

## **Potential and Contribution of MICE Service Business Development in South Sulawesi**

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**Abstract.** The purpose of this study is to determine the potential and contribution of MICE Service Business Development in South Sulawesi. The method of this research is qualitative research. In this research found that in terms of amenities accessibility and attraction for the minimum requirement for MICE activity already fulfilled but still need improvement in order to reach international scale, even during the Covid19 pandemic MICE not proceeded as usual but doesn't mean the potential doesn't exist, but it need support from the government in promotion, so far MICE that already proceed has not provided great benefits to the development of marine tourism because MICE haven't collaborated and innovated that involve the management of marine tourism in South Sulawesi so from here onwards required cooperation and togetherness in every MICE implementation for the activity target as a trigger for developing other tourism businesses can be achieved.

Keywords: potential, contribution, business development, marine tourism

### **INTRODUCTION**

In the current pandemic situation, it is necessary to study the opportunities and challenges of the tourism sector as one of the sectors that plays an important role in state income (foreign exchange) in general and regional treasury income in particular. For this reason, it is necessary to pay more intensive attention to the development of the tourism sector, including the management of tourist attractions in the region. So that it can increase local revenue. Tourism is one of the largest and fastest growing industries in the world today. Sources that are considered to be able to increase income, employment and welfare in various countries (Theobald, 2005; Nuraini, 2020). Rapid expansion affects socio-culture in various regions so that by finding a development strategy, it is hoped that it will be able to encourage economic movement during a pandemic like this. In Indonesia, tourism has shown a real role in contributing to economic, social and cultural life. Opportunities for people who are skilled in this field are increasing, the condition of the people involved in this sector is getting better, and the nation's culture is getting more appreciation (Bryk et al., 2015). The tourism sector has a high resistance to economic crises (Hajibaba et al., 2015; Syahril & Badollahi, 2020). In fact, an increase in spending by domestic tourists or foreign tourists and foreign tourists or foreign tourists can encourage the growth of Indonesia's gross domestic product.

The contribution of the tourism sector to global economic activity and employment is expected to continue to increase over the next ten years (Sofronov, 2017). Overall, the travel and tourism industry economy is expected to grow by 4% per year between 2009 and 2018, supported by 296 million jobs or around 9.2% of all employment and 10.5% of global GDP. Therefore, tourism is expected to continue to develop into one of the highest priority sectors in the industrial world and in job creation (Binns & Nel, 2002). And based on 2015 data from the Ministry of Tourism and Creative Economy, the number of national workers absorbed from the tourism sector was 7.44%.

The development of MICE tourism – as one of the sub-sectors of the travel and tourism industry, is based on the shift of conventional tourism towards special interest tourism. In addition to nature-based

tourism activities, in this decade tourism players in the world have begun to look at MICE activities as a large enough opportunity and produce an extraordinary multiplier effect. Globally, Europe is still the leader in market share, accounting for 60% of the total MICE market share, followed by 18% Asia and 4% Australia. In Asia, Singapore, Japan, Hong Kong and China are the centers of MICE in Asia, not to mention several Asian countries that previously did not work on MICE, starting to see MICE as a potential (Yuqiang et al., 2010). The role of the internet in communicating MICE activities to all corners of the world is suspected to take up a 40% portion to support the success of an event. The role of the internet does not only act as a means of publication, but also plays a role in setting up venues, transport, accommodation to launching an event.

The contribution of MICE in tourism activities is not only at the venue of the event but can spread to all line sectors in other MICE supporting industries such as the handicraft, food and beverage, transportation, telecommunications and other related sectors. In Indonesia, the Meeting, Incentive, Conference, Exhibition (MICE) is expected to be one of the activities to encourage the achievement of the target of 8 million foreign tourists visiting in 2012 and it is hoped that the foreign exchange generated will be USD 8.4 billion (approximately 76 trillion). When compared with the achievement of the national target in 2019, foreign tourists visiting Indonesia amounted to 7.4 million from the target of 7.7 million. Foreign exchange income from foreign tourists amounted to USD 7.6 billion or around 69 trillion with a budget allocation of around 1 trillion rupiah.

At the international level, Indonesia is in the top three as a MICE tourist destination in Southeast Asia and ranks 5<sup>th</sup> in Asia and 45<sup>th</sup> in the world (Nirwandar, 2006). Prior to the 1997 crisis, the MICE industry had experienced extraordinary growth. In 1995 there were 991 meeting activities with 165,572 participants. After the crisis and the unstable domestic security threat, convention tourism experienced a drastic decline. In 2004, for example, out of 5,321,000 tourists, only 22,693 (0.43%) were registered as convention tourism, and in 2005 it was 67,147 (1.34%) of the total tourist visits of 5,002,101 people. (data source: PUSDATIN). In this regard, the government has also issued government directions and policies in the development of the MICE industry, the potential for organizing/developing MICE in Indonesia as well as the role of aviation as a supporter of the MICE industry in Indonesia, which later can be expected to establish communication and cooperation between stakeholders. In line with the dynamics of tourism development both at the international and regional levels, the MICE (Meeting Incentive Convention Exhibition) sector is one sector that is becoming a priority for many countries in the world today. The very specific characteristics of the MICE segment, with high revenue opportunities, minimal impact, wide promotional reach, and the ability to produce a very large multiplier effect are very promising facts.

