THE ROLE OF HOTEL IN IMPROVING MICE ACTIVITIES IN SURABAYA CITY

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ABSTRACT

Convention is a meeting of a group of people who share ideas, experiences, and information through open talk, ready to hear each other and learn, discuss and then summarize the topics discussed in the meeting. The activities of MICE are Meeting, Incentive Trip, Conference, Exhibition. MICE is a big business in the field of tourism with activities combine business and leisure. Because MICE is a big business, the writer's interest in writing about the role of hotels in improving their activities may be demonstrated by graphs. Methods conducted include literature review with two literatures used, among others, M. Kesrul with a book entitled Meeting, Incentive Trip, Conference, Exhibition, and Nyoman S. Pendit, his book entitled Convention Tour, secondary data collection with data collection on the number of organizations, agencies, governments, associations conducting MICE activities at randomly selected hotels with MICE facilities. Writing results based on data collected during the year 2017 and poured in the form of a graph then obtained the results that occur the role of the hotel in MICE activities very good and often conducted activities in the form: Meeting, Workshop, Conference, and Wedding. The hotel is the object of data collection, namely Hotel Grand Simpang Surabaya, Hotel Aria Centra, and Hotel Zest Jemursari located in Surabaya.

Keyworlds: Hotel, MICE

1. INTRODUCTION

As the development of tourism is very dynamic and tourism industry as well, not least the MICE industry. More and more associations, organizations, industries, corporations, governments and others conduct MICE activities supported by rapidly growing technology as well.

In general, the Convention's activities relate to other tourism businesses, such as transportation, accommodation, entertainment, pre- and post-conference trips. According to tourism experts, all types of trials (meetings) held at a hotel that the hotel has a meeting room (meeting room) can be included in the convention tour. Similarly, various types of exhibitions (Exhibition) which is also held at the hotel including in it. Meeting or Exhibition activities may also be held outside the hotel, for example in a convention hall or in a trade center or in eligible buildings.

Surabaya is the second metropolis after Jakarta has the opportunity to run MICE activities, this can be seen with the increasing hotels in the Surabaya. The types of hotels that operate also vary, there are hotel convention and budget hotels. Hotel convention is a hotel that can be a temporary for the implementation of the Meeting or Exhibition, and the more splendid hotels in the city of Surabaya to make writers interested in writing related to the role of hotels in improving MICE activities in the city of Surabaya. Because many hotels in Surabaya both starred and non star hotels, and to complete the data to better know what MICE activities are often done in hotels, the authors will choose three hotels in Surabaya to obtain data. The author's preferred hotel is Hotel Grand Simpang Surabaya, Hotel Aria Centra Surabaya, and Hotel Zest Jemursari Surabaya. In getting the data the author also involves the student hospitality courses that by chance also work in the hotel

2. LITERATURE REVIEW

A. Theory Review

According to RI Law number 10 of 2009 on tourism, it is explained that:

1. Tours are travel activities undertaken by a person or group of persons by visiting a particular place for recreational purposes, personal development, or studying the unique attractions of the visited tourist in the temporary period.
2. Tourists are people who do tours
3. Tourism is a wide range of tourism activities and supported by various facilities and services
provided by the community, businessmen, and
government.
4. Tourism is an entire activity related to tourism
and is multi-dimensional and multi-disciplinary
that emerges as a manifestation of the needs of
every person and country as well as the
interaction between tourists and the local
community, fellow travelers, the Government,
Local Government and entrepreneurs
5. Tourism business is a business that provides
goods or services for the fulfillment of tourist
needs and the implementation of tourism
6. A tourism entrepreneur shall be a person or group
of persons engaged in tourism business activities
7. The tourism industry is a collection of tourism
businesses that are inter-related in order to
produce goods and / or services for the
fulfillment of tourist needs in the implementation
of tourism.

