



## **Socialization Of Religious Tourism Development As An Effort To Preserve Local Spiritual And Cultural Values In Batam City**

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### **Abstract**

*The Community Service Activity (PKM) with the title "Socialization of Religious Tourism Development as an Effort to Preserve Spiritual Values and Local Culture in Batam City" aims to increase public understanding and awareness of the importance of religious tourism development as part of the preservation of local spiritual and cultural values. This activity is carried out through socialization, counseling, and interactive discussions involving the community, religious leaders, and local stakeholders. The material presented includes the concept of religious tourism, the potential of religious destinations in Batam City, as well as sustainable management strategies based on local wisdom. The results of this activity show an increase in public understanding of the importance of maintaining spiritual and cultural values in tourism development. In addition, this activity also encourages the active participation of the community in developing and promoting religious tourism as a local identity that has economic and social value. Thus, this PKM activity is expected to be the first step in building synergy between the community, government, and academia in supporting the sustainable development of religious tourism in Batam City.*

**Keywords:** Religious Tourism; Tourism Socialization; Cultural Preservation; Spiritual Values; Batam City;

### **INTRODUCTION**

Tourism is a development sector that not only functions as an economic driver, but also as a means of preserving the community's cultural, social, and spiritual values. (Dailami, Thandzir, dkk. 2025) In the context of sustainable tourism development, non-material aspects such as religious values, local wisdom, and cultural identity are important elements that need to be maintained and developed in a balanced manner. One form of tourism that has a strategic role in maintaining this balance is religious tourism, which combines religious, historical, and local cultural elements in tourism activities. (Yudithia dkk. 2024)

Religious tourism not only provides economic benefits through increasing tourist visits, but also serves as a medium of education and spiritual reflection for the community and tourists. Through religious tourism, local religious and cultural values can be introduced, inherited, and preserved sustainably. In addition,





religious tourism is able to strengthen regional identity and foster people's pride in its spiritual and cultural heritage. However, the development of religious tourism requires a comprehensive understanding so as not to eliminate the sacred values, ethics, and spiritual meaning contained in it. (Maureen Fenesya Luturkey dkk. 2025)

Batam City as one of the strategic cities in the Riau Islands region is known for its multicultural community character and harmonious religious life. The existence of various places of worship, religious sites, religious traditions, and cultural values that live in the community is a great potential to be developed as a religious tourism destination. This potential can not only enrich Batam's various tourism attractions, but also become a means of preserving local spiritual and cultural values that have grown for generations. (Zahra dkk. 2025)

However, the utilization of the potential of religious tourism in Batam City still faces various challenges. The low public understanding of the concept of religious tourism, limited information about the historical and spiritual value of a place, and the non-optimal role of the community in tourism management are factors that need attention. Without adequate understanding, the development of religious tourism risks shifting to just an ordinary tourism activity that is economically oriented, thus ignoring the sacred and cultural values that should be maintained.

Universities have an important role in answering these challenges through the implementation of the Tri Dharma of Higher Education, especially community service. Socialization activities are one of the effective approaches to increase public awareness, knowledge, and participation in the development of religious tourism. Through targeted socialization, lecturers and students can provide an understanding of the concept of religious tourism, ethical and sustainable management principles, and the importance of the role of local communities as the main actors in maintaining spiritual and cultural values. (Pristiwasa dkk. 2025)

Based on this background, the Socialization of Religious Tourism Development as an Effort to Preserve Local Spiritual and Cultural Values in Batam City was carried out as a form of real contribution of the academic community in supporting the development of value-based tourism. This activity is expected to be able to increase public awareness and understanding of the importance of religious tourism, encourage the preservation of local spiritual and cultural values, and strengthen synergy between the community, universities, and other stakeholders in realizing sustainable, ethical, and characterful tourism.