The MICE (Meeting, Incentive, Convention, Exhibition) industry is growing rapidly globally due to the increasing need for meetings (McCartney, 2008). MICE activities are expected to open employment and business opportunities for providers of MICE implementation needs, accommodation businesses, transportation & communication businesses & professions, exhibition contractor businesses, travel businesses, entertainment businesses, location procurement businesses and so on. MICE is one of Indonesia's leading tourism products because this activity generates a large amount of tourism foreign exchange. This product in addition to bringing in more foreign exchange, which is about three and a half times more than the expenditure of ordinary foreign tourists (leisure), which is only around US\$ 1,000/per visit per person (INCCA, 2007). MICE also has a fairly large positive impact on increasing Indonesia's image abroad, considering that foreign tourists who come to take part in MICE are groups or professionals. The development of the MICE industry in Indonesia is quite promising and has great potential to bring in foreign tourists and foster the movement of domestic tourists. The Indonesian government has declared 10 MICE tourist destinations, namely Bali, Jakarta, Yogyakarta, Batam, Medan, Bandung, Surabaya, Makassar, Padang and Manado. These areas already have facilities to hold meetings with 3,000 – 7,000 participants, even for Bali it can handle up to 6 (six) times at the same time.

South Sulawesi Province is one of the provinces in Indonesia which has considerable tourism potential, including its tourist attractions that are spread across various regions. The South Sulawesi provincial government has set 2012 as the year of South Sulawesi visits, known as Visit South Sulawesi 2012. Tourism development is expected to be more stretched in this year of South Sulawesi tourist visits.

Therefore, all stakeholders must participate in supporting the program that is packaged in the framework of Visit South Sulawesi. This program will involve all elements of society. The Provincial Government of South Sulawesi (Sulsel) has designated five regencies and cities as organizers of the 2019 Visit South Sulawesi (Visit South Sulawesi) City, namely Makassar City, Bulukumba Regency, Maros Regency, Wajo Regency and North Toraja Regency.

Data from the Culture and Tourism Office of South Sulawesi province shows that in 2019, the achievement of foreign tourists who came to South Sulawesi was 51,479 arrivals from the target of 55,000 or a percentage of the target of 98.08%. They are generally from Malaysia, Singapore, Germany, England and Thailand, with the main destination 63.41% traveling, 15% business conventions, the rest other destinations. Data on the achievement of domestic tourists in 2011 was 4,471,632 of the target of 4 million people, with the main sources of tourists from DKI Jakarta, West Java, East Java and East Kalimantan, with the aim of 35.85% business conventions, 21.65% traveling, and 25% family visits and other destinations. And in 2019 the South Sulawesi Provincial government targets the number of foreign tourist arrivals to reach 65 thousand arrivals. The target of domestic tourists is 4.5 million people. This means that through the 2012 South Sulawesi visit program, the target must be achieved. From the realization of domestic tourist visits.

The local government has taken steps to anticipate the growth of MICE tourism in South Sulawesi through infrastructure improvement policies such as the construction of the Sultan Hasanuddin airport, the Toll Road from the Airport to Makassar, the construction of the Celebes Convention Center event location, the local government and stakeholders holding events in Jakarta and Makassar. In order to attract national and international scale events to Makassar, such as the 2018 tourist visit year, the night of a million charms of South Sulawesi in Jakarta by inviting investors and embassies of Asian countries, Lovely December, Taka Bonerate Festival etc. The impacts of developing the MICE industry include bringing in large numbers of tourists, longer length of stay, extraordinary promotional impact, high amount of money spent, increasing infrastructure, as well as providing pride and strengthening the nation's diplomacy. From the number of MICE activities mentioned above, it should have a positive impact on the area around Makassar which should be a support for MICE activities in the form of providing destinations as part of mice tourism activities, but it is suspected that so far MICE participants have only revolved in Makassar so that the multiplayer effect of tourism does not occur as expected. South Sulawesi is better known as a maritime area which has a lot of tourism potential, especially maritime, which should be an attraction for MICE participants in Makassar to visit maritime tourism attractions as part of their experience in participating in MICE activities in Makassar. The purpose of this study is to determine the potential and contribution of MICE Service Business Development in South Sulawesi.

