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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. Pedit, 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.

Keywords: 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 commercially.
<https://www.google.com/search?q=pengertian+hotel&ie=utf-8&oe=utf>, 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*, Pendi 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 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 less 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.

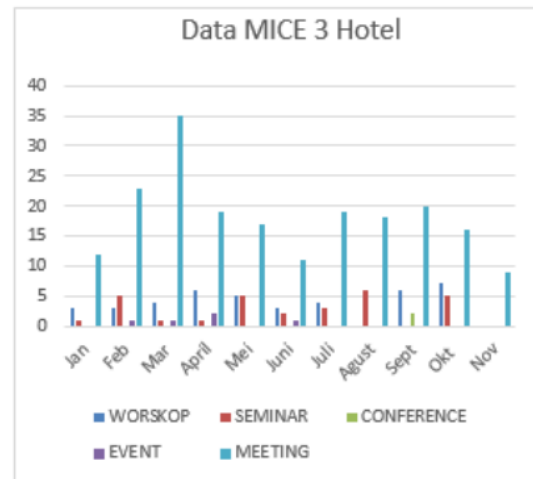
In this discussion the author has had data of several hotels in the city of Surabaya of a few dozen hotels that grow mushroomed in the city of Surabaya, Some hotels selected by the author in the framework of MICE activities, and because the authors also involve students V or sem students of class 2015 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 multiplier 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.

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