

CHAPTER II

LITERATURE REVIEW

A. Definition of Tourism

Tour or tourism sounds good for every people who hear this word absolutely wants to do that because it is offering us something like pleasure, enjoyable, comfortable, and everything which make us feel happy. Nowadays, tourism has been growing and developing and it becomes an industry. In its development there are so many changes in tourism sectors for example; ways, from and kinds of activities, self motivation to travel think or develop itself. According to several experts, there are so many tourism definitions.

According to official UNWTO definition (2004, p.1) tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are persons who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Amin (2004, p.5) cites that point of tourism is everything connected with the tour, including the effort of some tourism objects and also their connected efforts. While the tourism is anything which related with how tourism will be held. Based on the definition of tourism above, meaning of tourism is an outdoor recreational activity that takes more than twenty-four hours at a distance of approximately 80 miles and has a specific purpose.

One of the earliest definitions of Tourism was given by the Austrian economist Hermann Von Schullard in 1910. He defined it as, "sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."

Hunziker and Krapf, in 1942, defined Tourism as, "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerative activities." In 1976 Tourism Society of England defined it as, "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

Tourism can also give motivation and contribution to execution of project development of various sectors for government. In can be concluded that the tourism principle is the activity which makes somebody happy, easy going, relax; adds the knowledge; is the center of information; and is a media of learning, not only that tourism can also improve the economy.

B. Types of Tourism

Tourisms are separated into 6 types, namely natural tourism, maritime tourism, historical tourism, religious tourism, cultural tourism, and education tourism (Rendy, 2013, p.1). Other tourist type is much more depending on the condition and situation of tourism development in a region or country itself, and a sense of creativity experts or professionals who have been in the business tourism industry. The more creative and a lot of ideas that owned by those who dedicate their lives to the development of the world of tourism will increase also shapes and types of tours can be created for the progress of this industry.

1. Natural tourism

Natural tourism here refers to the journey exploiting the potential of natural resources and the environment as an object of tourist destinations such as natural tourism, that journey exploited the potential of natural resources and the environment as an object of tourist destinations. Natural tourism reserved also known as Wildlife Conservation, many types of tours are usually organized by agency or travel agent to help tourist visit nature tourism object such as conservation parks, lake, forests and mountainous areas. Tourism nature reserved is mostly done by the fans and lovers of nature because of hobby like photographing wildlife animals or colorful flowers and trees which protected by government and societies.

Nature tourism is a form of recreation and tourism activities that utilize natural resources, both in its natural state or after cultivation, thus allowing tourists to obtain physical and spiritual freshness, men-get knowledge and experience and foster inspiration and love for nature (Anonymous, 1982 in Saragih, 1993).

Nature tourism is a recreational and tourism activities that utilize natural potential to enjoy the beauty of unspoiled nature both existing or farming so there is a tourist attraction to the place. Nature tourism is used as a counterweight to life after an activity that is very dense, and the atmosphere of the city. So that by nature we become the body and mind refreshed and able to work with more creative because the nature allows us to obtain physical and spiritual pleasure. In doing so we must preserve nature unspoiled area, provide economic benefits and maintain the cultural integrity of local people so that bias into a tourist village, the village that has a tourism potential which is equipped with supporting facilities such as transportation or lodging.

2. Maritime Tourism

Maritime Tourism refers to tourists enjoy the beauty of the sea. While culture tourism is focusing on the culture of people who lived in the area while maritime tourism is focusing on the activities which can be done only in certain place for

example is diving which only can be done in a sea or lake. Maritime tourism usually associated with sporting activities in water, such as in the lake, beach, bay, or sea for example fishing, sailing, diving, surfing competitions, rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries such as Indonesia. This type is also called water tourism.

Maritime tourism is a form of potential tourist activities included in the clean industry. Successful implementation of the marine tourism is if it meets the various components, namely associated with the preservation of the natural environment, the welfare of people who inhabit the region, visitors who enjoy the satisfaction and integration with the community development area Nurisyah (1998, p.1).

