



Socialization Of Tourism Awareness As An Effort To Increase The Role Of The Community In The Development Of Tourist Destinations In Batam City

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Abstract

The Community Service Activity (PKM) with the title "Socialization of Tourism Awareness as an Effort to Increase the Role of the Community" aims to increase public understanding, awareness, and participation in supporting tourism development in their area. This activity is motivated by the importance of the role of the community as the main actor in creating a safe, comfortable, clean, and competitive tourism environment. The implementation of the activity is carried out through socialization, counseling, and interactive discussions involving local communities, community leaders, and other stakeholders. The material presented includes the concept of tourism awareness, the principle of Sapta Pesona, and the importance of friendly service and environmental preservation in supporting the attractiveness of tourist destinations. The results of the activities show an increase in public understanding of the importance of tourism awareness and their role in maintaining the image of the destination. The community has also begun to show an attitude of being more concerned about the cleanliness, safety, and comfort of the tourist environment, and is encouraged to actively participate in tourism activities. Thus, this PKM activity is expected to build community collective awareness so that it is able to play an active role in the development of sustainable tourism, as well as have a positive impact on improving the economy and the welfare of local communities.

Keywords: *Tourism Awareness; Community Role; Destination Development; Sustainable Tourism; Batam City;*

INTRODUCTION

Tourism is a strategic sector that has a multidimensional role in regional development, both from economic, social, cultural, and environmental aspects. Sustainable tourism development not only focuses on increasing the number of tourist visits, but also on the quality of the tourism experience and the active involvement of local communities. The community is a key element in the tourism system because it plays a role as host, environmental guardian, cultural preservation, and main actor in creating a positive image of tourist destinations. (Hidayat and Duski 2025)

Tourism awareness is a concept that emphasizes the importance of awareness, care, and community participation in supporting tourism development. Through the implementation of tourism awareness, the community is expected to





be able to create a destination environment that is safe, orderly, clean, cool, beautiful, friendly, and gives a good impression to tourists, as reflected in the values of Sapta Pesona. This concept places the community not only as an object of tourism development, but as a subject who has an active role and responsibility in maintaining the sustainability of the destination. (Syaiful et al. 2023)

Batam City is one of the strategic tourism areas in Indonesia that has diverse tourism potential, ranging from marine tourism, culture, history, to artificial tourism. The geographical location adjacent to neighboring countries and the character of the multicultural community make Batam have a great opportunity to develop as a leading tourist destination. However, the rapid development of tourism is also accompanied by various challenges, such as increased pressure on the environment, socio-cultural changes, and demands for quality of service to tourists. (Thandzir dkk. 2025)

In this context, the role of local communities is very important to ensure that tourism development runs in a balanced and sustainable manner. The lack of public understanding of the concept of tourism awareness, low awareness in maintaining the cleanliness and comfort of the destination environment, and limited community participation in tourism management are problems that are still often encountered. If this condition is not handled appropriately, then the great tourism potential will not provide optimal benefits for the welfare of the local community. (Wijaya et al. 2023)

Universities have moral and academic responsibilities through the implementation of the Tri Dharma of Higher Education, especially in the field of community service. Tourism awareness socialization activities are a form of educational intervention that aims to improve public knowledge, attitudes, and behaviors in supporting the development of tourist destinations. Through this activity, lecturers and students can play the role of facilitators and companions for the community in understanding the importance of tourism awareness and the strategic role of the community in regional tourism development. (Wangsa, t.t.)

Based on this background, the Tourism Awareness Socialization activity as an Effort to Increase the Role of the Community in the Development of Tourist Destinations in Batam City is carried out as a systematic effort to build public awareness and participation. This activity is expected to be able to encourage changes in people's attitudes and behaviors in a direction that cares more about tourism, strengthen the role of the community as the main actors in destination





development, and support the realization of tourism in Batam City that is sustainable, competitive, and provides economic, social, and cultural benefits for the local community. (Palimbunga 2017)

Batam City is one of the strategic areas in the Riau Islands Province that has rapid development in the industrial, trade, and tourism sectors. Its proximity to neighboring countries such as Singapore and Malaysia makes Batam one of the gateways for foreign tourists. In addition, Batam also has a variety of potential tourist destinations, ranging from marine tourism, culture, to culinary that can be developed optimally.

