

MICE Model: Artificial Tourism Potential

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Abstract— Pangkalpinang City located in Bangka Belitung Islands Province, Indonesia which has a unique charm in the form of the physical uniqueness of the natural environment of the countryside and the natural wealth of tourist charm. Social life its people are packed naturally and attractively so that the attractiveness of the city can encourage the entry of national and foreign tourists. In developing tourism in Pangkalpinang City, some problems obstruct the implementation of tourism development and the optimal empowerment for community-based tourism managers. This study aims to identify the right strategy for tourism development in Pangkalpinang City. The method used in this research is qualitative analysis in strategy identification. The results show that the most appropriate strategy to be applied is to use an artificial tourism potential strategy approach in the form of MICE (Meetings, Incentives, Conferences, and Exhibitions) where the strategy can lead to a "snowball effect" on the potential of natural tourism around the city of Pangkalpinang. The regional government needs to overcome the marketing variables except for place dimension that causes a distraction for artificial tourism potential in the form of MICE.

Keywords—MICE, tourism, Indonesia

I. INTRODUCTION

Tourism is an inseparable part of human life, especially in economic and social activities, in facing challenges and opportunities that has changed the function of local government in tourism field. Role of local government in the past acted as the implementer of development, currently more focused only as a facilitator so that tourism activities are carried out can't grow rapidly. The problem of tourism in the area of Pangkalpinang City, Indonesia is quite complex requiring intervention from all parties together, but in its implementation, it tends to be partial and unsustainable. The role of the business world and the community, in general, is also not optimal. Community participation which is an indispensable source of development has also begun to fade. For this reason, it is necessary to make changes that are systemic and compel in the effort to overcome this tourism problem. This study examines the best choice of Pangkalpinang City in the tourism field in the perspective of tourism selection themes that should be competitive with other cities.

Decreasing in the primary income of the Bangka Belitung community in the form of tin sand, the local government made an economic policy based on tourism and agriculture. In tourism economic policies, all regencies and city in Bangka Belitung Province are required to synergize their natural and maritime potential so that they can be exposed

and have added value that can attract tourists. In the case of Pangkalpinang City, this city does not have potential natural and marine potential compared to other districts. Therefore, one way to support tourism activities is to make artificial tourism such as Meetings, Incentives, Conferences and Exhibitions (MICE). This study examines the best choice of Pangkalpinang City in tourism field in the perspective of the selection of artificial tourism themes that should be competitive with other cities in Indonesia.

Artificial tourism in the result is to attract national and foreign tourists, thus not escaping the tourism business. Tourism business in the city of Pangkalpinang will refer to urban tourism. The urban tourism business divided into several categories including corporate hospitality and exhibitions, product launches, and training courses [10], [15]. Usually, these categories are related to MICE.

II. RESEARCH ON EXHIBITION TOURISM AND CONFERENCE

Exhibitions and conferences are usually handled simultaneously as their two tasks because "there is an accelerating relationship between them" [10]. Conventionally, conferences often produce many exhibits [18]. However, as Law (1987) distinguishes the "peak" of the intersection between exhibitions and conferences is the realization of a multi-use "convention center" that has several large places that can be used proportionally for the purpose of exhibitions or conferences. Hiller [8] contend that exhibitions and conferences are "a kind of exclusive tourism" because theoretically exhibitions and conferences symbolized driving factors for appearance rather than the characteristics of the goals themselves. Exhibitions, conventions, or meetings serve as the main purpose of the trip, and the focus is the emergence of multi-aspects of the duration of fixed time that captivate associations, banquets, exhibitions, workshops, seminars, speakers, and social events. Therefore, exhibitions or conferences are interpreted substantially differently from other business travel frameworks where the main purpose is meeting small groups or individuals [8].

Moreover, in applicative terms, a commitment for the purpose of an exhibition or conference does not guarantee a presence [18]. Problems related to service quality, human resources, infrastructure, investment, accessibility, and marketing are a number of factors that can influence [21]. The tourism market for exhibitions and conferences both on a local, national (domestic), and international scale has proven to be "very competitive" [2]. With more and more countries organizing conferences, the tourism sector appears unconventional [14]. Adequate attention is taken by organizers of conferences or meetings regarding the selection

of places for holding exhibitions or conferences [18]. Thus, the focus of critical research in the tourism business can understand the objective picture and decision-making process held by prospective participants and association meeting planners [20], [22], [12], [15], [4], [13], [21]. The results of the study, including the application of modeling training options, were used to improve competitive brands and determine the position of individual goals for tourist business attractions [20], [12], [1], [21], [7]. Illustratively, in the Pacific Rim regions or specifically Southeast Asia, there are many researches on the Singapore superiority in the conference competition offered from Hong Kong. The importance factors such as the quality of service quality, accessibility, facilities and cost considerations has been put forward to inform Singapore's competitive regional hegemony and also recommendation to improve Hong Kong's position in conferences areas [6], [11], [17]. [21], [7].

III. RESEARCH METHOD

In this study the researchers attempted to provide a qualitative analysis using a basic model of variables that affect the city tourism business proposed by Weber and Ladkin; Qu et al.; Lew and Chang; Go and Govers. The basic model of the variables presented by the researchers is cost considerations, service quality, human resources, infrastructure, investment, marketing, and accessibility. The SWOT analysis was analyzed by researchers and several tourism stakeholders in the Bangka Belitung Islands who care about the future of tourism in Pangkalpinang City.

