

# Batam City Coastal Tourism Management: Economic Opportunities for SMEs in Tourism

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[https://doi.org/10.35609/gcbssproceeding.2022.2\(85\)](https://doi.org/10.35609/gcbssproceeding.2022.2(85))

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## ABSTRACT

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This research focuses on the involvement of local communities as SMEs in the tourism sector in the coastal tourism area of Batam City. This study is based on the argument that MSMEs offer welfare to local communities and at the same time become an attraction in tourist destinations. This research was conducted using a descriptive qualitative approach with primary and secondary data collection. Primary data collection was carried out through focus group discussions and interviews with local governments and communities as MSME actors, as well as field observations in four coastal areas. While secondary data is collected through the collection of documents related to the research focus. The results of this study indicate that (1) local communities are still not optimally involved in becoming MSME actors in the tourism sector in coastal tourism areas, due to limited knowledge of exploiting economic opportunities (2) culinary potential, crafts and tourist attractions have the opportunity to be developed as attractions in the area coastal tourism in Batam City. Curation of culinary and craft products, as well as packaging of local culture as tourist attractions (3) local communities have limited access to local government programs related to human resource training and improving service quality at destinations. Tourism awareness groups in the four coastal tourism areas that were observed continue to work to mobilize local communities to get involved. Exploring the potential of culinary, craft and tourist attractions requires optimal local government involvement. The role of local government and local communities jointly synergizes in improving the quality of coastal tourism areas through the involvement of local communities as SMEs in the tourism sector.

**Keywords:** Coastal Tourism Areas, Tourism Smes, Local Community Involvement