By paying attention to the components of the maritime tourism will contribute significantly to the economy of the community. The attractiveness of maritime tourism in coastal areas and seas of Indonesia is a gift that not all countries in the world has a wealth of beautiful nature like this. Thus the development of maritime tourism that can provide the maximum benefit for the development, implementation required a planned and systematic strategy for local communities.

According to Kusumastanto (2000, p.9) the focuses of the development of marine tourism policy are mainly directed to:

1. Increase the availability of public facilities and services that create the ultimate comfort for domestic and foreign tourists who will utilize the resources of marine tourism.
2. Improve the quality of human resources and capacity to take part in managing the marine tourism.
3. Develop a data collection system and complete information by utilizing modern technology, making it easier for tourists to get information and access to fast, cheap and easy. Data collection and information system development is once again serving and supporting promotion and investment activities in the field of marine tourism.

4. Develop non-tourism economic activity that are relevant to marine tourism activities, such as craft industry, fishing, restaurants, such as sea food and sea freight services.
5. Improve the system of guarantees and security for tourists who take advantage of the potential of marine tourism.
6. Create a conducive investment climate for investors to develop marine tourism as well as disincentives.
7. Develop marine tourism management model that is capable of preserving the marine ecosystem and culture of the local community.

3. Historical Tourism

Cultural historical tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and "heritage tourism can include cultural, historic and natural resources. Historical Tourism, visits to places of historical relics such as: museums, inscriptions, temple, etc.

4. Religious Tourism

According to Beatty (1999, p.4) in travel discuss religion, it is necessary to discuss the relationship between the traditions of diversity, plurality and cultural differences. Religious Tourism is your tour to visit special places for religious people, usually as a place of worship or tomb. This tour is associated with religion, history, customs and beliefs of the people or groups in society. Pilgrimage tours are conducted by individuals or groups to the holy places, to the grave of the great leader or elevated, to a hill or a mountain considered sacred, the burial place as leader of the human figure, for example, is a Mecca in Saudi Arabia is famous for Muslims to fulfill the Hajj.

5. Cultural Tourism

Pendit (1999, p.42-48) represents Cultural Tourism and travel on the basis of a person's desire to expand the view with a visit or review elsewhere or abroad, studying the state of the people, habits and customs. Culture tourism is a journey done on the basis of a desire to broaden one's outlook on life with the way to visit or review elsewhere or abroad, to learn the condition of the people, their customs, their way of life, and their culture. Along with it, the journey has opportunities to take part in cultural activities, such as the exposition of the arts (dance, drama, music, sound art and patterned historical activities). Cultural Tourism, namely traveled with the aim of recognizing the customs and culture of the local area. Or custom made by the people in an area.

6. Education Tourism

Education Tourism is an educational tour program combined with education programs in it. Usually this kind of tours undertaken by schools to support learning in school. Educational tourism then comes in a great variety of format places seeking to enhance their educational tourism product however have to first consider who their market is and what they have to teach others that is special or unique. Educational tourism is a way to use better our facilities. Educational tourism offers another major advantage. It does not need to be weather dependent, a community does not need special geography and usually most of the needed infrastructure is already in place in order to take advantage of these educational tourism products consider.

Types of Tourism Education according to Widyatama (2015, p.6) in Indonesia, there are 4 types of Tourism Education. They are:

a. Travel Science Education / Science

Tourism Education Science or Science is educational travel based on science education.

b. Education Sport Tourism / Sports

Educational Tourism is based on the education of physically or Sports.

c. Educational Tourism Culture / Culture

Education Culture Tourism is also called Educational Cultural Tourism widely available in Indonesia. Among cultural education in the arts, customs and others - others related to culture.

d. Travel Agribusiness Education

An educational tourism or agro-based education to agriculture and livestock are also a company's business or individual.

C. Elements of Tourism

Element of tourism is something which can be seen and felt by the tourist during the activity for example; accommodation, transportation, infrastructure and others. Elements of tourism are important factors in doing the activity of tourism, because it is related to each others.

