

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This final chapter summarizes the analysis results in the previous chapter in order to answer the research questions. Furthermore, it presents some implications providing significant issues which are not part of the research questions. Finally, the chapter provides recommendations which suggest what should be done as a follow up of the current study in order to improve the marketing system in MICE event, especially in travel mart event.

A. Conclusions

The tourism sector in Indonesia grows positively and affects many areas of life. This is also the right place to introduce the MICE (Meeting, Incentive, Conference and Exhibition) industry that became known in Indonesia. The Ministry of Tourism and Creative Economy through the Directorate of Tourism Destination Development stated that there are 15 MICE destinations in Indonesia, one of which is Yogyakarta. According to ICCA data from the city ranking in 2016, Yogyakarta is one of city in Indonesia that show its consistency to still develop the MICE sector. Jogja Travel Mart (JTM) or now rebranding to international brand identity as *Jogja International Travel Mart (JITM)* is the special event to bring together seller and buyer in travel trade meeting. JITM have hosted about 972 buyers for the past 9 years. Therefore, the author examines the marketing system used by the committee to promote the event and analyzing the results of observation, interview and document study by way of data interpretation.

The main idea of travel mart marketing system is how to attract buyers to meet the sellers in table top event in Yogyakarta. Buyers choose to come to Yogyakarta because the invitation given by the committee complete with description of Yogyakarta as the MICE destination. Factors affecting the buyers who attended the event were diverse, because of the invitations of the committee, the exciting Yogyakarta tourism destination, the best packed professional events and the competent liaison officer.

Marketing in one event will complement the entire system that has been designed, as well as for an event that has been sustainable every year. The Organizing Committee of JITM, which contained representatives from ASITA and PHRI, and facilitated by the Tourism Office as a Steering Committee using special marketing system to promote this event. The committee promotes the event by spreading the invitation to the buyer of choice. The reason of organizing committee using this invitation distribution system, because Jogja International Travel Mart is not an open event that can be attended by the outside community like a food or electronic exhibitions. The mart travel event is a business meeting between the seller and buyer, it has a special handling and unusual promotional system.

About how the committee to attract buyers, the marketing system is start from the first time Yogyakarta appointed as the next travel mart destination, so the committee promote Yogyakarta as a whole, both from tourist destinations, event packages, seller presentation, to Yogyakarta culture that want to be displayed to buyers. In addition, the buyers who become participants are the preferred buyers of their respective countries which are included in the database of Ministry of Tourism, in the form of ASITA member database or PHRI database proposal, and some are coming from ASITA database when traveling mart activities in abroad. So the committee must give invitations to potential buyers to get the best buyers who already have a name in the

world of travel trade and have official permission so as not to cause problems with licensing in the future.

The specific conclusion is that if the marketing system or how to promote this event is by promoting Yogyakarta itself, and the important thing is that the committee promotes it is not a product that can be perceived directly by the buyer, but the committee markets the Event to be visited by the buyer to get answers from what is promoted by the committee. The most important results of this study is the design of marketing system to attract the buyer to meet seller in table top meeting.

B. Recommendations

Finally, the design suggested for this event marketing system is to improve the information about Yogyakarta specifically, both the latest tourist destinations and other important information that can attract the buyers, such as hotel and restaurant description, best accommodation, best spot in Yogyakarta, even facilities such as mall or an interesting café to visit.

The position of buyers who are considered so special is a point to be taken into account by the committee, which means that the committee should be more active in finding and recording travel & tour events, hotels, restaurants and flights from local and international travel marts. Therefore, the potential buyers can increase and the spread of invitations will be more widespread and bring interest to actors in other areas of tourism from various countries. However, the greater promotion effort and information dissemination efforts will provide a good effect for this event with the marketing objective of this event successfully attracting buyers to meet the travel mart exhibition space.

As identified earlier, JITM Event is a special event that can only be attended by buyers and sellers in the field of travel trade. The advantage is that buyers also come from special circles who are looking for the best sellers. Those who follow this event already know how this event will run, so the committee only needs to show the benefits of this event compared to the same event in different areas. Therefore, packing this event in a professional way but still provide a comfortable impression for buyers is important. The committee should provide another interesting interlude with the best tourist destination in Yogyakarta.

Finally, in order to succeed in this marketing system, the committee must work well together with each other. Support each other and provide sufficient information for all parties. The committee should also coordinate with all related areas, from the preparation of the venue, how to welcome and release guests, briefing the Liaison Officer, and choose the best travel destination for an educational trip, therefore the pre-event, on-site events and event posts can be sustainable and create this event memorable for the buyer. As the main purpose, our target is to bring back the buyers to Yogyakarta, at the same event, in Jogja International Travel Mart.