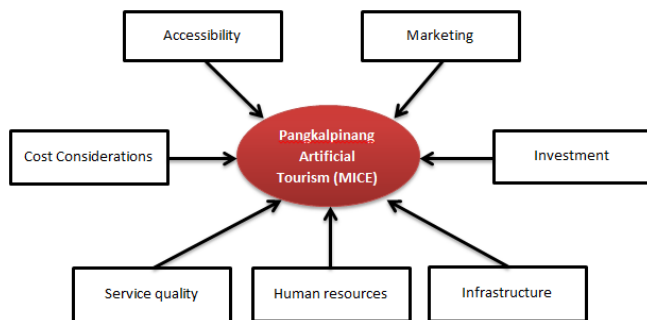


Fig. 1. Theoretical Model for Artificial Tourism (MICE) in Pangkalpinang City

IV. RESULTS

A. Accessibility

John Black said that accessibility is a measure of comfort or ease of reaching the location and relationship with each other, the ease or difficulty of the location is achieved through transportation [19]. Accessibility is a broad and flexible concept. Kevin Lynch said accessibility is a matter of time and also depends on the attractiveness and identity of the route [3]. Based on the understanding above, several points of accessibility that can be obtained are ease of reaching the location, attractiveness of the location, and duration to reach the location. Some of these points, when analyzed in the city of Pangkalpinang, will be a strong point. Viewed from the ease of location by using the fastest mode of transportation, namely through the air, Pangkalpinang City has this route, where direct flight routes from the Indonesian capital, Jakarta City to Pangkalpinang City are available with several airlines available every day. The time to reach the location only takes less than an hour. However, from the attractiveness of the location, it seems that the Bangka Belitung Islands have not become a trigger for tourist destinations in Indonesia; this is evident from the tourist visit data found in the Indonesian Statistical Center in 2017.

B. Marketing

Marketing is a planning function and a series of method to provide, communicate, and create value to customers and to organize relationship with customer in a way that benefits the stakeholders and organization [9]. Based on the understanding of Kotler and Keller can be developed again by using a simple method of the marketing mix that is Product, Place, Promotion, and Price (4P). From a product point of view for tourism made by Pangkalpinang City in the form of MICE, it can be used as a strength because Pangkalpinang is the Capital of Bangka Belitung Islands Province so that facilities and infrastructure are complete when compared to the regencies in the Bangka Belitung Islands Province. When compared with other cities in Indonesia, the City of Pangkalpinang is quite capable of holding MICE because the infrastructure funding facilities to support MICE are available. Viewed from Place, Pangkalpinang City as mentioned in the accessibility variable is less attractive and this makes it a weakness. At the Promotion point of view, it seems that Pangkalpinang City has not become a leading tourism destination in Indonesia, but it can be endeavored and made an opportunity through promotions of world caliber activities that have previously been carried out by regional governments such as MXGP and International Conferences held by regional universities. The last point of view in marketing is Price because Pangkalpinang City is an area with quite high levels of inflation in Indonesia, so it is not surprising that prices are quite high, so it becomes a weakness for Pangkalpinang City. Due to the reasonably high inflation situation in Pangkalpinang City, the Cost Consideration variable will be a weakness as well as Price variable. The way to suppress it is to make the market structure in the Bangka Belitung Islands which used to be an oligopoly market structure to be in the form of a perfectly competitive market structure. How to change the market structure by building a bridge infrastructure that connects Bangka Island with the closest

Province such as Palembang Province or by strengthening food self-sufficiency in Bangka Belitung Islands Province.

C. Investment & Infrastructure

Understanding investment is a means by which funds can be placed in the hope that it will generate positive income and/or maintain or increase its value [5]. This will be closely related to infrastructure. Investment and infrastructure refer to the City of Pangkalpinang as the City Artificial tourism is in the form of MICE, so it can be concluded that the investment and infrastructure that have been invested or permitted by the local government in Pangkalpinang City will be a positive value. The investment that is invested or permitted by the local government to support the city of Pangkalpinang can be seen from the newly built airport, the road good paved, and quite some star-rated accommodation that not only provides lodging accommodation but also provides accommodation for seminars and exhibitions. Investment and Infrastructure will be a strength for Pangkalpinang City, even though investment in land transportation is not so good and systematic. However, this will be covered by the presence of online land transportation services such as Grab and Go-Jek which need to be rearranged so that there is a synergy to support MICE.

D. Human Resources & Service Quality

Human resources will be related to the quality of services provided. Higher levels of education of a person will increase the thinking power of a person to implement the concept of a good servant. The concept of service quality consists of several things including tangible, responsiveness, reliability, assurance, and empathy [23]. These five variable dimensions are concrete indicators of quality of service (SERVQUAL) With the existence of several state and private universities in the Bangka Islands Province can be a good value forming human resources so that SERVQUAL concrete indicators can be realized so that the variable human resources and service quality will become a tourism strength of Pangkalpinang City in MICE form.

V. CONCLUSION

The model made was successful to identify the potential of tourism in the city of Pangkalpinang. The establishment of Pangkalpinang City as artificial tourism in the form of MICE can be realized because of the many supporting forces compared to the weaknesses that Pangkalpinang City has. This strength is in the form of ease of reaching the location, the time to reach the location, MICE product, investment, infrastructure, human resources, and service quality. While existing weaknesses such as price, promotion, and place can be overcome by the strong commitment of the regional government to support tourism activities that make tourism as the economy leading indicator of Bangka Belitung Islands Province, the model we have made needs to be proven again with a quantitative study that has a larger sample size so that it can be used as a trusted model.

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