## **METHODS**

Based on the background and problem formulation above, the research method chosen is a qualitative research type. This type of research can also be referred to as an interpretive method, the object cannot be seen partially, but on the contrary is something dynamic with a dominant qualitative approach to explore further about the problem under study by collecting as much information and data as possible in an unstructured manner to describe the facts as accurately as possible. , and supported by simple quantitative calculations regarding the potential of Maritime in South Sulawesi as a supporter of MICE Services Business. So the source of data from this study was obtained from interviews with stakeholders, namely several related Tourism Business leaders and observations of the places where MICE activities were carried out in Makassar, Pangkep, Jeneponto and Bulukumba cities.

## RESULTS AND DISCUSSION

The development of the MICE business which is part of the tourism industry is a complex industry and involves many parties. So it is necessary to increase the supporting facilities. Especially ahead of the Asia Pacific Cooperation Summit (APEC Summit) which will be held in mid-November 2013. Steps to improve MICE support facilities need support from various parties including the government as the most important party, the community, and MICE organizers. Tourism and MICE have a very close relationship, MICE Service Business activities on an international, national and local scale are starting to develop with indicators of increasing guest occupancy rates in star hotels due to MICE activities.

The Association of Indonesian Conferences and Conventions (INCCA) in determining a suitable city as a suitable destination for holding MICE activities considers several basics, namely: infrastructure readiness, accessibility, and human resources that are considered feasible and able to serve MICE activities. There are several criteria that must be met for a city to become a MICE destination. That is accessibility that doesn't just have an international airport. But there must be an international flight to the city. Then how long does it take to get visa and customs arrangements. Other things that become criteria are the availability of accommodation, meeting room facilities, the environment such as hospitality and infrastructure, the availability of information including the reputation of the city, as well as recreational opportunities outside events such as entertainment, shopping, and tourist attractions.

MICE Business Services Business Development must be supported with all the potential it has in order to provide more quality for development in an ideal direction. The potential for developing MICE Business Services in South Sulawesi according to the research location can be described in the explanation below;

### **Makassar Development Potential as One of MICE Destinations Makassar is one of the MICE destinations in Indonesia.**

The growth of MICE tourism in Makassar in recent years has experienced very positive developments, an indication of this significant development can be seen by the increasing number of both foreign and domestic tourists staying at five-star hotels and the demand for MICE tourism at five-star hotels in Makassar.

Data from the BPS of South Sulawesi Province, namely the number of foreign tourists who visited Makassar in February 2012 amounted to 1,048 people. In the table below it can be seen that foreign tourists from Malaysia, Singapore, Australia, Germany, and the United States were the five largest who visited Indonesia through the Makassar entrance in February 2017. The number of foreign tourists from these five countries amounted to 672 people or around 64.12% of the total foreign tourists who entered through the Makassar entrance in February 2017. In February 2017 the room occupancy rate (TPK) of 1,2 and 3 star classification hotels decreased compared to the TPK in January 2017. Meanwhile, 4 and 5 star hotels experienced enhancement. Furthermore, when viewed according to the classification of stars in South Sulawesi, the ROR for 5-star hotels in February 2017 was the highest ROR of 77.80% compared to other star hotels. While the lowest was in 1-star hotels which only reached 34.40%.

### **Presence, Number of Star Hotels and Meeting Capacity**

Convention/Congress and meeting rooms in South Sulawesi, especially Makassar City, which is the main destination for MICE activities, are increasingly varied because these activities are growing and developing both on a national and international scale. Likewise, other areas that are supporters of MICE service business activities in South Sulawesi also show significant developments for the availability of venues for holding conventions and meetings. The growth of the Convention/Congress and Meeting Room in Makassar City cannot be separated from Makassar City as the provincial capital and is the entrance to the Eastern Indonesia Region, making Makassar a center of government, political, economic, cultural, fishery, agricultural activities and so on. The following is data about Hotel meeting rooms for the city of Makassar.

**Table 1. Meeting Rooms for 4 and 5 Star Hotels**

No	Hotel Name	Number of Hall	Hall Capacity	Number of Meeting Rooms	Capacity Per Room
1	Four Points	4	2500	10	40 – 500
2	Aryaduta Hotel	1	1000	8	20 -350
3	Hotel Throne	1	1500	9	60 – 400
4	MGH	1	800	4	40 – 500
5	Clarion Hotel & Convention	4	3000	14	100 – 300
6	Gate Beach	3	500	5	20-300
7	Quality Hotel	4	1000	5	150 Peoples
8	Santika Hotel	4	1000	5	250 Peoples
9	Aston	4	1000	10	50 – 100 People

Source: Survey Results (2021)

On average, 4 and 5 star hotels in Makassar have 4 to 10 meeting rooms with an average capacity of 100 to 300 people and 1 to 4 Hall halls with a capacity of 800 to 3000 people.