However, the development of the tourism sector does not only depend on natural and infrastructure potential, but is also highly determined by the participation of the community as the main actor in tourist destinations. The community has a strategic position in creating a safe, comfortable, clean, and friendly atmosphere for tourists. Therefore, public awareness of the importance of tourism awareness is a key factor in supporting the success of sustainable tourism development.

Tourism awareness is a condition where people have understanding, attitudes, and behaviors that support the creation of a conducive climate for tourism development. This concept is closely related to the application of the principles of Sapta Pesona, which are safe, orderly, clean, cool, beautiful, friendly, and memorable. However, in reality, there are still some people who do not fully understand the importance of their role in supporting the development of tourist destinations. This can be seen from the lack of concern for environmental cleanliness, services to tourists, and the preservation of local potential. (Pristiwasa et al. 2025)

In addition, the challenges of globalization and the development of the times also affect people's mindsets and behaviors, which are sometimes not in line with tourism-conscious values. If not anticipated properly, this can have an impact on the decline in the quality of tourist destinations and regional competitiveness.

Based on these conditions, strategic efforts are needed through Community Service (PKM) activities in the form of tourism awareness socialization. This activity aims to provide understanding, increase awareness, and encourage active community participation in maintaining and developing tourist destinations in their environment.



Through this socialization activity, it is hoped that the community can understand its important role in creating a quality tourism environment, and be able to implement tourism-conscious values in their daily lives. Thus, the development of tourist destinations in Batam City can run optimally, sustainably, and provide economic and social benefits for the local community.

Tourism Development Management training for students can be a very rewarding activity to improve their understanding of the tourism industry as well as the managerial skills needed to manage tourist destinations effectively. Here are some aspects that can be integrated into the training:

Introduction to the Tourism Industry. Definition of Tourism: A 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: Nature, culture, health, adventure, and others.

Tourism Destination Management. Destination Planning and Development: How to plan sustainable tourism development with the needs of local communities and the environment in mind. Natural and Cultural Resources Management: Managing natural and cultural resources as tourist attractions to maintain their sustainability. Tourism Impact: Assess the positive and negative impacts of tourism on the environment and society.

Tourism Marketing Strategy. Tourism Destination Marketing: A marketing technique that can be used to promote tourist destinations to domestic and foreign tourists. Digital Marketing in Tourism: The use of social media, websites, and applications to promote tourism destinations and products. Destination Branding and Identity Development: Determining the characteristics or branding that distinguish a destination from other destinations. (Sulhaini dkk. 2021)

Human Resource Management in the Tourism Sector. Skills Required in the Tourism Industry: Communication skills, foreign language, service skills, and managerial skills. Training for the Workforce in Tourism: The importance of training for hotel staff, tour guides, and other tourism business actors.

Financial and Resource Management. Tourism Development Budget: How to plan and manage budgets for tourism projects, including public and private financing. Tourism Funding: A source of funding for the development of tourism destinations, including partnerships with the private sector.

The importance of sustainable tourism. Sustainable Tourism Principles: How to manage tourism destinations that provide sustainable economic, social,



and environmental benefits. Eco-Friendly Tourism Practices: The implementation of practices that reduce the negative impact of tourism on the environment, such as reducing plastic waste and preserving nature.

Case Studies and Simulations. Case Study: Analyze real cases of successes and failures in the development of tourism destinations. Managerial Simulation: Using simulation to develop skills in decision-making related to destination management.