Elements of tourism which need to be developed in the effort of the development of tourism are Accommodation, Catering and Restaurant, Transportation and Freight, Money Changer, Tourist Attraction, Souvenirs, Travel Agency (Firman, 2011, p.1).

1. Accommodation

It is a place for someone to stay a while, it can be a hotel, inn, guest house, lodge, cottage inn, campground, caravan, bag packer and so on. It has now expanded further towards the fulfillment of the demands of other human needs such as eating, drinking recreation, sports, conventions, professional meetings and wedding banquets associations and others. Therefore, with the advancement of technology and the development of time can also affect the type, kind and number of facilities required and must be provided by employers in the field of accommodation.

2. Catering and Restaurant

It is an industry that is engaged in providing food and beverages, commercially managed. This type of business can be distinguished in its management, the way that it is managed is managed independently or associated with other businesses. Industry engaged in the food and beverage industry is the most promising because of many people in the tour, people should refrain from buying clothes or other types of clothing but no traveler can hold to taste the food and drinks. The same food and drink industry is also widely consumed or purchased for the memories as a by- by hand and the fruits signify that do tours.

3. Transportation and Freight

In the world of transportation or tourism progress, transport is needed because it determines the distance and time in a tour. Transportation by land, air or sea is a major element of which is the direct dynamic stage symptoms that tourism is a service business engaged in the transportation. Management can be done by private companies and state. Transport services also affect the tourism industry, particularly the ease of air transport services which provide an affordable price for all people, causing an increase in the activity of traveling from one place to another place or region.

4. Money Changer

A money changer is a person who exchanges the coins or currency of one country for that of another. This trade is thought generally to be the origin of modern banking in Europe. The advent of paper money in the mid-17th century and the development of modern banking and floating exchange rates in the 20th century allowed a foreign exchange market to develop. This provided a way for banks and other specialist financial companies such as bureaux de change and forex brokers to change one countries money for another, rapidly, and with the added confidence of transparency. Furthermore, Foreign currency exchange (money changer) has now grown by leaps and bounds, not only do exchange money in the bank, but also on companies money changer spread in strategic places, especially in the city- big city.

5. Tourist Attraction

Attractions (attractiveness) things are classified into two sites, i.e: Tourist Attractions and Events Attractions. This site is a permanent physical attractiveness with fixed locations like the zoo, palaces and museums. This event takes place while the appeal and the location can be moved easily as festivals, exhibitions or performances of local arts. In addition, Tourist attractions can be dance, music, ceremonies, and others in accordance with the local culture. This event can be implemented traditional and modern, through this attraction can be one of them raised the local advantage.

6. Souvenirs

A souvenir can be any object that can be collected or purchased and transported home by the traveler as a memento of a visit. While there is no set minimum or maximum cost that one is required to adhere to when purchasing a souvenir, etiquette would suggest to keep it within a monetary amount that the receiver would not feel uncomfortable with when presented the souvenir. The object itself may have intrinsic value, or simply be a symbol of past experience. Without the owner's input, the symbolic meaning is invisible and cannot be articulated. In addition, a souvenir or memento can be carried by tourists in returning to the place of origin. Souvenirs are usually a hand-crafted objects formed in such a way to give a beauty of art and nature typical for each region.

7. Travel Agency

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to make travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in other countries then where their headquarters are located. Furthermore, it is a

business entity in which operations include all the services of a person's travel process since departed to return, so that they are comfortable during the trip.

D. The Potency of Tourism Object

Based on Amin (2004, p.7), three important factors which back up developing area to be the potential destination tourism area are as follow:

1. Scenic Attraction

No doubt scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan, Mountain slopes of India and Nepal. For example: the good climate, the panoramic and historical place. The attraction is applied event, like congress activity, exhibition or sporting event, festivals and other activities.

2. Accessibility

Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are accessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than too short distances. That place is easy to be reached. Nowadays, it provides the transportation to go to that place regularly. It is often exists, the price is comfort and save.

