



## Tourism Awareness Socialization For Students At Of Madrasah Aliyah Industri Al-Jabar, Batam City

**Moh. Thamdzir<sup>1</sup>, Dalami<sup>2</sup>, Wahyudi Ilham<sup>3</sup>, Haufi Sukmamedian<sup>4</sup>, Tito Pratama<sup>5</sup>, Abd Rahmad Yusuf<sup>6</sup>**

Food and Beverage Management<sup>1,2,3,5,6</sup>, Room Division Management<sup>4</sup>

Politeknik Pariwisata Batam, Indonesia<sup>1,2,3,4,5,6</sup>

thandzir@btp.ac<sup>1</sup>, dailami@btp.ac.id<sup>2</sup>, ilham.atmadja@yahoo.com<sup>3</sup>, haufi@btp.ac.id<sup>4</sup>, tito@btp.ac.id<sup>5</sup>, abdrahmad@btp.ac.id<sup>6</sup>

### **Abstract**

*This initiative focuses on promoting awareness and understanding among the public and stakeholders about sustainable tourism practices. It highlights the importance of environmental conservation, respect for local cultures, and support for community-based economies within the tourism sector. By integrating education, training, and advocacy, the program aims to foster responsible behaviors among all parties involved in tourism activities. The ultimate goal is to achieve long-term positive impacts on tourism destinations by balancing environmental, cultural, and economic sustainability. This approach serves as a framework for encouraging collaboration and ensuring the resilience of tourism ecosystems.*

**Keywords:** Tourism Awareness Socialization

### **INTRODUCTION**

is an effort to raise awareness and understanding among the public and stakeholders regarding sustainable practices in the tourism industry. Its main objective is to promote responsible behavior and decision-making in preserving the environment, local cultures, and the economies of communities involved in tourism destinations

he abstract of "Tourism Awareness Outreach" includes several key points:

- a. Importance of Education and Information: This initiative aims to provide accurate and relevant information to the public, travelers, and tourism industry stakeholders about the importance of sustainable practices.
- b. Sustainable Principles: Introducing sustainable tourism principles such as environmental conservation, respect for local cultures, and fair economic benefits for local communities.
- c. Role of the Community: Encouraging local communities to take an active role in preserving their environment and culture, and understanding how tourism can be a positive development factor.
- d. Collaboration Among Stakeholders: Promoting cooperation between the government, private sector, and civil society in developing policies and practices that support sustainable tourism.
- e. Education and Training: Organizing education and training programs for tourism industry stakeholders such as tour guides, hotel operators, and destination managers to implement sustainable practices. (Moh. Thandzir et al., 2024)

is not only about raising awareness, but also about changing behaviors and decisions that can have a long-term positive impact on tourism destinations, including environmental





preservation, cultural sustainability, and sustainable economic development. Indonesia's tourism sector is indeed very promising and has the potential to generate a positive multiplier effect, especially in the economy, contributing to the improvement of people's welfare. Therefore, strategies are needed to ensure that our country's tourism can thrive and develop further. (Hariyanto, 2017)

The concept of "sadar wisata" (tourism awareness) refers to a deep consciousness in an individual or group of people, manifested in thoughts, attitudes, and behaviors that support the development of tourism. A tourism-aware community has a positive awareness of tourism development and actively participates in preserving and managing tourist attractions to ensure that visitors feel comfortable and at ease. Tourism awareness involves several key elements, such as:

- a. Comfort: Tourists should feel safe, orderly, clean, cool, beautiful, and welcomed. This includes an environment free from disturbances such as crime, infectious diseases, accidents, and disruptions from the local community.
- b. Service: Good and accurate service, along with clear and non-confusing information, is crucial in enhancing tourists' awareness.
- c. Environment: A clean, healthy, and beautiful environment allows tourists to enjoy the attractions comfortably and with pleasure.
- d. Management: Effective and efficient management of tourist sites, as well as cooperation with travel agents and other efforts, is necessary to improve the quality of tourism products.

