



Management Training On Tourism Development For Students At The Industrial May Of Al-Jabar Batam

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Abstract

Management Training on Tourism Development is an educational activity that aims to increase the knowledge and skills of participants, especially MA students, in the field of tourism. This activity includes material on the basics of tourism management, destination development strategies, tourism promotion, as well as the role of the younger generation in supporting the local tourism sector. Through this training, participants are expected to be able to understand the importance of good management in supporting the progress of the tourism industry and be ready to become active actors or supporters in tourism development in their respective regions.

Keywords: Tourism Development Management Training

INTRODUCTION

Tourism Development Management Training for students can be a highly beneficial activity to enhance their understanding of the tourism industry as well as the managerial skills needed to effectively manage tourist destinations. Below are several aspects that can be integrated into the training. Introduction to the Tourism Industry. Definition of Tourism: Basic understanding of tourism and the sectors involved. Global Tourism Trends: How tourism is developing in the world and its impact on local and global economies. Types of Tourism: Natural, cultural, health, adventure and other tourism. Tourism Destination Management Destination Planning and Development: How to plan sustainable tourism development by considering the needs of local communities and the environment. Management of Natural and Cultural Resources: Managing natural and cultural resources as tourist attractions to ensure their sustainability. Tourism Impacts: Assessing the positive and negative impacts of tourism on the environment and society. Tourism Marketing Strategies Tourism Destination Marketing: Marketing techniques that can be used to promote tourist destinations to both domestic and international travelers. Digital Marketing in Tourism: The use of social media, websites, and apps to promote destinations and tourism products. Branding and Destination Identity Development: Defining unique characteristics or branding that distinguish a destination from others. (Sulhaini et al., 2021)

Human Resource Management in the Tourism Sector Skills Required in the Tourism Industry: Communication skills, foreign language proficiency, service skills, and managerial abilities. Training for Tourism Workforce: The importance of training for hotel





staff, tour guides, and other tourism industry professionals.

Financial and Resource Management Tourism Development Budgeting: How to plan and manage budgets for tourism projects, including public and private financing. Tourism Funding: Sources of funding for tourism destination development, including partnerships with the private sector. The Importance of Sustainable Tourism Principles of Sustainable Tourism: How to manage tourism destinations in ways that provide long-term economic, social, and environmental benefits. Eco-Friendly Tourism Practices: Implementation of practices that minimize the negative impact of tourism on the environment, such as reducing plastic waste and conserving nature. Case Study and Simulation Case Study: Analyzing real-life cases of success and failure in tourism destination development. Managerial Simulation: Using simulations to develop decision-making skills related to destination management.

Assessment and Evaluation Evaluation of Tourism Program Success: Assessing the impact of tourism development projects using performance indicators. Methods for Measuring Tourist Satisfaction: How to measure and understand tourist satisfaction and the importance of feedback for improvement. Field Visits Hands-on Field Practice: Visiting leading tourist destinations and learning directly from tourism managers. Interaction with Tourism Industry Practitioners: Inviting guest speakers or industry professionals to share their experiences with students. (Supardi et al., 2023). By providing this training, students not only learn theoretical concepts but also gain practical skills that will be highly valuable when they enter the tourism industry. The training can be tailored to match the students' level of understanding, ranging from introductory topics to more complex subjects, depending on their age group and interests.

COMMUNITY OVERVIEW

Scouts, Hadroh (a traditional Arabic music), Quran memorizing (Tahfidz Qur'an), and English are only a few of the extracurricular activities offered by Madrasah Aliyah Industri (MAI) Al-Jabar in Bengkong Indah, Batam City. Maya Inayati Sari, the principal of MAI Al-Jabar, clarified that the school actively develops students' potential through a variety of activities. "We constantly compete, and we took first place at the Porseni (Sports and Arts Festival) last year," she stated.



MA Al-Jabar Industrial logo

In Bengkong Indah, Batam City, Madrasah Aliyah Industri (MAI) Al-Jabar provides a variety of extracurricular activities, such as English, Scouts, Hadroh (traditional Arabic music), and Quran memorizing (Tahfidz Qur'an). Maya Inayati Sari, the principal of MAI Al-Jabar, clarified that the school actively develops students' potential through a variety of activities. "We always take part in contests. We placed second in futsal last year in Porseni, and we took first and second in memorizing the Quran the year before," Maya stated on Wednesday. (December 20, 2023). (Dailami, 2019). MAI Al-Jabar stresses the significance of religious principles and character education in addition to accomplishments. A key component of education, in Maya's opinion, is laying a solid moral basis. "Religion needs to be ingrained in children's hearts in today's environment so that they have boundaries based on religious teachings about what is allowed and what is not," she said. Through this strategy, Maya believes that MAI Al-Jabar will maintain its reputation as a school that prioritizes character development and Islamic principles in addition to academic success. With the conviction that MAI Al-Jabar can help create a high-caliber generation for the future, the school urges parents and the community to select it as the location for their children's education. (mas, industrial-jabar.com)