3. Amenities

Amenities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting surf riding and such other facilities like deeming recreation and amusements is an important feature. There are two types of amenities viz. natural and man made. Beaches, sea-bathing, fishing, climbing, trekking, viewing etc. are come

under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category. There is also a product of several facilities such as: entertainment places, the local transportation which is possibility to go picnic to the other tourism places and also there are so many available as the communication tools.

E. Promotion

In daily activity many people often hear the word “promotion”. In fact, many companies use promotion to familiarize their company and to sell their product. Promotion is usually called as continuous process, because of that promotion can be concluded that a continuous structure is an activity from a company like activity from a company like activity of promotion or other activity in one variable, promotion, such as distribution and production besides company seller, promotion is often done by intermediary and buyers. According to several experts, there are so many promotion definitions.

According to Arindra (2014, p.12) promotional activities today felt increasingly important necessary. This happens because the distance between producers and consumers is growing far and the number of potential customers is an intermediate grow. With the existence of this intermediary, the company is no longer to communicate with customers.

1. Visit Indonesia Tourism

Indonesia has a pluralistic culture and tourism workshops spread from Sabang to Merauke. Compound Indonesian culture and tourism is one of the natural resources that make Indonesia become one of the rich countries in the world. Exotic tourism in Indonesia is also the main attraction for foreign tourists. There is thousands of Indonesian tourism workshops offered on the world community. However, up to now still a few people who know.

For example, if we call on the Indonesian tourism in the international arena, it is in their shadow is Bali. Yes, for foreign tourists, Indonesia is Bali and Bali is

Indonesia. In fact, the reality is still a lot of tourism in Indonesia that they do not know which of course is not less interesting than Bali. Introducing the Indonesian tourism in the global community is not solely the task of the government, but also our duty. We all know that one of the areas that support our national income is tourism element. Therefore, it is not wrong if we all think about how to promote tourism in Indonesia in the global community in order to tour the famous workshop in Indonesia in their eyes not only Bali.

2. Evolution of Tourism Marketing

The evolution of tourism marketing is the changes that are slowly, but surely in the field of tourism in order to achieve a developed tourism and generate higher profits. By doing so, could be excellent tourism earner and as a supporter of a country's economic growth. The evolution of marketing in tourism consists of three stages.

2.1 Product-Oriented Tourism Marketing

Historically, marketing in tourism was since the beginning oriented products. The focus of the marketing effort lies in the tourism product that is sold, namely by providing the best beaches, best room, and so on. They assume if providing the best tourism products, tourists will automatically be buying goods or services from the tourism company. Marketing on tourism as this will be successful if there is no problem in selling, so they can focus on production.

2.2 Tourism Marketing Oriented Sales

In this case, more emphasis on sales made to convince tourists to buy goods and services or visit the tourist workshops. Marketing that focuses on sales will be a success if supply exceeds demand. This is according to history driven by technological advances results in increased power production and higher revenues concrete. First, the tourists will buy tourist stuff is quickly exhausted. The second enduring tourist stuff. Finally, the services offered by the tourist workshop.

2.3 Consumer Oriented Tourism Marketing

The focus of tourism marketing orientation is located on the consumer. Precisely, on what is desired by tourists. These needs can be met or not by tourism companies. The essence of marketing is actually ensuring that tourism tourists is the center of all marketing efforts and use techniques for identifying and anticipating the needs of what tourists want. The emphasis here is that services are given to the tourists.

3. Promotion of Tourism Indonesia

An area with beautiful natural scenery with various tourism objects will be useless if it is not such thing as a promotion or publication. Lack of tourism promotion also affects the number of visitors. In addition, the promotion for additional facilities, easy access roads to reach, service to the tourists, the management of tourist attractions, etc. Without all, the number of visitors will decrease. The promotion should go well and continuously because the success of the promotion will result in the attraction and motivation of tourist to visit and spend money in the tourist destination. Here are the ways that can be done by us in order to promote tourism in Indonesia in the world community.