**Convention/Congress Room and Meeting With Lodging**

Makassar City also has Convention/Congress and other Meeting rooms which are not part of the hospitality industry but have venues and lodging facilities, namely Convention/Congress and Meeting rooms which are managed by government and private agencies for the development of human resources of each agency and can also be rented by general for the implementation of MICE activities.

The following are the identified agencies that have venues or meeting rooms as well as accommodation, namely; (a) Ministry of Health; (b) Ministry of Forestry; (c) South Sulawesi Provincial Government; (d) Makassar City Government; (e) PLN; (f) Kodam; (g) Polda; (h) Telkom

**Convention/Congress and Meeting Rooms Without Lodging**

Convention/Congress and Meeting rooms without lodging in Makassar City are widely available to accommodate both small and large-scale activities. This Convention/Congress and Meeting Room is managed by both government and private agencies. The types of Convention/Congress and Meeting rooms are universities, convention centers, and halls.

**Potential Development of South Sulawesi as One of the MICE Destinations**

***Convention/Congress and Meeting Room at Hotel***

As a supporting destination for MICE activities in South Sulawesi, the City of Parepare has great potential considering its strategic geographical location as a transit city for all regions in the South Sulawesi region. Hotels in Parepare on average have 2 to 3 meeting rooms with a capacity of 100 to 300 people. The following is a list of hotels that have Convention/Congress and Meeting rooms:

**Table 2. Meeting Room Hotel Parepare**

No	Hotel Name	Number of Meeting Rooms	Average Capacity Per Room
1	Canary Hill Hotel	2	65 peoples
2	Graha Indah Hotel	2	87 peoples
3	Hotel tourism	2	60 peoples
4	Fortune Hotel	1	60 peoples
5	Satria Wisata Hotel	1	87 peoples
6	Pomegranate Sari	2	300 peoples
7	Grand Star	1	150 peoples

Source: Survey Results (2021)

The average hotel in the city of Parepare has 1 to 2 meeting rooms with an average capacity of 50 to 300 people.

***Convention/Congress and Meeting Rooms Without Lodging***

For Convention/Congress and Meeting rooms that do not have accommodation, Parepare has the potential for large convention activities, namely the Habibie Center with a capacity of around 3000 people and the Islamic Center Building with a capacity of 1500 people.

***Marine Tourism Development Policy Review***

The development of marine tourism cannot be separated from the development of the marine sector, considering that marine tourism is one of the sub-sectors of marine development (Johnston et al., 2019). Based on the results of the study by the Deputy for Natural Resources and Environment of the Directorate of Marine Affairs and Fisheries, it was stated that of the seven marine sub-sectors (fishery, mining and oil and gas, maritime industry, sea transportation, marine tourism, buildings, marine, and other marine services), it turns out that the tourism and fisheries sub-sector has a lower Incremental Capital Output Ratio (ICOR) value compared to other sub-sectors. This means that the tourism and fisheries sub-sector is the sub-sector that has the lowest level of investment risk and is efficient. Specifically regarding the marine tourism sub-sector, of the 17,508 islands spread throughout Indonesia, there are 36 identified growth centers with 4,557 islands that can be developed. Of these, 146 islands have been identified that are prioritized for development. In the marine sector, marine tourism has the smallest ICOR of 2.92, which means it has the lowest and most efficient level of investment risk. In addition, marine tourism has the highest degree of spread index (IDP) and sensitivity index (IDK) of 1.57 and 1.51 respectively, so it is very potential to be developed.

In the short term the development of marine tourism is still experiencing internal constraints, namely the existence of socio-cultural conflicts, and legal certainty in investment in this field is still not conducive. The development strategy in the marine and fisheries sector includes the development of investments for facilities, infrastructure, and other supporting facilities that are environmentally sound; and involving local communities in its management (Corcoran, 2010). To prepare for its increasingly important role, the macro policy direction for marine and fisheries development is emphasized on; (1) Unifying the political commitment of policy makers, reviewing and drafting a National Marine Law that is synergistic and integrated as a legal umbrella for the development of Indonesian marine and fisheries; (2) Determine and determine the boundaries of inland waters, additional zones, and the continental shelf; (3) Improving geopolitical and geostrategic understanding of all components; (4) Develop a naval fleet both in quality and quantity in the context of maintaining the integrity of the Unitary State of the Republic of Indonesia and the wealth of natural resources; (5) Improving the handling of environmental damage and rehabilitation of degraded coastal areas, developing protected areas, and taking firm action against environmental destroyers

**Informants' responses about the Condition of Tourist Attractions for MICE Tourism in South Sulawesi**

Informants' responses about Marine Tourism Attractions can be translated into 2 (two) parts, namely the condition of tourist attractions based on the quality of tourist attraction objects in South Sulawesi and the condition of tourist attractions based on the image and image of the destination. The responses from the informants can be seen in the following table:

**Table 3. Conditions of Maritime Tourism Attractiveness in South Sulawesi Based on ODTW Quality**

<b>Conditions of Tourist Attractions in South Sulawesi Based on ODTW Quality</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	15	20,00%
2	Well	25	33,33%
3	Pretty good	28	37,33%
4	Not good	5	6,67%
5	Bad	2	2,67%
	<b>T o t a l</b>	<b>75</b>	<b>100,00%</b>

Source: Results of data processing, 2021.