METHODOLOGY

1. The intended audience

Teachers and students from MAI Al-Jabar Batam are taking part in this activity. Lecturers from Batam City Tourism Polytechnic's Hospitality Management Study Program will be the event's teachers and presenters.

2. Activity Method

The following is how this action will be implemented to address the issues:

a. References and Training Materials





In addition to PowerPoint presentations that contain references pertaining to the outreach concept and specifically on Tourism Awareness Socialization, the outreach is presented to participants through lectures and Q&A sessions. The idea of tourism awareness socialization and methods to improve barista and mixology skills development training for MAI Al-Jabar Batam students are topics that participants are encouraged to discuss and acknowledge.

b. Activity Procedure

This community service project consists of:

- a) Working together with MAI Al-Jabar Batam's principal, instructors, and students to choose participants and plan the calendar of events, among other things.
- b) Planning the activity, including talks with the principal, instructors, and students of MAI Al-Jabar Batam regarding the subject matter to be covered.

3. Facilitating and Impeding Elements

Supporting and impeding elements for completing this community service program (PKM) can be determined based on the evaluation of the activity's execution and outcomes. In general, the following are the contributing and impeding factors:

1. Contributing Elements

- a. The participants' high levels of interest and enthusiasm, as well as their time commitment and active participation throughout the activity.
- b. The dedication of MAI Al-Jabar Batam's principal, faculty, and students, as well as help and backing from other interested parties.

2. Hindering Elements

- a. The activity's time constraints prevented a detailed presentation of the material's scope.
- b. The participants' differing comprehension levels; some picked up the information fast, while others took longer, which resulted in less efficient use of time.





SUSTAINABLE RESULT AND POTENSIAL

1. Results of Activity Implementation

Community service is one form of the Tri Dharma of Higher Education which is the obligation of lecturers, apart from teaching and research. This community service activity aims to provide counseling to AI-Jabar Batam Industrial MA students, so that they have sufficient knowledge about the importance of tourism management, understanding management regarding tourism development, as well as strategies and efforts to increase tourism awareness for the community. So this will increase the level of public awareness about tourism management. This activity is held one day, namely Friday, May 9 2025 from 08.00-11.30.00 WIB. The implementation of this PKM activity was carried out by a team of 6 (six) service members from the Batam Tourism Polytechnic.

2. Examining the Outcomes of Activity Implementation

The following elements are typically present in the outcomes of PKM activities:

- a. Reaching the desired quantity of counseling participants
- b. Reaching the goals of the extension
- c. Reaching predetermined material goals
- d. The capacity of participants to grasp the content

In terms of the number of participants, 30 (thirty) is the achievement aim. Therefore, it may be said that the participant goal was fully met. Based on the number of participants, these numbers demonstrate that PKM activities are successful. Overall, the goals were successfully met, however not all of the information on stunting could be covered in detail due to time constraints. However, it can be inferred that the goals of this activity can be accomplished based on the outcomes of the participants' counseling, namely the caliber of the learning that was generated. Since all of the mentorship material was provided, the material target for this PKM activity was successfully met.

CONCLUSION

Management training on tourism development given to MA students makes a positive contribution in improving their basic understanding and skills regarding the world of tourism. Through the material presented, training participants are able to understand the concept of tourism management, promotional strategies, as well as the important role of the community and the younger generation in developing local tourist destinations.





Apart from that, this training also encourages the growth of entrepreneurial spirit and increases awareness of tourism potential in the surrounding environment. Thus, it is hoped that this training can be the first step in producing competent and competitive tourism human resources from vocational high school level.

SUGGESTION

1. In order to improve community knowledge and understanding, as well as community participation and support for Batam City's tourism development, more management-related counseling and socialization is required, particularly for Al-Jabar Batam Industrial MA students. Therefore, it is believed that Batam City, which has a direct border with other nations, will develop into a popular national tourist destination.
2. In order to further raise community awareness, the government's role and attention are required to be able to provide information to the whole community about attitudes and behavior toward management of tourism development.

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