The understanding of efforts to preserve local spiritual and cultural values in Batam City is not only limited to maintaining traditions, but includes a complex, dynamic, and sustainable process in maintaining and developing the values that become the identity of the community in the midst of globalization and modernization. (Pristiwasa dkk. 2025)

Conceptually, preservation efforts can be understood as systematic actions involving various parties in society, government, academia, and the private sector to ensure that values inherited from generation to generation remain alive, practiced, and relevant in present and future life. Preservation does not mean maintaining culture static, but maintaining the essence of values while providing room to adapt to the times.

### 1. Spiritual Value Dimension

Spiritual values refer to the inner aspects that shape people's outlook, attitudes, and behaviors in relation to God, fellow humans, and the environment. In Batam City, which is known as an area with a multicultural and religious society, spiritual values are reflected in:

- Religious activities such as regular worship, religious holiday celebrations, and religious-based social activities,
- Tolerance between religions,
- Life ethics such as honesty, social care, and gratitude.

Preserving spiritual values means keeping these practices not only routine, but also having a deep meaning and becoming a guideline in people's lives, especially the younger generation.

### 2. Local Cultural Dimension

Local culture is the entire system of values, norms, customs, languages, arts, and traditions that develop in society. In the context of Batam and the Riau Islands, local culture is strongly influenced by Malay culture which is full of the values of politeness, customs, and philosophy of life such as "adat berindikan syarak, syarak berindikan Kitabullah."

Preservation of local culture includes:

- Maintaining the sustainability of regional traditional traditions and arts,
- Preserving local languages and literature,
- Maintaining social values such as mutual cooperation and deliberation,
- Integrate culture into daily life and formal activities.

### 3. Integration in Social Life and Tourism





In the context of regional development, the preservation of local spiritual and cultural values is closely related to the tourism sector, especially religious and cultural tourism. Preservation efforts in Batam City can be realized through:

- Development of religious tourism destinations based on local values,
- Organizing cultural and religious festivals,
- Preparation of educational tour packages that introduce spiritual and cultural values to tourists,
- Community empowerment as the main actor in tourism management.

Through this approach, preservation is not only preservative, but also provides economic and social benefits to society without losing its original value.

#### 4. Conservation Challenges

Conservation efforts face various challenges, including:

- The influence of globalization that brings foreign cultures and shifts local values,
- Lack of interest in traditional culture,
- Commercialization of culture that has the potential to eliminate sacred meaning,
- There is limited public understanding of the importance of value preservation.

Therefore, the right strategy is needed so that preservation remains relevant and in demand, especially by the younger generation. (Dailami, Pratama, dkk. 2025)

#### 5. Concrete Strategies and Efforts

Some forms of conservation efforts that can be carried out include:

- Education and socialization, such as PKM activities to increase public awareness,
- Cultural revitalization, by reviving traditions that have begun to be abandoned,
- Digitization and documentation, to store and disseminate local culture through modern media,
- Cross-sectoral collaboration, between the government, academia, communities, and tourism actors,
- Regulations and policies, which support the protection of cultural heritage and religious practices. (Anarta dan Darwis 2025)

#### 6. Purpose and Meaning of Conservation

Ultimately, efforts to preserve local spiritual and cultural values aim to:





- Maintaining the identity and identity of the community,
- Passing on noble values to the next generation,
- Creating a balance between modern progress and local wisdom,
- Supporting sustainable and ethical tourism development,
- Strengthening social cohesion and harmony in a multicultural society.

Thus, the preservation of local spiritual and cultural values in Batam City is a process that is not only oriented to the past, but also an important foundation in building a future society with high character, culture, and competitiveness without losing its identity.

Batam City is one of the strategic areas in the Riau Islands Province which is known as an industrial, trade, and tourism area. In the midst of rapid economic development and modernization, Batam City also has great potential in the development of religious-based tourism that is loaded with spiritual and local cultural values. The existence of various houses of worship, religious sites, and religious traditions that live in the community is an important asset that can be developed as a tourist attraction that is not only economically valuable, but also educational and spiritual.