Assessment and Evaluation. Evaluation of Tourism Program Success: Assess the impact of tourism development projects using performance indicators. Tourist Satisfaction Measurement Method: How to measure and understand tourist satisfaction and the importance of feedback for improvement.

Field Visit. Hands-on Practice in the Field: Visit some of the leading tourist destinations and learn firsthand from tourism managers. Interaction with Tourism Industry Players: Invite speakers or industry professionals to share their experiences with the students. (Supardi et al. 2023)

By providing this training, students not only learn theory but also practical skills that will be very useful if they are directly involved in the world of tourism. This training can be tailored to the student's level of understanding, ranging from introduction to more complex topics depending on their age group and interests.

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, commemoration 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. The foundation is engaged in providing social support to communities 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 for social activities such as mass circumcision and alternative medicine for orphans and poor families which are





carried out regularly. 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 of social activities that has the potential to become a partner in community service programs, child development, and strengthening the local community.

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. Documentation of community service activities, 2026

METHODOLOGY

1. Method of Activity

Community Service Activities (PKM) with the title "Socialization of Tourism Awareness as an Effort to Increase the Role of the Community in the Development of Tourist Destinations in Batam City" was carried out in the Batam City area using a participatory and educational approach. This method aims to actively involve the community in the learning process and the development of tourism potential in their environment.

The stages of the method of implementing this PKM activity are as follows:





a. Preparation Stage

At this stage, several initial activities were carried out, including:

- Identify problems and potentials through field observation to find out the condition of the community and the tourism potential it has.
- Coordination with related parties, such as regional administrators, community leaders, and activity partners.
- Preparation of socialization materials that include the concept of tourism awareness, *sapta pesona*, and the role of the community in the development of tourist destinations.
- Determination of the time and place of the activity.

b. Implementation Stage

This stage is the core of activities carried out through several methods, namely:

- **Lecture Method (Counseling)**
Presentation of material on the importance of tourism awareness, destination development, and the active role of the community in supporting local tourism.
- **Discussion and Q&A Method**
Providing opportunities for participants to ask questions, discuss, and convey opinions and experiences related to tourism conditions in their environment.
- **Participatory Method**
Involve the community in identifying existing tourism potential and formulate simple steps that can be taken to support the development of tourist destinations.

c. Evaluation Stage

Evaluations are carried out to determine the success rate of activities, including:

- Evaluate participants' understanding through interaction and response during the activity.
- Assessment of community participation in participating in socialization activities.
- Participant feedback related to the material and the implementation of the activity.

d. Follow-up Stage





As an effort to sustain the program, the following are carried out:

- Recommendations for advanced programs, such as tourism management training, digital promotion, and strengthening tourism awareness groups (Pokdarwis).
- Community assistance, if needed, to support the implementation of the socialization results.

e. Approach Used

The approaches used in this activity are:

- Participatory approach, which involves the community actively in every stage of the activity.
- The educational approach is to provide understanding and knowledge to the public related to tourism awareness and destination development.

The method used in this PKM activity is designed systematically and participatively in order to increase understanding and encourage community involvement in the sustainable development of tourist destinations in Batam City. (Handayani 2023)

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 contribute to the success of the activities, including:

1. Enthusiasm and Community Participation

The community shows a high interest in tourism-awareness socialization activities, especially because it is directly related to their economic potential and the surrounding environment.

2. Support from Community Leaders and Local Officials

The involvement of community leaders and local officials helps to facilitate coordination and increase public trust in the activities carried out.

3. Promising Local Tourism Potential

The potential for natural, cultural, and artificial tourism in the community is the main capital in encouraging the development of community-based tourist destinations.

4. Availability of Human Resources (HR)





There is support from the PKM implementation team (lecturers and students) and local communities who are willing to be actively involved in activities.

5. College Institutional Support

Support in the form of funding, facilities, and academic policies from universities is an important factor in the sustainability of activities.

b. Inhibiting Factors

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

1. Low Initial Understanding of Tourism Awareness

Some people still do not understand the concept of tourism awareness and their role in destination development, so it requires a more intensive approach.

