors for future students, ensuring the program's sustainability and growth over time.

In conclusion, the sustainability of this program has the potential to not only benefit students but also contribute to the growth of Batam's tourism industry and the long-term empowerment of the local economy.

CONCLUSION

The Tourism Business Development Training for Students at MA Industri Al-Jabar Batam successfully fulfilled its objectives by equipping students with both theoretical knowledge and practical skills in tourism entrepreneurship. Using a variety of teaching methods such as lectures, discussions, simulations, and presentations, the students not only gained insights into tourism business concepts but also learned how to plan and manage their own ventures. The program also helped enhance important soft skills, including communication, teamwork, and leadership, which are vital for the workforce. Additionally, the training has had a positive impact on the local economy, with students having the potential to launch businesses that could contribute to the growth of Batam's tourism sector.

SUGGESTION

To improve the effectiveness of the training, it is crucial to enhance partnerships with local tourism businesses and organizations, such as the tourism office and tourism business associations, to offer students practical experience through internships or fieldwork. Furthermore, a continuous mentoring program is needed to assist students in developing their tourism ventures. Updating training materials, especially in terms of utilizing digital technology for marketing and managing tourism businesses, is also necessary. Lastly, students should receive additional support, including resources, initial capital, and access to tourism market networks, to help bring their business ideas to life.

REFERENCES

- Abranja, N., Rodrigues, B., & Pedroso Lima, A. (2022). Entrepreneurship in Hospitality and The Hotels in The Social Lifestyle of Residents. *Media Wisata*, 20(2), 148–161. <https://doi.org/10.36276/mws.v20i2.337>
- Andri Wibowo, Wahyudi Ilham, Dailami, & Moh. Thandzir. (2024). Pelatihan Produk Minuman Untuk Menumbuhkan Minat Bakat Siswa Sma Negeri 20 Kota Batam Menjadi Seorang Entrepreneur. *Jurnal Keker Wisata*, 2(1), 34–45. <https://doi.org/10.59193/jkw.v2i1.203>
- B, A. M., Priyatmoko, R., & Oktavianti, D. (2022). Proceedings of the International Academic





Conference on Tourism (INTACT) “Post Pandemic Tourism: Trends and Future Directions” (INTACT 2022). In *Proceedings of the International Academic Conference on Tourism (INTACT) “Post Pandemic Tourism: Trends and Future Directions” (INTACT 2022)* (Vol. 1). Atlantis Press SARL. <https://doi.org/10.2991/978-2-494069-73-2>

Disbudpar batam. (2021). *RENSTRA 2021 - 2026 DINAS KEBUDAYAAN DAN PARIWISATA KOTA BATAM*. Dinas Kebudayaan Dan Pariwisata Kota Batam. <https://disbudpar.batam.go.id/wp-content/uploads/sites/22/2022/06/RENSTRA-DINAS-KEBUDAYAAN-DAN-PARIWISATA-Kota-Batam-2021-2026.pdf>

Hall, C. M., & Page, S. J. (2014). The Geography of Tourism and Recreation: Environment, Place and Space. In *The Geography of Tourism and Recreation: Environment, Place and Space* (Issue November). <https://doi.org/10.4324/9780203796092>

Lodan, K. T., Khairina, E., Dompok, T., Salsabila, L., & Fathani, A. T. (2023). Readiness of the Batam City Government in implementing sustainable transportation. *Masyarakat, Kebudayaan Dan Politik*, 36(2), 246–259. <https://doi.org/10.20473/mkp.v36i22023.246-259>

Mahmudin, T. (2023). The Importance of Entrepreneurship Education in Preparing the Young Generation to Face Global Economic Challenges. *Journal of Contemporary Administration and Management (ADMAN)*, 1(3), 187–192. <https://doi.org/10.61100/adman.v1i3.78>

Malau, A. G. (2020). Batam Tourism Visits and Economic Growth: Policy and Impact. *Journal of Advanced Research in Dynamical and Control Systems*, 12(3), 692–699. <https://doi.org/10.5373/jardcs/v12i3/20201935>

OECD. (2020). *Tourism Trends and Policies 2020*. OECD Publishing. https://www.oecd.org/en/publications/oecd-tourism-trends-and-policies-2020_6b47b985-en.html

Rosmiati, R., Junias, D. T. S., & Munawar, M. (2015). SIKAP, MOTIVASI, DAN MINAT BERWIRAUSAHA MAHASISWA. *Jurnal Manajemen Dan Kewirausahaan (Journal of Management and Entrepreneurship)*, 17(1). <https://doi.org/10.9744/jmk.17.1.21-30>

UNWTO. (2021). *Tourism and Economic Growth: A Global Perspective*. Madrid: World Tourism Organization. United Nations World Tourism Organization. <https://www.unwto.org/2021-a-year-in-review>

Wahyudi Ilham. (2024). Pelatihan Kewirausahaan Berdasarkan Kompetensi Dan Kesiapan Kerja Kepada Siswa-Siswi Smkn 02 Kota Batam Provinsi Kepulauan Riau. *Jurnal Keker Wisata*, 2(1), 69–75. <https://doi.org/10.59193/jkw.v2i1.209>

Yunus, E., & Indrasari, M. (2017). Opportunities and challenges of tourism industry. *International Journal of Economic Research*, 14(7), 277–291.