3.1 Proud Indonesian Tourism

There is no way we promote tourism in Indonesia if we own is not proud of it. Proud means to know and know to be prepared to answer questions directed when we asked for mentioning the advantages of tourism in Indonesia by our friends of different countries.

3.2 Following an International Cultural Festival

Another goal is to introduce a wider Indonesian tourism to the global community through international cultural festival.

3.3 Ambassador Tour

So far, we already have a duty to introduce the Indonesian tourism ambassador for the citizens of the world. However, the tourism ambassador is not only to hold the event sheer beauty, but also can store a variety of festivals. For example, the winner of festival with the theme of the blog Indonesia must be willing to travel ambassador of Indonesia during a certain period, the ambassador of school-age children (exchange student), ambassador of active members of NGOs, ambassadors of housewives (housewife who is selected depth and inspiring that should promote tourism in Indonesia), and others.

Tourism in Indonesia is not so much exposed for only a few workshops and travel alone. It is our task for introducing the global community that Indonesian tourism really is not just that's it. Not all countries are fortunate because our country, the country of Indonesia is rich in natural resources. Our country also has a tropical beach and a beautiful mountain. Local and foreign tourists even have willing to reach into their pocket to go to Indonesia just to refresh their brain that had accumulated impact in the office.

Indonesia has a less comprehensive waters on the land. Indonesia has beautiful beaches, such as Kuta beach in Bali. Bali has become an icon of Indonesia. When people abroad hear the word 'Indonesia', they have in mind that is a beautiful beach, that there is a wave that is suitable for people who like sport of surfing.

Then Bali is the workshop that has the traditional customs and Bali is a destination all the traveler workshops. Bali is an island that has many beaches like Kuta beach. This beach is the most beautiful beach in Bali. Many local and foreign tourists who come for seeing the setting or rising sun. This beach is located south of the capital Denpasar, Indonesia. This beach is located in Bandung. In this workshop is also a lot of restaurants, souvenir shops, and workshops sunbathing for foreign tourists to change the skin becomes more exotic.

In addition, there are Jambaran beach. In ancient times, this beach is where people are looking for a bite of rice for the fishermen. This beach is located south of

the city of Denpasar. From airports Gurah Rai, it is about 10 minutes. This workshop has also many restaurants on the beach, so many tourists enjoy a delicious meal while watching the beautiful beach of Jimbaran.

For beaches, it is only a small part of beaches owned our country. In Yogyakarta there are Parang Tritis, Depok beach, West Java Province there are Edge Tile beach, Pelabuhan Ratu beach located in Sukabumi, Pangandaran beach, Batu Karas beach, Batu Hiu beach located in Kudat, and many more beaches prepared feast for the eyes, nose, ears, and refresh your brain.

There are still many hidden beaches that tourists do not know, like in Bali there are Balangan beach, Geger beach, Bias Single beach, Ungasan beach, and Amed beach. When the dreamland beach crowded and not being lonely, the beaches are still the hidden as an alternative for calming your mind and into recommendations for the foreign tourists. We promote tourist attractions to the international arena by tourism marketing through the tourist area product. In order to attract foreign tourists, as natives, we must be able to preserve and make the travel workshops attract foreign tourists.

3.4 Using Online Sosial Media as a Promotion

The technology available at the present time make us easier to communicate with people of different locations, both nationally and internationally. Imagine, for example, each of us have friends who come from abroad one person only. Every day we communicate with her intense. We also insert words of Indonesian promotions to them. Thus, we can imagine, how many people would be affected or think for visiting Indonesia. Promotion in this way also does not need to be expensive.

The Government of the Republic of Indonesia (RI) involves international bloggers who focus on writing about travel destinations to promote tourism in the country. Astuti (2012, p.1) says that tourism promotion through social media and social networks like twitter, facebook, and blog is currently very effective to attract the segment of active internet users who generally come from the younger generation.