Thus, tourism awareness becomes a key factor in the development of sustainable tourism and in improving the welfare of communities through the tourism sector. The concept of Tourism Awareness, broadly speaking, is:

- a. Quoting from the writing of M. Arief Khumaedy, Assistant Deputy at the Maritime Affairs Deputy of the Cabinet Secretariat, it is explained that "Sadar Wisata" (Tourism Awareness) is a term often heard, referring to the participation and support of all components of society in fostering a conducive environment for the growth and development of tourism in a region, with the aim of improving the welfare of the people. (Abdurrahman et al., 2021)
- b. To reach beautiful tourist destinations, access that makes it easier for tourists to move, arrive, and head to the destinations is necessary. Therefore, accessibility must be considered, including highways, roads, trains, airports, and marinas. In tourist destinations, attractions both those provided by nature's gifts and man-made attractions should be prepared.
- c. Indonesia's tourism potential can be boosted by holding more tourism events at various tourist destinations at the national level. In fact, Indonesia's tourist destinations are highly diverse, with a wide range of cultures, which presents great potential for development.



- d. Tourist locations are a potential, even though this potential has not yet been fully explored. The influx of tourists can help drive the local economy in tourist areas.
- e. Indonesia's tourism sector is indeed very promising and has the potential to generate a positive multiplier effect, especially in the economy, contributing to the improvement of people's welfare. Therefore, strategies are needed to ensure that our country's tourism can improve and thrive. (Desi Karolina, 2021)

#### Definition and Objectives of Tourism Awareness Socialization

Tourism Awareness Socialization refers to efforts to educate and raise awareness, as well as to enhance understanding of sustainable tourism practices among the public, tourism stakeholders, and related parties. Its primary objective is to create awareness about the importance of preserving and conserving the environment, local cultures, and ensuring fair economic benefits for the communities visited by tourists. Below is a more detailed explanation of the definition and objectives of Tourism Awareness Socialization:

##### Definition of Tourism Awareness Socialization:

- a. Education and Information: Providing accurate and in-depth knowledge about sustainable tourism practices to all involved parties, including local communities, tourists, and tourism industry players.
- b. Appreciation of Local Culture: Encouraging respect for the diversity of local cultures and traditions, as well as promoting community participation in tourism development.
- c. Environmental Conservation: Teaching strategies and practices to preserve the natural beauty and environmental sustainability of tourist destinations, including waste and energy management.
- d. Sustainable Economic Benefits: Ensuring that tourism provides sustainable economic benefits to local communities by promoting fairness and involvement in job creation and income distribution.

##### Objectives of Tourism Awareness Socialization:

- 1. Environmental Preservation: Reducing the negative impact of tourism on the natural environment, such as land, water, and air degradation, as well as preserving biodiversity.
- 2. Respect for Culture: Promoting respect and appreciation for local cultures, traditions, and unique customs at each tourism destination.
- 3. Community Empowerment: Encouraging active participation from local communities in tourism management, including the management of natural and cultural resources they own.
- 4. Education and Awareness: Providing appropriate education to tourists, tourism operators, and local communities about the impact of tourism and responsible practices.
- 5. Sustainable Tourism Development: Promoting the development of tourism that is





economically, socially, and environmentally sustainable, providing long-term benefits for all parties involved.

By effectively implementing Tourism Awareness Socialization, it is hoped that a collective consciousness and concrete actions can be created to ensure that tourism not only provides short-term benefits but also contributes positively in the long term to the sustainability of the visited tourist destinations.

#### Benefits for Students Understanding Tourism Awareness

Understanding tourism awareness provides several valuable benefits for students, including:

1. **Appreciation for the Environment:** Students will learn the importance of preserving natural beauty and environmental sustainability. They will understand how their actions can have positive or negative impacts on the environments they visit.
2. **Appreciation for Local Culture and Heritage:** Students will develop a deeper appreciation for local cultures, traditions, and history in the places they visit. This can broaden their horizons on the cultural diversity of the world and promote tolerance and respect for differences.
3. **Development of Social Awareness:** Through tourism awareness, students can understand the social impact of tourism, including how the industry affects local life, such as employment levels, the economy, and the daily lives of local residents.
4. **Interdisciplinary Learning:** Tourism awareness socialization allows students to study various aspects of social sciences, environmental science, economics, and even technology. This opens the door to in-depth interdisciplinary learning.
5. **Development of Critical Thinking Skills:** Understanding tourism awareness encourages students to think critically about the impacts of their actions as tourism consumers. They learn to make wiser, more responsible decisions during their travels.
6. **Practical Experience:** Through field visits or sustainable tourism education programs, students can experience and apply the concepts they have learned in real-life situations, deepening their understanding.
7. **Lifelong Learning:** Understanding tourism awareness paves the way for students to incorporate sustainability into their lifestyles. They can carry this knowledge and awareness into adulthood, influencing their choices as consumers and global citizens.

