

## ***Abstract***

*Tourism is one of the industries that have relevance to a wide range of economic activities and also tourism is one of the important contributions in increasing regional and national income. Tourism capable packaged and managed well will be an asset for a region can be used as one of the pillars of the economy and also can absorb the workforce so that human resources and natural resources can be utilized optimally. Batam is one of the City in Riau Islands Province, City having interesting natural resources, environmental impact analysis proves Batam has a very strategic tourism potential, supported by location bordering Singapore and Malaysia, the priority of tourism development as one of the mainstay sector, the existence of legal instruments governing the management of Tourism. Batam City Government as the responsible and managers of tourism need to refer to the results of the analysis of environmental impacts, taking into account the SWOT analysis as a guide for the development of Batam Tourism Strategy development strategy so that management strategy can be well structured when the implementation can be easier, so the government's motive to make Tourism as the mainstay sector quickly realized and achieved.*

*This thesis is prepared with the theme of "Strategy of Tourism Development in Batam City 2015-2016 year" with the object of research Department of Tourism Culture Fund Batam, because it is still less than optimal in the development of Tourism in the city of Batam and still uneven development to facilitate the means of Tourism.*

*The research method used is qualitative research, in obtaining data, the author uses primary data and secondary data, in order to obtain a clear and systematic description of the existing problem solving tract.*

*The results of this research show that the work done Batam City tourism office by arranging strategic management and strategic measures used in optimizing the advice and tools to increase tourist visits in order to the greater the economic turnaround. Advice for the Government of Batam city and tourism in order to improve the infrastructure and the promotion of the region as well as overseas came out with the utilization of the development of information technology at this time.*