The data shows that from 75 informants, 15 informants or about 20% stated that the condition of marine tourism attractions based on the quality of tourist attractions in South Sulawesi was in very good condition. There were 20 informants or 33.33% who stated that the condition of marine tourism attractions was good based on the quality of tourist attractions. 28 informants or about 37.33% who said it was quite good. 5 informants or around 6.67% stated that they were not good, and 2 informants or 2.67% stated that they were not very good.

Meanwhile, the informants' responses about the condition of attractions based on the image and image of destinations in South Sulawesi can be seen in the table below:

**Table 4. Conditions of Maritime Tourism Attractiveness Based on Destination Image**

<b>Conditions of Tourist Attractions Based on Destination Image</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	5	6,67%
2	Well	35	46,67%
3	Pretty good	27	36,00%
4	Not good	4	5,00%
5	Bad	4	5,00%
	<b>T o t a l</b>	<b>75</b>	<b>100,00%</b>

Source: Results of data processing, 2021.

The data shows that from 75 informants, 5 informants or around 6.67% stated that the condition of marine tourism attractions based on the image and image of destinations in South Sulawesi was in very good condition. There were 35 informants or 46.67% who stated that the condition of marine tourism attractions was good based on the image and image of the destination. 27 informants or around 36.00% who said it was quite good. 4 informants or around 5.00% stated that they were not good, and 5 informants or 5.00% stated that they were not very good.

**Informants' Responses on Availability of Accessibility for MICE Tourism in South Sulawesi**

Informants' responses about accessibility can be translated into 5 (five) parts, namely the condition of airport accessibility in Makassar from abroad, the existence of the airport in terms of facilities, the existence of an airport in Makassar with terminal connectivity, ease of transportation out and within the city in terms of service, convenience city transportation in terms of rental quantity.

**Table 5. Accessibility Conditions for the Existence of Airports in Makassar in terms of Facilities**

Accessibility Conditions of Airport Existence in terms of Facilities			
No.	Description	Frequency	Percentage
1	Very good	19	25,33%
2	Well	27	36,00%
3	Pretty good	24	32,00%
4	Not good	3	4,00%
5	Bad	2	2,67%
	T o t a l	75	100,00%

Source: Results of data processing, 2021.

The data above shows that from 75 informants, 19 informants or around 25.33% stated that the accessibility condition of the airport in Makassar in terms of facilities was in very good condition. There were 27 informants or 36.00% who stated that they were good with the accessibility conditions of the airport in terms of facilities. 24 informants or around 32.00% who stated that they were quite good. 3 informants or around 4.00% stated that they were not good, and 2 informants or 2.67% stated that they were not very good. Informants' responses about the condition of Marine Tourism Management in South Sulawesi can be seen in the following table:

**Table 6. Conditions of Marine Tourism Management in South Sulawesi**

Maritime Tourism Management Condition			
No.	Description	Frequency	Percentage
1	Very good	<b>19</b>	<b>25,33%</b>
2	Well	<b>27</b>	<b>36,00%</b>
3	Pretty good	<b>24</b>	<b>32,00%</b>
4	Not good	<b>3</b>	<b>4,00%</b>
5	Very Not Good	<b>2</b>	<b>2,67%</b>
	<b>T o t a l</b>	<b>75</b>	<b>100,00%</b>

Source: Data processing results, 2021

The data above shows that from 75 informants, 19 informants or around 25.33% stated the condition of Marine Tourism Management in Sulawesi. South is in great shape. There were 27 informants or 36.00% who stated that the condition of Marine Tourism Management was good i. 24 informants or around 32.00% who stated that they were quite good. 3 informants or around 4.00% stated that they were not good, and 2 informants or 2.67% stated that they were not very good. Informants' responses about accessibility conditions based on the presence of airports in terms of marine tourism connectivity can be seen in the following table:

**Table 7. Conditions of Management of Marine Tourism Connectivity and Accessibility**

Maritime Tourism Accessibility Management Condition			
No.	Description	Frequency	Percentage
1	Very good	8	10,67%
2	Well	31	41,33%
3	Pretty good	25	33,33%
4	Not good	7	9,33%
5	Bad	4	5,33%
	T o t a l	75	100,00%

Source: Results of data processing, 2021.

