

BAB IV
CONCLUSION

A. CONCLUSION

Based on the discussion of research results and analysis in Chapter 3, it can be concluded that the strategic implementation of Batam Tourism and Culture Department in tourism development 2015-2016 in points as follows:

- a) The need to analyze the environmental impact (SWOT) prior to the preparation of strategic management to determine the strengths, weaknesses, opportunities and threats that exist in the city of Batam
- b) Preparation of strategic management can be done by referring to the results of an analysis of environmental impacts to produce a good strategic plan, and more focused when the implementation
- c) The tourism potential of Batam City is very supportive for its development, and it takes the participation of all levels of society in the development of Batam City Tourism, therefore the government is very ambitious to make the tourism sector as one of Batam's mainstay, thus contributing to the regional income as well bring in foreign exchange for the community and be able to increase the provision of jobs

- d) Generally, local governments should begin to take short, medium and long term measures and policies, using the following strategies:
- 1) Tourism product development strategy
 - 2) Accessibility development strategies
 - 3) Marketing and promotion strategies
 - 4) Investment development strategy
- e) Tourism product development strategy implemented by local government of Batam City through Tourism and Private Offices in the form of: management and development of tourism attractions, improvements of facilities and infrastructure, and tourism object optimization.
- f) Accessibility development strategy is implemented by fixing the facilities and infrastructure of transportation and access road so that the tourists can be easier to access the destination.
- g) Marketing and promotion strategy with implementation implemented by Batam tourism and culture office by utilizing technology especially social media which is easy to reach, such as: website, blog, instagram including utilizing other media.
- h) Investment development strategy is basically the investment shown to the SMEs or private engaged in the business of lodging services, restaurants, and so on that there is a tourist destination to help the development of human resources and more optimize the rotation of the economy in the city of Batam.

In addition to implementing these strategies, the government should also pay attention to factors that may affect tourism development, because in the implementation of the strategy should be reviewed first the factors that influence the development, these factors include:

- a) Environmental factors are divided into two: the internal environment consisting of (strengths and weaknesses) and the external environment consisting of (opportunities and threats), by knowing these factors then all the obstacles found can be overcome even if not perfectly.
- b) Human resources factors that run the development of tourism can support the implementation of tourism development, so that the implementation of the development goes well in accordance with what is desired.

B. SUGGESTION

- a) The need for opinion optimal and infrastructure, especially in the tourist destination, to achieve “sapta pesona yang berbasis masyarakat”
- b) Recommendations related to the decision of visiting foreign tourists. Paying attention to the provision of public transportation, providing access to newly opened tourist destinations as one of the important factors of tourism products, and more vigorously promote the city of Batam through social media.
- c) Recommendations relating to the image of Batam. Provides the widest possible knowledge of visitors to the tourist destination regarding Batam's slogan, logo, and visual symbols that are implemented through monuments, attractive buildings, gate fences, towers, or bridges. The

components of the marketing campaign are Rimayang Recommendations relating to the image of the city of Batam. Provides the widest possible knowledge of visitors to the tourist destination regarding Batam's slogan, logo, and visual symbols that are implemented through monuments, attractive buildings, gate fences, towers, or bridges. The components of the marketing campaign are continuously promoted through brochures, pamphlets, tour-guide books, billboards and other promotional media.