

THE ROLE OF MICE (MEETING, INCENTIVE, CONFERENCE, EXHIBITION)

INDUSTRY IN ENCOURAGING THE TOURISM INDONESIA 2016

ABSTRACT

This thesis discusses about the role of MICE industry in pushing Indonesia tourism year 2011-2017. The development of the MICE industry (Meeting, Incentive, Conferencing and Exhibition) has provided a diverse color to the type of service industry activity that is identical with the provision of servants or service. The role of MICE in encouraging Indonesian tourism is demonstrated by the role of travel, culinary, and hospitality sector in the MICE that encourages Indonesian tourism and the government's role in improving the MICE industry in Indonesia.

Keywords: The role of MICE industry, Indonesian Tourism, Government Role

PERAN INDUSTRI MICE (MEETING, INCENTIVE, CONVENTION AND EXHIBITION) DALAM PENINGKATAN PARIWISATA INDONESIA 2016

ABSTRAK

Skripsi ini membahas tentang peran industri MICE dalam mendorong pariwisata indonesia tahun 2011-2017. Perkembangan industri MICE (*Meeting, Incentive, Conference and Exhibition*) telah memberikan warna yang beragam terhadap jenis kegiatan industri jasa yang identik dengan pemberian pelayan atau servis. Peran MICE dalam mendorong pariwisata Indonesia ditunjukkan dengan peran sektor biro perjalanan, kuliner, dan perhotelan dalam MICE yang mendorong kepariwisataan Indonesia dan peran pemerintah dalam peningkatan industri MICE di Indonesia.

Kata kunci: Peran industri MICE, Pariwisata Indonesia, Peran Pemerintah