Overall, understanding the concept of tourism awareness not only provides significant educational benefits but also shapes attitudes and values that are essential in building a generation that cares about the environment, culture, and global well-being. (Fachri, 2018).



## COMMUNITY OVERVIEW

Madrasah Aliyah Industri (MAI) Al-Jabar in Bengkong Indah, Batam City, highlights a variety of extracurricular programs, including Scouts, Hadroh (a traditional Arabic music), Quran memorization (Tahfidz Qur'an), and English. The principal of MAI Al-Jabar, Maya Inayati Sari, explained that the school is actively developing students' potential through various activities. "We always participate in competitions, and last year's Porseni (Sports and Arts Festival) we won first place," she said.



Source: MA Al-Jabar Industrial logo

Madrasah Aliyah Industri (MAI) Al-Jabar in Bengkong Indah, Batam City, offers a diverse range of extracurricular programs, including Scouts, Hadroh (traditional Arabic music), Quran memorization (Tahfidz Qur'an), and English. The principal of MAI Al-Jabar, Maya Inayati Sari, explained that the school is actively developing students' potential through various activities. "We always participate in competitions. Last year in Porseni, we won second place in Futsal, and the year before, we won first and second places in Quran memorization," Maya said on Wednesday (December 20, 2023). (Dailami, 2019)

In addition to focusing on achievements, MAI Al-Jabar also emphasizes the importance of character education and religious values. According to Maya, building a strong moral foundation is a crucial aspect of the educational process. "In today's world, religion is something that must be instilled deeply in the hearts of children so that they have boundaries based on religious teachings about what is permissible and what is not," she explained.

Maya hopes that through this approach, MAI Al-Jabar will continue to earn the trust of the community as an educational institution that not only focuses on academic achievements but also on character building and religious values. The school encourages parents and the community to



choose MAI Al-Jabar as the place for their children's education, with the belief that this institution can contribute positively to shaping a quality generation for the future. (mas, industrial-jabar.com)



Source: 25/10/2024 year

## **METHODOLOGY**

### **1. Target Audience**

The participants of this activity are teachers and students of SMK Al-Azhar Batam.

The instructors and speakers for this event are lecturers from the Hospitality Management Study Program at Batam City Tourism Polytechnic.

### **2. Method of Activity**

The method of implementing this activity to address the issues is as follows:

#### **a. Training Materials and References**

The outreach is delivered in the form of lectures and question-and-answer sessions for participants, along with presentations using PowerPoint that include references related to the concept of outreach and specific references about Tourism Awareness Socialization. Participants are encouraged to discuss and recognize the concept of Tourism Awareness Socialization, and strategies to enhance Barista and Mixology Skills Development Training for SMK Al-Azhar Batam students.

#### **b. Procedure of Activities**

This Community Service activity includes:

- a) Coordination with the school principal, teachers, and students of SMK Al-Azhar Batam to select participants and coordinate the preparation of the activity schedule and other matters.





- b) Preparation of the activity, including discussions about the material to be covered, held with the school principal, teachers, and students of SMK Al-Azhar Batam.

### 3. Supporting and Hindering Factors

Based on the evaluation of the implementation and results of the activity, supporting and hindering factors in carrying out this community service program (PKM) can be identified. Broadly speaking, the supporting and hindering factors are as follows:

#### Supporting Factors

- a. High enthusiasm and interest from the participants, as well as their commitment of time and active involvement throughout the activity.
- b. Commitment from the school principal, teachers, and students of SMK Al-Azhar Batam, along with assistance and support from other stakeholders.

#### Hindering Factors

- c. Limited time for carrying out the activity, so the scope of the material could not be presented in detail.
- d. The varying levels of understanding among participants, some grasping the material quickly, while others taking more time, which made the use of time less optimal.