Religious tourism is a form of tourism that prioritizes spiritual experiences, religious values, and cultural learning for tourists. In the context of local communities, religious tourism not only functions as a means of recreation, but also as a medium for preserving noble values, strengthening cultural identity, and increasing people's spiritual awareness. Therefore, the development of religious tourism needs to be carried out in a planned and sustainable manner so as not to eliminate the essence of the sacred values contained in it.

However, the reality on the ground shows that the potential of religious tourism in Batam City has not been fully utilized optimally. There are still limitations in public understanding of the concept of sustainable religious tourism, lack of promotion, and the lack of integration of the role between the community, government, and academia in its development. In addition, the challenges of globalization and modernization also have the potential to shift local spiritual and cultural values if not balanced with strong preservation efforts. (Dailami, Thandzir, dkk. 2025)

Seeing these conditions, strategic efforts are needed through Community Service (PKM) activities that focus on socializing the development of religious tourism. This activity is important as the first step to provide understanding,



increase awareness, and encourage active participation of the community in maintaining and developing the potential of religious tourism in their environment.

Through this socialization activity, it is hoped that the community will not only understand the importance of religious tourism as an economic potential, but also as a means of preserving local spiritual and cultural values that become regional identity. In addition, this activity also aims to build synergy between various parties, so that the development of religious tourism in Batam City can run in a sustainable, inclusive, and still rooted in local wisdom values.

Thus, this PKM activity has a strategic role in supporting tourism development which is not only oriented to the economic aspect, but also to the preservation of spiritual and cultural values as a heritage that must be maintained for future generations.

## **COMMUNITY OVERVIEW**

The Nurul Hidayah Batam Foundation is a socio-religious institution located in Batam City and engaged in education, da'wah, and social services to the community. This foundation exists as a form of concern for improving the quality of people's lives, especially in the aspects of religious education and social welfare. Institutionally, the Nurul Hidayah Batam Foundation has a strategic role in fostering and developing human resources who have noble character, knowledge, and high social concern.

This is realized through various structured and sustainable activity programs. In the field of education, the foundation organizes religious learning activities such as the Al-Qur'an Education Park (TPQ), routine recitations, and character development for children and adolescents. This activity aims to instill Islamic values from an early age and form a generation with morals and competitiveness.

In addition, in the social field, the Nurul Hidayah Batam Foundation actively carries out various community activities, such as providing compensation to orphans and poor people, distributing basic food assistance, and other social service activities. These programs are a tangible form of the foundation's contribution in helping to improve the welfare of the surrounding community. In the religious aspect, the foundation also routinely holds da'wah activities such as religious lectures, commemorations of Islamic holidays, and taklim assemblies.

This activity aims to increase the understanding and practice of Islamic teachings among the community. As a partner in Community Service (PKM)



activities, the Nurul Hidayah Batam Foundation has an important role as a location and target for activities, especially in reaching community groups in need. Collaboration between universities and foundations is expected to have a sustainable positive impact, both in building community capacity and in strengthening social and religious values.

With various programs and activities implemented, the Nurul Hidayah Batam Foundation is expected to continue to develop as an institution that is able to make a real contribution to social, educational, and religious development in Batam City. The Nurul Hidayah Batam Foundation is a social and community institution that focuses on the development of social activities, education, and community empowerment in the Batam area, Riau Islands, Indonesia. This foundation is engaged in efforts to provide social support to community groups in need through various humanitarian programs and initiatives.

This foundation has an important role in accompanying and supporting the community, especially in the area around Batam with social and community activities, such as receiving social assistance, empowerment activities, and support for local institutions or communities in need. Evidence of the foundation's involvement in social activities can be seen through various collaborations with other agencies, for example the distribution of social assistance that is symbolically handed over to the foundation as a form of mutual concern for vulnerable groups in the community.

In addition, this foundation is also a place to carry out social activities such as mass circumcision and alternative medicine for orphans and poor families which are carried out periodically. This kind of activity shows the foundation's commitment to improving the welfare and empowerment of the community directly. Organizationally, the foundation has an address and operations at the Nur Hidayah Mosque Complex, JL Bida Ayu, Block J No. 69, Tanjung Playu, Batam.