According to Sulastiyono (2011), the hotel is a
type of accommodation that uses part or all of the
existing buildings, provides lodging, food and
beverage services and other support services provided
to guests staying at the hotel as well as for publicly
managed

https://www.google.com/search?q=pengertian+hotel&
ie=utf-8&oe=utf-8, Definition the hotel quite diverse,
including:
1. According to Wikipedia, the hotel comes from
the word hostel, supposedly taken from the
ancient French which means shelter for migrants
or it could be “building cottage providers and
food for the public
2. According to Endar Sri, 1996: 8, the definition of
a hotel is a commercially managed building to
provide to the public with facilities such as
lodging services, goods rental services, food and
beverage services, the use of furniture facilities
and decorations in it as well laundry services
3. While the definition of hotel according to
Lawson 176: 27, is a means of public housing for
tourists by providing room service, provision of
food and beverages and accommodation with
payment terms.

In his Housekeeping Hotel Floor Section,
Rumekso, several hotel definitions, among others:

- The hotel is a building that provides rooms for
guests’ stay, food and drinks, as well as other
necessary facilities, and is managed
professionally for the benefit (Rumekso, 2002: 2)
- The hotel is a form of commercially administered
accommodation, provided for everyone to find
servants and lodgers with a drink and drink (SK
Ministerial Decree No. Pm 10 / Pw.301 / Phb.77)
- The hotel is a company that provides services in
the form of accommodation as well as providing
meals and other facilities within the hotel to the
eligible general comfort and commercial purpose
of the service (Ministry of Transportation Decree
No. 241 / II / 1970)
- The hotel is a type of accommodation that uses
part or all of the building to provide services of
lodging, meals, drinking and other services to the
public that are managed commercially (SK
Menparpostel No. Km 34 / NK 103 / MPPT.87)

In his book Convention Tour, Pendit S. Nyoman,
The Potential of Large Businesses, 1999, conveys the
term convention was originally understood as a fun
activity for many people while being gathered for a
certain purpose among themselves. It had not occurred
to us that the convention had great business potential
in the world of tourism that needed to be worked on
and sold. From here happened talks among the
relatively small hotel entrepreneurs. The majority of
small hotel entrepreneurs question what exactly the
Convention is?

The convention is a meeting of a group of people
who share ideas, experiences, and information through
open talk, ready to hear each other and learn, discuss
and then summarize the topics discussed in the
meeting.

The meaning of the convention according to the
Law on Tourism RI, the government more clearly
through the Ministerial Decree of Tourism, Post and
Telecommunication No. KM 108 / HM.703 / MPPT-
91 formulates: Congress, conference or convention is
a meeting of a group of people (statesmen,
businessmen, intellectuals, etc.) to discuss matters of
mutual interest. Generally convention activities are
related to other tourism business activities, such as
transportation, accommodation, entertainment, pre-
and post-conference trips.

Furthermore MICE is a convention, incentive
current travel and exhibition activities in the tourism industry,
technically MICE is Meeting, Incentive Trip, Conference, and Exhibition, activities blend business and leisure. MICE activities consist of: Seminar, Workshop (Workshop), Symposium, Debate, Press Release, Congress, Meeting, Conference, Round Table Meeting.

MICE industry can not be held by itself, therefore the partners need to be in the form of company. Companies in industry include: (1) Organization, Association, Company, Government, Institution as consumer, (2) Company of meeting and exhibition facility, (3) Company of equipment of meeting and exhibition, (5) Provider of transportation (land, sea and air), (6) Provider of souvenirs, and (7) Sponsorship, (8) Permission for crowds.

The characteristics of MICE consist of several things, among others: (1) The sum of attendance is many, (2) The status of the class level of the participants is usually upper middle, (3) The expenses incurred in large numbers both participants and organizers, (4) Create new work vacancies, (5) as a good toll of effective promotion, (6) Implementation of convention activities (MICE) in low season, (7) Open and create tourist destinations into business centers, (8) Participants almost certainly involve sponsorship.

B. Previous Research

As a reference in this study, the authors record previous studies that both discuss about the Convention (MICE: Meeting, Incentive Trip, Conference, Exhibition).

1. This research of Dian Eka Wati, the title of research taken MICE role in supporting the development of tourism industry in Surakarta, 2012, the conclusion of this study that the MICE development in Surakarta backed by several factors such as the availability of facilities and infrastructure and adequate infrastructure, easy to reach, potential and appeal, human resources and uniqueness or characteristic of Surakarta City. Promotion and follow the MICE trend of the world into a pattern of development by the government and other tourism industries in order to increase MICE activities in Surakarta. Besides, it is not leps from the role of government as a facilitator and a motivator to build a city known to many people and private parties to provide facilities for MICE activities, in which case the hotel is the dominant place for MICE activities.