In addition, a range of online promotion is much wider than conventional tourism promotion. Furthermore, she also says that online travel promotion has a strong effect and may be the right answer to the problem of limited budgets.

The informations that should have to promote attractions using social media are:

1. Historical Story

Siguntang hill since the time of the kingdom of Sriwijaya has become a sacred place. Siguntang hill is a historical place where here used to be a place of worship at the time of the kingdom of Sriwijaya. Siguntang hill is a place for the evidence worship of Almighty God as the kingdom of Sriwijaya with discovery of a statue of Buddha in the hill which is now the statue located in front of the Sultan Mahmud Badaruddin II Museum. When the kingdom of Sriwijaya in the 13th century collapsed then came the Kingdom of Palembang Darussalam. This place (Siguntang Hill) is still a very sacred place. It was frequented come by kings of Palembang as a sanctuary or meditation to calm the mind in order to draw closer to Allah the maker of life.

2. Access

It is quite easy to reach Siguntang Hill because of its location in the middle of the city of Palembang with a distance of about 4 km. The trip can be taken from the city center towards the Ampera-Bukit Besar. Access this course takes you directly to the Siguntang Hill. To get to Siguntang Hill, you can choose what you want to use means of transportation. You can also get there using public transport at a cost of Rp 4,000 per person or want to bring a car or motorcycle.

3. Facilities and Accommodations

a. Food

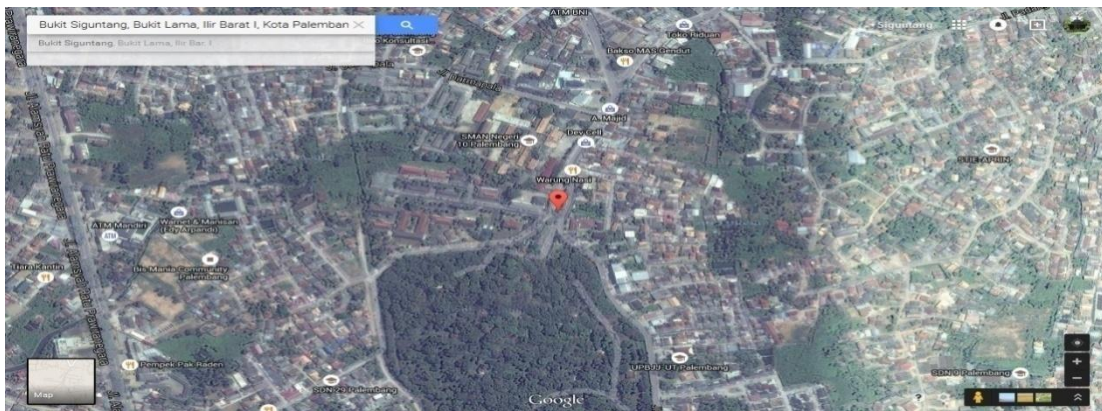
Because its location closes to the city center, it will have no trouble finding places to eat with a typical menu and customized in Siguntang Hill. Certainly do not miss the iconic Pempek Palembang. Likewise with the inn, you can search hotels that suit your needs and your budget.

b. Tickets

Entering the Siguntang Hill area, visitors will be charged a levy of Rp. 3000, - for adults and Rp. 2000, - for children.

4. Location

Siguntang hill located in the village of Bukit Lama, District Ilir Barat I, is a 29–30 metres high small hill located at the northern bank of Musi River and within the vicinity of Palembang, capital city of South Sumatra province, Indonesia.



3.5 MICE

According to Pendit (1999, p.25), Mice is interpreted as convention tourism with restrictions service business convention, incentive travel, and events exhibition which is an attempt to provide services for a meeting of a group of people (statesmen, businessmen, scholars, etc.) and to discuss issues -Problem related to common interests. Meanwhile, according to Kesrul (2004, p.3), Mice tourism is as an activity that is a blend of leisure activities and business, usually involves a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions.