The strategic role of the foundation is not only as a recipient and distributor of aid, but also as a center for social activities that have the potential to become partners in community service programs, child development, and strengthening local communities. The Nurul Hidayah Batam Foundation seeks to realize a sustainable social, religious, and humanitarian mission through the development of programs that are oriented towards improving the quality of life of the underprivileged. The foundation's activities are a space for various parties,





including students and university lecturers, to collaborate in the implementation of social activities that have a wide impact.



Figure 1. Logo Yayasan Nurul Hidayah Batam



Figure 2. Documentation of community service activities, 2026

## METHODOLOGY

### 1. Implementation Method

The method of implementing socialization activities is designed in a participatory and educational manner to increase understanding, awareness, and community involvement in the development of religious tourism that is oriented towards the preservation of local spiritual and cultural values in Batam City. The implementation of activities is carried out through several stages as follows:

#### a. Preparation Stage







The preparation stage aims to ensure that socialization activities run effectively and on target, including:

- Internal coordination of the PKM team (lecturers and students) related to the division of tasks and roles.
- Coordination with the village, community leaders, religious leaders, and local religious tourism managers.
- Identify the potential of religious tourism and the target of socialization participants.
- Preparation of socialization materials that include the concept of religious tourism, spiritual values, local culture, and sustainable tourism principles.
- Preparation of facilities and infrastructure for socialization activities.

b. Stage of Implementation of Socialization

This stage is the core of community service activities, which are carried out through:

- Interactive delivery of socialization materials regarding the understanding, benefits, and potential of religious tourism.
- Education on the importance of preserving local spiritual and cultural values in tourism development.
- Discussion and question and answer to explore the understanding and aspirations of the community related to the development of religious tourism.
- Presentation of examples of best practices in the management of community-based religious tourism.
- Instilling the value of tourism ethics and awareness of maintaining the sacredness of religious places.

c. Stage of Assistance and Community

Participation To strengthen the results of socialization, the following are carried out:

- Initial assistance to the community in identifying their roles and opportunities for involvement in the development of religious tourism.
- Encourage active community participation in maintaining cleanliness, order, and comfort in the religious tourism environment.
- Providing direction regarding the role of the community as a friendly and ethical host.

d. Monitoring and Evaluation Stage





This stage aims to assess the effectiveness of the implementation of socialization, including:

- Evaluate participants' understanding through discussion and direct feedback.
- Observation of the level of community participation and enthusiasm.
- Identify obstacles and supporting factors during the implementation of activities.
- Formulation of recommendations for the development of follow-up activities.

#### f. Reporting and Follow-up Stages

The final stage of activities includes:

- Preparation of reports on socialization activities in a systematic and accountable manner.
- Documentation of activities as PKM outputs.
- Submission of follow-up recommendations to related parties.
- Planning of follow-up activities such as training, mentoring, or strengthening religious tourism institutions.

### 2. Supporting and Inhibiting Factors

#### a. Supporting Factors

The implementation of Community Service (PKM) activities in the Batam City area is supported by several factors that support the success of the program, including:

##### a). Enthusiasm and Community Participation

The community showed a positive response to the socialization activities, especially because the theme of religious tourism was directly related to their spiritual values and daily lives. This high level of participation made the process of delivering material and discussion easier.

##### b). Support from the Foundation and Community Leaders

The involvement of foundation administrators and local religious leaders gives legitimacy and trust to the community in the activities carried out. This also helps in the mobilization of participants.

##### c). The Potential of Religious Tourism Owned by the Region

Batam City has a number of potential religious tourism, such as mosques, Islamic boarding schools, and other religious sites that can be developed as spiritual and local culture-based tourist destinations.