The impact of MICE outcomes can greatly improve the welfare of the people, because MICE has multiplier effects, as long as the parties can feel the influence of MICE activities.

2. Further research on MICE is made by Siti Hardiyanti Lasena, Meilinda L. Modjo, and Poppy Arnold Kadir, with the title of MICE role in supporting tourism development of Gorontalo City, 2013. The result of the research, when the city government of Gorontalo is developing MICE activity in Gorontalo city but the implementation of MICE still has obstacles in the implementation, this is due to lack of facilities in Gorontalo.

3. RESULT AND DISCUSSION

Surabaya is the second metropolis after Jakarta, the potential for convention activities (MICE) which stands for Meeting, Incentive trip, Conference, and Exhibition in the city of Surabaya wide open, because MICE is a promising big business with unique characteristics, meaning many involving many human resources and other companies that participate in the MICE activities as described in the theoretical basis, in addition MICE also proves to be able to contribute in improving the economy for the welfare of society in particular Surabaya.

MICE activity is a big business for hotels that are elements of tourism. To support MICE activities whose activities combine business and leisure, the Ministry of Tourism of East Java Province every year hold MTF activities which stands for Majapahit Travel Fair is an activity that brings sellers and buyers in the field of tourism with the main activity is table top, in addition there are seminars, Exhibition, and dinner. Majapahit Travel Fair activities are held in the city of Surabaya as the capital of East Java province. Majapahit Travel Fair is followed by all cities and districts in East Java that has tourism potential and worth explored to foreign and domestic.

In this discussion the author has had data of several hotels in the city of Surabaya of a few dozen hotels that grow mushroomed in the city of Surabaya, Some hotels selected by the author in the framework of MICE activities, and because the authors also involve students V or sem students of class 2015 in this writing, then the author selected only three hotels in Surabaya, the Grand Hotel Simpang Surabaya,
Hotel Zest Jemursari Surabaya, and Hotel Aria Centra Surabaya.

Data obtained by the author in the form of raw data, such as from January to December in 2017, how many companies, associations, organizations and governments that organize MICE activities and in the form of any MICE activities are often done in three hotels that the author choice in writing for example meetings, seminars, workshops, or exhibitions.

Students of semester V (angle of year 2015) which assist writer in collecting data of MICE activity that is: Devi Novianatika with NIM: 61150003, accidental staff at Hotel Aria Centra Surabaya Front Office section, next Hotel Zest Jemursari Surabaya, student assist writer named Shendy Dwi Julinai Princess with NIM: 61140020 works as a staff in the Front Office, and lastly Tri Wibowo who is a staff in Housekeeping has NIM 61150002 helping authors get MICE activity data at Hotel Grand Simpang Surabaya. The data that the author receives will be made in the form of a table (attachment) in which it contains the name of the company, association, organization, government, as consumers, and activities undertaken (meetings, seminars, workshops, exhibitions, or weddings). After that it will be made in graphic form so it will be able to see how big the role of hotel in holding MICE activity which is big business and part of tourism with shown every month always there is MICE activity done in three hotels which have been chosen by writer.

The following will be the authors show graphics MICE activities in three hotels that have been selected authors as the object (Hotel Grand Simpang Surabaya, Hotel Aria Centra Surabaya, and Hotel Zest Jemursari Surabaya):

**Graphic**

From the graphic that have been shown above authors can be seen that the MICE activities are often done on three hotels that become the object of choice of this writing has the first sequence is the Meeting, Workshop, Seminar, Conference, and Wedding (event).

Coincidentally, from three hotels that have been chosen by the author, it is often used MICE activities such as: meetings, workshops and wedding, consumers come from various regions, some from Surabaya area, also from outside Surabaya, e.g. from Sumenep, Sampang, Bangkalan, Sragen, Situbondo, Gorontalo, Jakarta, Cepu, Palembang, Sleman, Makasar, Papua, Pacitan, Magelang, Kota Batu, Mojokerto, Madiun, East Kalimantan, Tuban, Lamongan, South Kalimantan, Subang, Lumajang, Purworejo, Bondowoso, Pangkep, .