Source: 25/10/2024 year

## SUTAINABLE RESULT AND POTENSIAL

### 1. Understanding Tourism

In fact, tourism has long been a subject of attention, both from an economic, political, state administration, and sociological perspective. However, to this day, there is no academic consensus on what exactly constitutes tourism. Etymologically, the word *pariwisata* comes from Sanskrit, consisting of two words: *pari* and *wisata*. *Pari* means "many" or "to travel around," while *wisata* means "to go" or "to travel." Based on this, the word *pariwisata* should be interpreted as a



journey that is repeated or circular, from one place to another, which in English is referred to as a "tour." For the plural form, the term *kepariwisataan* can be translated as "tourism."

In the Indonesian Dictionary, *pariwisata* is defined as activities related to recreational travel. The term "pariwisata" was first used in 1959 at the Second National Tourism Congress in Tretes, East Java. This term was used as a replacement for the word *turisme* before *pariwisata* was adopted from Sanskrit.

To gain a clearer picture, Yoeti (1996) provides definitions of terms related to tourism as follows:

- Wisata = journey; in English, it can be equated with the word "travel."
- Wisatawan = a person who travels; in English, it can be referred to as "travellers."
- Para wisatawan = people who travel; in English, this is commonly referred to as "travellers" (plural).
- Pariwisata = a journey from one place to another, and in English, it is called "tourism."
- Para pariwisataawan = people who go on a tour, and in English, this is referred to as "tourists" (plural).
- Kepariwisataan = matters related to tourism, and in English, this is referred to as "tourism."

One prominent aspect of the definitions provided above is that, essentially, the characteristic of tourism travel remains the same (even though the phrasing may vary), and it involves several important factors, namely:

- a. The journey is for a temporary period.
- b. The journey is from one place to another.
- c. The journey, whatever form it takes, must always be associated with leisure or recreation.
- d. The person making the journey does not seek employment in the place they visit, but rather acts as a consumer at the destination.

## 2. Results of the Tourism Awareness Socialization Activity

The outcome of this activity was to highlight the importance of Tourism Awareness Socialization for the teachers and students of SMK Al-Azhar Batam. The following are the results achieved:

- a. Providing insight into the impact of Tourism Awareness Socialization on the teachers and students of SMK Al-Azhar Batam.





b. Providing guidelines for mutual understanding of the context of tourism for young children in educational institutions.

### 3. Discussion of the Results of the Tourism Awareness Socialization Activity

The results of the PKM activity broadly include several components as follows:

- a. Success in Understanding Tourism
- b. Achievement of the objectives of the Tourism Awareness Socialization activity for the teachers and students of SMK Al-Azhar Batam.
- c. Achievement of the planned targets for the assistance provided during the Tourism Awareness Socialization activity for the teachers and students of SMK Al-Azhar Batam.

## CONCLUSION

The Tourism Awareness Socialization activity has several important conclusions that can be drawn:

1. Increased Awareness and Education: This socialization successfully raised awareness among the community, tourism actors, and stakeholders about the importance of preserving the environment, maintaining local culture, and promoting sustainability in the tourism industry.
2. Positive Behavioral Changes: With the new knowledge gained, many individuals have become more concerned and responsible in the way they interact with tourist destinations. They tend to choose to support sustainable initiatives and actively participate in preserving natural beauty and local wisdom.
3. Empowerment of Local Communities: The Tourism Awareness Socialization helped increase local community involvement in the management and benefits of tourism. This contributes to strengthening the local economy, promoting environmental sustainability, and ensuring social equity.
4. Collaboration Among Stakeholders: The program encouraged better collaboration between the government, the private sector, civil society, and non-governmental organizations in developing policies and practices that support sustainable tourism.
5. Long-Term Positive Impacts: By applying sustainable principles, Tourism Awareness Socialization has the potential to create long-term positive impacts on tourist destinations, such as preserving natural beauty, strengthening cultural identity, and improving the quality of life for local communities.

Overall, the conclusions from the Tourism Awareness Socialization activity show that enhanced education and awareness play a crucial role in ensuring that tourism remains a positive



force for sustainable development, guaranteeing that its benefits can be enjoyed by future generations.

## SUGGESTION

1. There is a need for further extension and socialization regarding tourism awareness to the public in order to improve the understanding and knowledge of the community, as well as their participation and support for the development of tourism in Batam City, particularly among the students of SMK Al-Azhar Batam. It is hoped that Batam City, which directly borders foreign countries, will become a national tourism destination.
2. Increased attention and involvement from the government are expected to help socialize tourism awareness to the entire community, promoting positive attitudes and behaviors towards tourism awareness, thereby further raising public awareness.

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