The data above shows that from 75 informants, 8 informants or around 10.67% stated that the accessibility of Maritime Tourism in terms of connectivity with the airport was in very good condition. There were 31 informants or 41.33% who stated that they were good with the accessibility conditions in terms of connectivity with the airport. 25 informants or around 33.33% who stated that they were quite good. 7 informants or around 9.33% stated that they were not good, and 4 informants or 5.33%



stated that they were not very good. Informants' responses about MICE activities based on the benefits of marine tourism can be seen in the following table:

**Table 8. Conditions of benefits of MICE activities on marine tourism**

<b>Conditions of Land Transport Services in Makassar</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	9	12,00%
2	Well	21	28,00%
3	Pretty good	6	8,00%
4	Not good	36	48,00%
5	Bad	3	4,00%
	T o t a l	75	100,00%

Source: Results of data processing, 2021.

The data above shows that from 75 informants, 9 informants or around 12.00% stated that the condition of the benefits of MICE on marine tourism in South Sulawesi was very good. There were 21 informants or 28.00% who said they were good for marine tourism in South Sulawesi. 36 informants or about 48% who stated it was not good. 6 informants or around 8.00% stated that they were quite good, and 3 informants or 4.00% stated that they were not very good. The benefits in question are direct benefits made by MICE participants in Makassar and also provided by travel agencies. Informants' responses about accessibility conditions based on the ease of city transportation in terms of rental quantity can be seen in the following table:

**Table 9. Condition of Ease of Car Rental in South Sulawesi**

<b>Conditions of Easy Car Rental ( Rental) in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	5	6,67%
2	Well	32	42,67%
3	Pretty good	35	46,67%
4	Not good	3	4,00%
5	Bad	0	0,00%
	T o t a l	75	100,00%

Source: Results of data processing, 2021.

The data above shows that from 75 informants, 5 informants or around 6.67% stated that the accessibility conditions based on the ease of city transportation in terms of rental quantity were in very good condition. There were 32 informants or 42.67% who stated that they were good with the accessibility conditions based on the ease of city transportation and in terms of rental quantity. 35 informants or about 46.67% who said it was quite good. 3 informants or around 4.00% who stated it was not good.

**Informants' Responses on Availability of Amenity for MICE Tourism in Makassar**

Informants' responses about amenities can be broken down into 7 (seven) sections, namely the condition of amenities in terms of the quality of 3-5 star hotels in Makassar, condition of amenities in terms of quantity of 3-5 stars in Makassar, condition of amenities in terms of restaurant facilities in Makassar, condition of amenities based on information facilities, conditions of amenities in terms of entertainment facilities, conditions of amenities in terms of shopping facilities and conditions of amenities in terms of telecommunication infrastructure. Informants' responses about the condition of amenities based on the quality of 3-star to 5-star hotels in Makassar can be seen in the following table:

**Table 10. Quality Condition of 3-5 Star Hotels in South Sulawesi**

<b>Quality Conditions for 3-5 Star Hotels in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	9	12,00%
2	Well	32	42,67%
3	Pretty good	26	34,67%
4	Not good	5	6,67%
5	Bad	3	4,00%
	T o t a l	75	100,00%

Source: Results of data processing, 2021.

The data above shows that from 75 informants, 9 informants or around 12.00% stated that the condition of amenities based on the quality of 3-5 star hotels in Makassar was in very good condition. There were 32 informants or 42.67% who stated that they were good with the condition of the amenities based on the quality of 3-5 star hotels. 26 informants or around 34.67% stated that they were quite good. 5 informants or around 6.67% stated that they were not good and 3 informants or around 4.00% stated that amenities were based on the quantity of 3-5 stars in Makassar. Informants' responses about the condition of amenities based on the quantity of 3 to 5 star hotels in Makassar can be seen in the following table:

**Table 11. Condition of Number of 3-5 Star Hotels in South Sulawesi**

<b>Condition of Quantity of 3-5 Star Hotels in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	7	9,33%
2	Well	29	38,67%
3	Pretty good	31	41,33%
4	Not good	3	4,00%
5	Bad	5	6,67%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 7 informants or around 9.33% stated that the condition of amenities based on the quantity of 3-5 star hotels in Makassar was in very good condition. There were 29 informants or 38.67% who stated that they were good with the condition of the amenities based on the quantity of 3-5 star hotels in Makassar. 31 informants or about 41.33% who said it was quite good. 3 informants or around 4.00% stated that it was not good and 5 informants or around 6.67% who stated that the condition of amenities based on the quantity of 3-5 star hotels in Makassar was not very good. Informants' responses about the condition of amenities based on Makassar restaurant facilities can be seen in the following table:

**Table 12. Condition of Restaurant Quality in South Sulawesi**

<b>Restaurant Quality Conditions in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	9	12,00%
2	Well	29	38,67%
3	Pretty good	37	49,33%
4	Not good	0	0,00%
5	Bad	0	0,00%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 9 informants or around 12.00% stated that the condition of amenities based on restaurant facilities in Makassar was in very good condition. There were 29 informants or 38.67% who stated that they were good with the condition of the amenities based on the restaurant facilities in Makassar. 37 informants or around 49.33% stated that they were quite good and there were no informants who stated that they were not good and very bad with restaurant facilities in Makassar. Informants' responses about the condition of amenities based on the availability of information facilities in Makassar can be seen in the following table:

**Table 13. Conditions of Availability of Information Facilities in South Sulawesi**

<b>Condition of Availability of Information Facilities in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	8	10,67%
2	Well	23	30,67%
3	Pretty good	31	41,33%
4	Not good	9	12,00%
5	Bad	4	5,33%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 8 informants or around 10.67% stated that the condition of amenities based on information facilities in Makassar was in very good condition. There were 23 informants or 30.67% who stated that they were good with the condition of the amenities based on the availability of information facilities in Makassar. 31 informants or about 41.33% who said it was quite good. 9 informants or around 12.00% stated that it was not good and 4 informants or around 5.33% stated that the condition of amenities based on the availability of information facilities in Makassar was not very good. Informants' responses about the condition of amenities based on the availability of entertainment facilities in Makassar can be seen in the following table:

**Table 14. Condition of Availability of Entertainment Facilities in South Sulawesi**

<b>Condition of Availability of Entertainment Facilities in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	7	9,33%
2	Well	26	33,33%
3	Pretty good	36	48,00%
4	Not good	5	6,67%
5	Bad	2	2,67%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 7 informants or around 9.33% stated that the condition of the amenities based on the entertainment facilities in Makassar was in very good condition. There were 26 informants or 33.33% who stated that they were good with the condition of the amenities based on the availability of entertainment facilities in Makassar. 36 informants or about 48.00% who said it was quite good. 5 informants or around 6.67% stated that it was not good and 2 informants or around 2.67% who stated that the condition of amenities based on the availability of information facilities in Makassar was not very good. Informants' responses about the condition of amenities based on the availability of facilities for shopping tourism in Makassar can be seen in the following table:

**Table 15. Condition of Availability of Shopping Tourism Facilities in Makassar**

<b>Condition of Availability of Shopping Facilities in Makassar</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	11	14,67%
2	Well	23	30,67%
3	Pretty good	35	46,67%
4	Not good	4	5,33%
5	Bad	2	2,67%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 11 informants or around 14.67% stated that the condition of amenities based on facilities for tourism in Makassar was in very good condition. There were 23 informants or 30.67% who stated that they were good with the condition of the amenities based on the availability of facilities for shopping in Makassar. 35 informants or about 46.67% who said it was quite good. 4 informants or around 5.33% stated that it was not good and 2 informants or around 2.67% who stated that the condition of amenities based on the availability of facilities for shopping tourism in Makassar was not very good. Informants' responses about the condition of amenities based on the availability of telecommunication infrastructure in Makassar can be seen in the following table:

**Table 16. Condition of Telecommunication Infrastructure Availability in South Sulawesi**

<b>Condition of Availability of Telecommunication Infrastructure in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	16	21,33%
2	Well	21	28,00%
3	Pretty good	33	44,00%
4	Not good	5	6,67%
5	Bad	0	0,00%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 16 informants or around 21.33% stated that the condition of amenities based on the existing telecommunications infrastructure in South Sulawesi was in very good condition. There were 21 informants or 28.00% who stated that they were good with the condition of the amenities based on the availability of telecommunication infrastructure in South Sulawesi. 33 informants or around 44,00% stated that they were quite good. 5 informants or around 6.67% stated that they were not good and there were no informants who stated that the condition of amenities based on the availability of telecommunication infrastructure in South Sulawesi was not very good.

**Informants' Responses about the Potential of MICE Tourism in Makassar**

Informants' responses to the MICE Tourism Potential in Makassar were translated into 5 perspectives, namely the potential for MICE tourism in terms of destinations, the potential for MICE tourism in terms of the convention/exhibition facilities owned, the potential for MICE tourism from the perspective of the quantity of venues owned, the potential for MICE tourism from the availability of human resources. and the potential of MICE tourism in terms of its contribution to local revenue (PAD).