Meeting is the English term that means meetings, or hearings. Meeting is an activity that is included in the MICE. According to Kesrul (2004, p.8), a meeting is organized by a group of people who are members of associations, societies or associations with the aim of developing the professionalism, improving human

resources, working together members and administrators, and disseminating the latest information, publications, relations community. Furthermore, he also says that "Meeting tourism is an activity which is a blend of leisure activities and business, usually involving people together".

2. Incentive

Incentive trip is an activity trip organized by a company for its employees and business partners in exchange for recognition of their achievements in relation to the organization of the convention which discusses the progress of the company concerned Pendit (1999, p.27). According to Kesrul (2004, p.18), the incentives are prizes or awards granted by a company to its employees, clients, or consumers. The form can be money, travel packages or goods.

3. Conference

Term of conference is translated by the conference in the Indonesian language which implies the same. In practice, the sense of meeting tantamount to conference, then technically the acronym mice actually is a term that is easy for people to remember that the activities in question as the planning, implementation and organization of a meeting, incentive, conference and exhibition are essentially a means which also is a product package -Package tour is ready to be marketed Pendit (1999, p.29). These activities in the tourism industry are grouped in categories, namely mice.

According to Kesrul, (2004, p.7), Conference is a meeting organized especially regarding forms of governance because customs or habits are based on consensus general, two agreements between countries governing authorities or agreement international on the topic of prisoners of war and forth.

4. Exhibition

Exhibition means exhibition, in relation to the tourism industry, the exhibition is included in the travel business convention. It is stipulated in Decree No. KM Menparpostel. 108 / HM. 703 / MPPT-91 was quoted by Pendit (1999, p.34) which mentions "The exhibition is an activity to disseminate information and promotions

that has to do with the organization of a convention or in connection with tourism. According to Kesrul (2004, p.16), the exhibition is a meeting that was attended jointly held in a meeting room or exhibition space hotel, where a group of producers or other buyers in an exhibition with different market segmentation.

3.5.1 Consideration of implementation Mice

According to Kesrul (2004, p.9) the organizers of MICE activities, there are several things to consider, among others:

1. Determination of location and space MICE

- a. In determining happen 2 the following possibilities:
 - The client is set and confirm the location of the implementation. Party planners do not continue the process further.
 - Absolute planners determine the location and place of the meeting, for example, organize a seminar or a workshop or conference.
- b. Consideration place geographically organizer with the spread of the person attending: too much of a participant, except in particular as no.1b, which requires all seminar participants and the conference.
- c. Consideration in determining the conditions around the location where the meeting will be held.

2. MICE Facilities Equipment

According to Kesrul (2004, p.90) supplies facilities and secretarial services from a meeting or conference is very diverse, so there are no generally accepted standards. In determining supplies a meeting need to understand carefully the following points:

- Type and duration of meetings
- Number of participants
- The amount of space required
- The type and amount of equipment required
- The shape of the seating arrangements
- Accommodation of mice participants

3. Handling of transport

Meeting planner or PCO is responsible for the overall transport arrangements for MICE participants. According to Kesrul (2004, p.104), there are six points in the transportation arrangements, namely:

- Air transportation
- Airport shuttle service
- Multiple property shuttle
- VIP transportation
- Local tour
- Staff transportation.

4. The food and beverage service

According Kesrul (2004, p.113), put forward that in order for meeting or conference runs smoothly and reduce complaint of food and beverages. A meeting manager will need to check the location and placement of regular food and beverage, room service and banquet capabilities. Evaluation of the quality of food and beverages include appearance and attractiveness, cleanliness, and the type and variety of food and beverage at the time of crowded (peak hours) to know stock availability services and skills. Including the price according to the bidding, in addition whether to make reservations in advance, the restaurant serves special or additional requests concerning the lay out and the type of food and beverages.

5. Accommodation

Here is a list of handling accommodation that should be checked:

- Accommodation according to expectations of participants
- Lodging: number of rooms, types of rooms and beds
- Free rooms for the committee or committees: the number, type, and facilities are to be paid
- Special rooms for the organization and the official guests: the number, type, and price