The duration of the MICE (meetings, workshops, and wedding) activities are varied, from one day, two days and even up to thirty days, usually in the form of workshops. Here it can be seen that Grand Hotel Simpang, Hotel Zest Jemursari, and Hotel Centra Surabaya has a convention room for meetings, workshops and weddings. Facilities owned hotel also became the main because it will facilitate the participants and organizers organizing meetings, workshops, wedding.

The role of the hotel is very big in terms of expedite the implementation of MICE, for example by giving complete facilities to support MICE activities, such as the business center under the auspices of the
Front Office Department. This Business Center serves photocopy, E-mail, Facsimile, secretarial, and others related to convention activities. Also need to add spaces for convention activities (MICE) better hotel has ballroom, plenary hall.

4. CONCLUSIONS AND SUGGESTIONS

From the description in the discussion relating to the role of hotels in MICE activities in Surabaya shows that the hotel really realizes that MICE is a big business that multipler effect and implemented in low season so that throughout the hotel continuously have activities that produce and can provide additional income to all employees at the hotel in addition to selling rooms and food drinks, this can be shown with graphs, during the year 2017 in the three hotels there are always regular activities held: meetings, workshops, seminars, conferences, and weddings (events).

The role of hotels in MICE activities can be seen clearly and this is shown during the one year period of 2017, is often done MICE activities and as consumers not only from Surabaya, but outside of Surabaya and even outside the Province of East Java, for example from East Kalimantan, Kalimantan South, Papua, and Makassar.

To further enhance the role of hotels in MICE activities, there may be suggestions that can be submitted by the author, among others, improved service in the banquet (which handle convention / MICE activities) at the hotel, ranging from human resource competence, plus equipment (tables, chairs, table cloths, screen screens, teleconferences, LCDs, laptops) that already use modern technology, as well as food and beverages are always innovating.

5. REFERENCES


Undang-undang tentang Kepariwisataan nomor 10 tahun 2009

https://www.google.com/search?q=pengertian+hotel&ie=utf-8&oe=utf
Therefore, the hotel company must pay due attention to its products and formulate a strategy for their development for the future. The product strategy of the hotel enterprise is the development of the directions for optimizing the product range and determining the lack of a formed product strategy leads to the instability of the structure of the hotel offer, the strong influence of random factors and the loss of competitive positions by the enterprise. In turn, a quality and well thought-out product strategy will allow to optimize the process of updating the hotel offer and will serve as a guide for the management of the enterprise for further activities. The product strategy of the hotel enterprise is a logical continuation of its mission and is aimed The importance of MICE industry for the development of tourism. MICE stands for Meetings, Incentives, Conferences or Congresses or. Conventions and Exhibitions. touristic activities which are the integral part of whole events and are the. part of making a network of social programs; a business visitor who. leaves with a good impression of the conference, trade fair or incentive. What is the role of information in this society? According to the text who will have better career chances in the near future and why? What are the possible dangers of wide access to information? What ecologically clean sources of energy do you know? How can scientific innovations influence our everyday life? What are the key problems that humanity faces today? What ecological problems are mentioned in the text? What are the benefits of the scientific and technical progress? What are the drawbacks of the scientific and technical progress? Find in the text synonyms to the words «new», «fast», «important» and «to send». Can you think of other synonyms to these words? Translate the underlined words and use them in your own sentences. * MICE stands for a meeting, incentive, conventions, exhibitions which is the type of event in Tourism used by the large group of companies. * Meeting- A meeting is gathering of 2 or more people that has been convened for the purpose of achieving... The role of tourism to kick start growing economies worldwide has been well explored and well proven. As the most important sub-sector of tourism, MICE (Meetings Incentives Conventions and Exhibitions) has created a benchmark by its greater per capita expenditures compared to leisure tourism. They have a wide range of service options for air travel, hotel accommodation, car hire, travel insurance and holiday travel. Sponsored by The Travel Virgin. 10 best travel destinations to find your husband or wife in 2021. Meetings, incentives, conferences and exhibitions (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together. Recently there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of "events industry" to be an umbrella term for the vast scope of the meeting and events and profession.