Informants' responses about the potential of MICE tourism from the perspective of Makassar as a MICE tourism destination can be seen in the following table:

**Table 17. Potential of MICE Tourism in South Sulawesi**

<b>MICE Tourism Potential from Makassar's perspective as a Destination</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	16	21,33%
2	Well	29	38,67%
3	Pretty good	27	36,00%
4	Not good	2	2,67%
5	Bad	1	1,33%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 16 informants or around 21.33% stated that Makassar's potential as a MICE tourism destination was in very good condition. There were 29 informants or 38.67% who stated that Makassar's potential as a MICE tourism destination was good. 27 informants or around 36.00% who said it was quite good. 2 informants or around 2.67% stated that it was not good and adam 1 or around 1.33% of informants stated that the potential of Makassar as a MICE tourism destination was not very good. Informants' responses regarding the availability of convention/exhibition facilities in the context of MICE Tourism in Makassar can be seen in the following table:

**Table 18. Contribution of Availability of Convention/Exhibition Facilities for MICE Tourism in South Sulawesi**

<b>Contribution of Availability of Convention/Exhibition Facilities for MICE Tourism in South Sulawesi</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	13	17,33%
2	Well	24	32,00%
3	Pretty good	27	36,00%
4	Not good	6	8,00%
5	Bad	5	6,67%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 13 informants or around 17.33% stated that the potential for MICE tourism in Makassar based on convention/exhibition facilities in Makassar was very good. There were 24 informants or 32.00% who stated they were good for the potential of MICE Tourism in Makassar based on the existing convention/exhibition facilities. 27 informants or around 36.00% who said it was quite good. 6 informants or around 8.00% stated that it was not good and there were 5 informants or around 6.67% who stated that the potential for MICE tourism based on the availability of convention/exhibition facilities in Makassar was not very good. Informants' responses about the potential of MICE Tourism in Makassar based on the availability of the quantity of places or venues in Makassar can be seen in the following table:

**Table 19. Potential Availability of Number of Places or Venues in Makassar**

<b>MICE Tourism Potential based on the Availability of the Quantity of Places or Venues in Makassar</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	14	18,67%
2	Well	15	20,00%
3	Pretty good	29	38,67%
4	Not good	14	18,66%
5	Bad	3	4,00%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 14 informants or around 18.67% stated that the potential for MICE tourism based on the availability of the quantity of places or venues in Makassar was very good. There were 15 informants or 20.00% who stated they were good for the potential of MICE tourism based on the availability of the quantity of places or venues in Makassar. 29 informants or about 38.67% who stated it was quite good. 14 informants or around 18.67% stated that it was not good and 3 informants or around 4.00% who stated that the MICE tourism potential based on the availability of places or venues in Makassar was not very good. Informants' responses about the potential of MICE tourism based on the availability of human resources in the MICE field in Makassar can be seen in the following table:

**Table 20. MICE Tourism Potential based on Availability of Human Resources in South Sulawesi**

<b>MICE Tourism Potential based on Availability of MICE Human Resources in Makassar</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	6	8,00%
2	Well	13	17,33%
3	Pretty good	36	48,00%
4	Not good	17	22,67%
5	Bad	3	4,00%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 6 informants or around 8.00% stated that the potential of MICE tourism based on the availability of human resources in the MICE field in Makassar was very good. There were 23 informants or 33.33% who stated they were good for the potential of MICE tourism based on the availability of human resources in the MICE field in Makassar. 36 informants or about 48.00% who said it was quite good. 7 informants or around 9.33% who stated that it was not good and 3 informants or around 4.00% who stated that the potential of MICE tourism based on the availability of human resources in the MICE field in Makassar was not very good. The original regional income (PAD) in Makassar can be seen in the following table:

**Table 21. MICE Tourism Potential by Contribution to Regional Original Income in Makassar**

<b>MICE tourism potential based on contribution to local revenue in Makassar</b>			
<b>No.</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
1	Very good	11	14,67%
2	Well	26	34,67%
3	Pretty good	34	45,33%
4	Not good	3	4,00%
5	Bad	1	1,33%
	T o t a l	75	100,00%

Source: Data processing results, 2021

The data above shows that from 75 informants, 11 informants or around 14.67% stated that the potential for MICE tourism based on its contribution to local revenue in Makassar was very good. There were 26 informants or 34.67% who said they were good for the potential of MICE tourism based on its contribution to local revenue in Makassar. 34 informants or about 45.33% who said it was quite good. 3 informants or around 4.00% who stated that it was not good and 1 informant or around 1.33% who stated that the potential of MICE tourism based on its contribution to local revenue in Makassar was not very good.

**CONCLUSION**

Based on the analysis of the condition of MICE tourism activities in South Sulawesi above, it can be concluded as follows: (1) The potential and facilities of MICE tourism in South Sulawesi are good so that they can support the implementation of MICE activities both nationally and internationally; (2) The MICE tourism management model in South Sulawesi has not been collaborated with various sectors including the marine tourism manager in South Sulawesi, it is proven that there is still a lack of benefits from MICE activities for marine tourism; (3) Government policy support in the development of MICE tourism in South Sulawesi is quite good, namely by conducting periodic promotions and support for MICE activities in the form of licensing and sponsorship.

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