##### d). Availability of Human Resources (HR)





The presence of PKM implementers from competent universities and the support of local volunteers helps the smooth implementation of activities. (Ayem dan Riadani 2024)

e). College Institutional Support

Support from the campus in the form of funding, facilities, and academic policies is an important factor in supporting the optimal implementation of PKM activities.

b. Inhibiting Factors

In addition to supporting factors, there are several obstacles faced during the implementation of PKM activities, including:

a). Limited Public Understanding of Religious

Tourism Some people still have a limited understanding of the concept of religious tourism as part of economic development and cultural preservation, so a more intensive approach is needed.

b). Limited Facilities and Infrastructure

Supporting facilities such as accessibility, tourist information, and infrastructure in several locations are still not optimal to support the development of religious tourism.

c). Delayed Implementation Time

Socialization activities that were carried out in a short time caused the delivery of material to not be carried out in depth and comprehensively.

d). Lack of Coordination Between Related Parties

The lack of maximum synergy between the community, the government, and tourism actors is an obstacle in encouraging the development of religious tourism in a sustainable manner.

e). Community Busyness Factor

Some people have busy work activities, so not all can participate in full socialization activities.

In general, this PKM activity is running well thanks to the support of various parties, although there are still several obstacles that need to be considered for the improvement and development of similar activities in the future.



Figure 3. Documentation of community service activities, 2026

## SUTAINABLE RESULT AND POTENSIAL

### 1. Results of Implementation of Activities

Community Service Activities (PKM) with the title "Socialization of Religious Tourism Development as an Effort to Preserve Spiritual Values and Local Culture in Batam City" which was carried out in the Batam City area generally went well and achieved the planned goals. The implementation of this activity resulted in several important achievements, both in terms of increasing knowledge, changing attitudes, and community participation. The results obtained from this activity are as follows:

#### a. Increasing Community Understanding

After participating in socialization activities, the community showed an increase in understanding related to the concept of religious tourism, including its potential development as one of the attractions for local spirituality and culture-based tourism. Participants began to understand that religious tourism is not only related to worship activities, but can also be a means of education and cultural preservation.

#### b. Growing Awareness of the Preservation of Spiritual and Cultural Values

This activity succeeded in fostering public awareness of the importance of maintaining local spiritual values and culture as part of regional identity. This can be seen from the increasing interest of the community to be involved in religious activities and the preservation of local traditions.



c. Increased Community Participation

The active participation of the community during the activity is one of the indicators of the success of the program. Participants are not only present, but also involved in discussions, questions and answers, and sharing experiences related to the potential of religious tourism in their environment.

d. Identification of Local Religious Tourism Potential

Through this activity, several potential religious tourism in the community began to be identified, such as historical mosques, routine religious activities, and cultural traditions based on Islamic values that can be developed into tourist attractions.

e. The Establishment of Cooperation between Universities and the Community

This PKM activity also strengthens the relationship between universities and the local community. This collaboration is expected to continue in the form of mentoring programs, training, and sustainable religious tourism development activities.

f. Positive Response from Activity Participants

In general, participants gave a very positive response to the activities carried out. This can be seen from the enthusiasm during the activity and the hope that similar activities can be carried out in a sustainable manner with more in-depth material.

Based on the results of the implementation of PKM activities, it can be concluded that this socialization activity has a positive impact on increasing knowledge, awareness, and community participation in the development of religious tourism as an effort to preserve local spiritual and cultural values. Nevertheless, follow-up in the form of mentoring and follow-up programs is needed so that the results that have been achieved can continue to develop and provide long-term benefits.

## 2. Discussion of the Results of the Implementation of Activities

The implementation of Community Service (PKM) activities with the title "Socialization of Religious Tourism Development as an Effort to Preserve Local Spiritual and Cultural Values in Batam City" in Batam City showed significant results, both from cognitive, affective, and participatory aspects of the community.

From a cognitive aspect, socialization activities have been proven to be able to increase public knowledge related to the concept of religious tourism. Before the activity was carried out, most people still viewed religious tourism as a



mere worship activity. However, after participating in socialization, there was a change in understanding that religious tourism also has economic, educational, and cultural dimensions. This is in line with the concept of community-based tourism development, where the community plays an active role in managing and utilizing local potential in a sustainable manner.