2. Limitations of Tourism Facilities and Infrastructure

Supporting facilities such as road access, environmental cleanliness, and public facilities in several locations are still inadequate.

3. Limited Time for Implementation of Activities

The relatively short socialization time caused the delivery of material to not be carried out in depth.

4. Lack of Coordination Between Stakeholders

The synergy between the community, the government, and tourism actors is still not optimal in supporting the sustainable development of tourist destinations.

5. Busyness and Community Activities

Daily community work activities are an obstacle to maximum participation in socialization activities.

Strong supporting factors, such as community enthusiasm and local tourism potential, are the main capital in the success of this PKM activity. However, some obstacles such as limited understanding and facilities need to be a concern for the development of more optimal programs in the future.



Figure 2. Documentation of community service activities, 2026

SUSTAINABLE RESULT AND POTENSIAL

1. Results of Implementation of Activities

Community Service Activities (PKM) carried out in the Batam City area are running well and have a positive impact on increasing knowledge and community participation in the development of local tourist destinations.

The results of the implementation of this activity are as follows:

a. Increasing Understanding of Tourism Awareness

After participating in socialization activities, the community showed an increase in understanding of the concept of tourism awareness, including the principles of *sapta pesona* (safe, orderly, clean, cool, beautiful, friendly, and memorable). Participants began to understand that the success of the development of tourist destinations is highly dependent on the active role of the community.

b. Increasing Public Awareness of the Role in Tourism

This activity succeeded in fostering public awareness that they have an important role as hosts in supporting the comfort and satisfaction of tourists. This awareness is reflected in the commitment to maintaining cleanliness, safety, and environmental friendliness.

c. Active Community Participation in Activities



During the activity, the community showed active involvement through discussions, questions and answers, and the submission of ideas and ideas related to the development of tourist destinations in their environment.

e. Identification of Local Tourism Potential

Through socialization activities, the community and the PKM team succeeded in identifying various tourism potentials that can be developed, both natural, cultural, and artificial tourism. This potential is the basis for planning the development of tourist destinations in the future.

f. Increased Motivation to Develop Tourist Destinations

This activity provides motivation to the community to start developing their tourism potential, both individually and in groups, such as through the formation of tourism awareness groups (Pokdarwis).

g. 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 community-based tourism mentoring and development programs.

h. Positive Response from Participants

Participants gave a 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 continuously with more in-depth material.

Overall, this tourism awareness socialization activity has succeeded in increasing public understanding, awareness, and participation in the development of tourist destinations in Batam City. This activity is an important first step in encouraging active community involvement in sustainable tourism development.

Community service is a form of the Tri Dharma of Higher Education which is an obligation of lecturers, in addition to teaching and research. This community service activity aims to provide counseling to students in the orphanage of the Nurul Hidayah Batam Foundation, so that they have sufficient knowledge about the importance of tourism management, the definition of Tourism Development Management, as well as strategies and efforts to increase tourism awareness for the community. So that it will increase the level of public awareness about tourism management. This activity was carried out one day, namely on Friday, April 24, 2026 from 08.00-11.30.00 WIB. The



implementation of this PKM activity was carried out by 8 (six) service teams from the Batam Tourism Polytechnic.

2. Discussion of the Results of the Implementation of Activities

The implementation of Community Service (PKM) activities with the title "Socialization of Tourism Awareness as an Effort to Increase the Role of the Community in the Development of Tourist Destinations in Batam City" in Batam City showed positive results and were relevant to the goals that have been set.

From the cognitive aspect, socialization activities have been proven to be able to increase public understanding of the concept of tourism awareness. Before the activity was carried out, some people did not fully understand their role in supporting the development of tourist destinations. After socialization, the community began to understand the importance of applying the principle *of sapta pesona* as the basis for creating a comfortable and attractive tourist environment. This shows that the extension method used is effective in increasing public knowledge.