From the affective aspect, this activity encourages the growth of public awareness of the importance of preserving local spiritual and cultural values. This awareness is reflected in the increasing public concern for religious activities, local traditions, and efforts to maintain regional cultural identity. Spiritual values that were previously individual began to develop into a collective consciousness that can be used as a valuable tourist attraction.

Furthermore, from the participatory aspect, this PKM activity shows an increase in community involvement in the process of discussing and identifying the potential of religious tourism in their environment. This active participation is an important indicator of the success of the program, because the development of religious tourism cannot run optimally without the direct involvement of the community as the main actor.

In addition, the results of the activity also show that the community is beginning to be able to identify the potential of religious tourism, such as the existence of mosques, routine recitation activities, and religious traditions that can be developed as tourist attractions. However, this potential still requires more targeted management, both in terms of promotion, packaging of tourist attractions, and the provision of supporting facilities. On the other hand, the results of the implementation of the activities also reveal several limitations, such as the lack of technical understanding of the community in tourism management and the lack of optimal infrastructure support.

This shows that socialization activities need to be followed by follow-up programs in the form of training, mentoring, and community capacity building. Overall, this PKM activity not only provides an increase in knowledge, but also encourages changes in people's mindset and attitudes towards the development of religious tourism. With the synergy between universities and the community, it is hoped that efforts to preserve local spiritual and cultural values can run sustainably and have a positive impact on improving the welfare of the community in Batam City.





## CONCLUSION

Based on the implementation of Community Service (PKM) activities with the title "Socialization of Religious Tourism Development as an Effort to Preserve Local Spiritual and Cultural Values in Batam City" which was carried out in Batam City, it can be concluded that this activity has run well and has a positive impact on the community.

Socialization activities have been proven to be able to increase public understanding of the concept of religious tourism, not only as a religious activity, but also as a potential for tourism development that has economic, educational, and cultural value. In addition, this activity has also succeeded in fostering public awareness of the importance of preserving local spiritual and cultural values as part of regional identity.

The active participation of the community during the activity showed a positive response and the readiness of the community to be involved in the development of religious tourism in their environment. On the other hand, this activity also succeeded in identifying various local potentials that can be developed into religious-based tourism attractions. However, there are still some limitations, such as a lack of technical understanding in tourism management and limited supporting facilities and infrastructure.

Therefore, follow-up in the form of continuous mentoring and training programs is needed so that the results of activities can develop optimally. Overall, this PKM activity makes a real contribution to efforts to preserve local spiritual and cultural values while opening up opportunities for the development of sustainable religious tourism in Batam City.

## SUGGESTION

Based on the results of the implementation of Community Service (PKM) activities with the title "Socialization of Religious Tourism Development as an Effort to Preserve Local Spiritual and Cultural Values in Batam City" in Batam City, there are several suggestions that can be used as consideration for the development of further activities, namely:

1. For the Community It is hoped that the community can continue to increase awareness and participation in maintaining and developing the existing potential of religious tourism. The community is also expected to start playing an active role in managing this potential independently and sustainably.
2. For Managers/Foundations The foundation manager is expected to develop advanced programs in the form of training in religious tourism management, such as destination management, tourism services, and digital-based promotion, so that the existing potential can be utilized optimally.
3. For Local Governments The government is expected to provide support in the form of policies, mentoring, and infrastructure development that supports the development of religious tourism, such as accessibility, public facilities, and destination promotion.
4. For Colleges Universities are expected to continue PKM activities in the form of continuous mentoring, advanced research, and training based on community needs so that the impact of activities can be felt in the long term.
5. For the Next PKM Activities Similar activities in the future are recommended to be carried out with a longer duration of time and more in-depth material, as well as involving more related parties so that the results obtained are more optimal and sustainable.

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