From the affective aspect, this activity succeeded in fostering public awareness and positive attitudes towards the importance of protecting the tourist environment. This awareness is reflected in the emergence of the community's commitment to maintaining cleanliness, safety, and hospitality as part of tourism-conscious values. This change in attitude is an important indicator in the success of activities, because the sustainability of tourism development is highly dependent on the collective awareness of the community.

Furthermore, from the participatory aspect, this PKM activity shows an increase in community involvement in the process of developing tourist destinations. The community is not only a passive participant, but also active in discussions, ideas delivery, and identification of tourism potential in their environment. This participation is in line with *the community-based tourism* approach, where the community plays a key role in tourism development.

The results of the activity also show that the community is starting to be able to identify various local tourism potentials, both in the form of natural, cultural, and artificial tourism. However, this potential still requires more targeted and professional management, especially in terms of promotion, packaging of tourism products, and the provision of supporting facilities.

On the other hand, this activity also revealed several limitations, such as low initial understanding of the community, limited facilities and infrastructure,



and suboptimal coordination between stakeholders. This shows that socialization activities alone are not enough, but need to be followed by follow-up programs in the form of training, mentoring, and institutional strengthening such as the formation of tourism awareness groups (Pokdarwis).

Overall, this PKM activity not only provides an increase in knowledge, but also encourages changes in people's attitudes and behaviors in supporting the development of tourist destinations. With the synergy between universities and the community, it is hoped that tourism development in Batam City can run sustainably and provide economic, social, and cultural benefits for the local community.

CONCLUSION

Based on the implementation of Community Service (PKM) activities with the title "Socialization of Tourism Awareness as an Effort to Increase the Role of the Community in the Development of Tourist Destinations in Batam City" in Batam City, it can be concluded that this activity has gone well and has had a positive impact on the community.

This socialization activity is able to increase public understanding of the concept of tourism awareness, including the importance of applying the principle of *sapta pesona* in creating a comfortable, safe, and attractive tourist environment for tourists. In addition, this activity also succeeded in fostering public awareness of their important role as the main actors in the development of tourist destinations.

The active participation of the community during the activity shows a positive response and readiness to be involved in tourism development efforts in their environment. This is an indicator that the PKM program implemented is relevant to the needs and potential of the local community.

However, this activity still has limitations, such as the lack of initial understanding of the community, limited facilities and infrastructure, and not optimal coordination between related parties. Therefore, follow-up in the form of training, mentoring, and institutional strengthening is needed so that the development of tourist destinations can be carried out in a sustainable manner. Overall, this PKM activity not only provides an increase in knowledge, but also contributes to building public awareness and participation in sustainable tourism development, so that it is expected to be able to improve the welfare of the people in Batam City.

SUGGESTION

Based on the results of the implementation of Community Service (PKM) activities with the title "Socialization of Tourism Awareness as an Effort to Increase the Role of the Community in the Development of Tourist Destinations in Batam City" in Batam City, some of the suggestions that can be given are as follows:

1. For the Community

The community is expected to continue to increase awareness and participation in supporting the development of tourist destinations by applying the principles of *tourism awareness* and *charm* in daily life, such as maintaining cleanliness, safety, and environmental friendliness.



2. For Local Tourism Managers/Actors
It is expected to develop the existing tourism potential in a more creative and innovative manner, including in the packaging of tourism products, services to tourists, and the use of digital media as a means of promotion.
3. For Local Governments
The government is expected to provide support in the form of improving infrastructure, public facilities, and policies that support the development of community-based tourist destinations. In addition, there is a need for continuous coaching and mentoring.
4. For Colleges
Universities are expected to continue PKM activities in the form of mentoring, training, and advanced research that supports strengthening community capacity in tourism management.
5. For the Next PKM Activities
Similar activities in the future are recommended to be carried out with a longer duration and more in-depth material, as well as involving more relevant parties so that the results achieved are more optimal and sustainable.

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