

MICE Tourism Development from a Local Economic Education Perspective

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ABSTRACT

With the development of the modern tourism industry, various forms of tourism have emerged that are not only oriented towards recreation but also towards business activities, one of which is MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. This study aims to identify the potential of Bima City for MICE tourism development, analyze the impact of MICE activities on local economic growth and improving community welfare, and identify internal and external factors that constitute the strengths, weaknesses, opportunities, and threats in the development of this sector. This study used a descriptive qualitative approach. The results indicate that the development of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism in Bima City has significant potential to become a strategic sector in driving local economic growth. Bima City already has several supporting factors, such as the availability of hotel facilities and meeting halls, regular seminars and cultural events, and support from the local government through the Bima City Tourism Office in developing the tourism sector. MICE activities have been proven to have significant economic impacts, both directly and indirectly, such as increased hotel occupancy rates, increased sales of MSME products, increased business opportunities, and increased economic turnover. This demonstrates that MICE tourism has a multiplier effect that can stimulate various local economic sectors.

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1. INTRODUCTION

Tourism is a strategic sector that plays a crucial role in boosting regional economic growth, creating jobs, and encouraging sustainable regional development. The development of the modern tourism industry has led to the emergence of various forms of tourism that are not only oriented towards recreation but also towards business activities, one of which is MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. MICE tourism is a segment of tourism based on meetings, incentives, conventions, and exhibitions that holds significant potential for increasing economic activity and strengthening business ties between regions.

MICE (Meetings, Incentives, Conventions, and Exhibitions) tourism is a tourism subsector that contributes significantly to regional economic growth through increased tourist visits, local economic turnover, and job creation. The characteristic of MICE tourists, who typically spend more than leisure tourists, makes this sector highly potential for generating a multiplier economic impact on destination regions.

According to Kesrul in Rai Utama (2016:148), MICE is a tourism activity that combines leisure and business activities, typically involving groups of people together. The activities take the form of meetings, incentive travel, conventions, congresses, conferences, and exhibitions. Nationally, the MICE sector has become a key pillar of the Indonesian tourism industry and has proven to be effective in driving economic growth and increasing tourist visits. MICE activities attract participants from various regions and countries, which in turn impacts the economy through increased hotel occupancy rates, consumption of local products, and the use of various supporting services such as transportation, culinary delights, and professional services. Furthermore, MICE activities also encourage tourists to extend their stay and visit other tourist destinations, thus providing a multiplier effect on the local economy.

At the regional level, West Nusa Tenggara (NTB) Province, including Bima City, has significant potential for developing MICE-based tourism as an effort to diversify the economy and improve community welfare. The local government has positioned the development of MICE tourism and events as a priority program to support sustainable regional development based on the creative economy. Bima City itself boasts a rich cultural heritage, tourism potential, and creative economic activities that can be developed through various events, festivals, and exhibitions.

For example, cultural festivals like the Rimpu Mantika Festival in Bima City have been proven to increase the income of micro, small, and medium enterprises (MSMEs), particularly in the crafts, culinary, and local product sectors. This demonstrates that event-based activities significantly contribute to driving local economic growth and creating business opportunities for the community. Furthermore, MICE festivals and events in Bima also play a role in increasing tourist visits and promoting local culture and products, thus contributing to the development of the regional tourism sector.

However, the development of MICE tourism in Bima City still faces various challenges, such as limited infrastructure, supporting facilities, promotion, and optimal management strategies. Yet, MICE tourism development can be an effective strategy for increasing regional competitiveness, attracting investment, and sustainably strengthening the local economy. Therefore, a planned, integrated, and locally-based MICE tourism development strategy is needed to maximize its contribution to the economic growth of the Bima City community.

Based on this description, the development of MICE tourism in Bima City is crucial for further study in order to formulate appropriate strategies to make this sector a driver of the local economy and support sustainable regional development. This study aims to identify the potential of Bima City for MICE tourism development, analyze the impact of MICE activities on local economic growth and improving community welfare, and identify internal and external factors that constitute the strengths, weaknesses, opportunities, and threats in the development of this sector.

2. METHODS

This study employed a descriptive qualitative approach. The qualitative approach was chosen because it aimed to deeply understand the conditions, potential, and strategies for developing MICE tourism in Bima City as a driver of the local economy. Descriptive research was used to systematically, factually, and accurately describe the phenomena related to MICE tourism development, including its supporting and inhibiting factors. Data collection techniques used in this study included observation, interviews, and documentation.

Data that had been collected through observation, in-depth interviews, and documentation were subsequently analyzed using an interactive qualitative data analysis technique. This analysis followed the stages of data reduction, data display, and conclusion drawing/verification. Data reduction was conducted by selecting, focusing, and simplifying relevant information related to the development of

MICE tourism in Bima City, particularly aspects concerning infrastructure readiness, stakeholder roles, policy support, and economic impacts. The reduced data were then organized and presented in the form of narrative descriptions and matrices to facilitate pattern recognition and thematic interpretation. Finally, conclusions were drawn through an iterative process by continuously comparing empirical findings with theoretical frameworks of tourism development and local economic growth, ensuring the validity of the results through triangulation of data sources and techniques.

3. FINDINGS AND DISCUSSION

Bima City is a region in West Nusa Tenggara Province with significant tourism potential, encompassing culture, nature, and event-based activities. The city enjoys a strategic position as a center of economic, governmental, and trade activity in the eastern part of Sumbawa Island. In addition to its natural and cultural tourism potential, Bima City also has the potential to be developed as a MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism destination. This is supported by the availability of several hotels, meeting halls, and event venues such as cultural festivals, seminars, and government activities. The development of MICE tourism in Bima City is expected to contribute to increasing local economic growth, particularly in the hospitality, MSME, transportation, and other service sectors.

Based on research conducted through observation, interviews, and documentation with the Bima City Tourism Office, hoteliers, MSMEs, and the Bima community, it was concluded that the development of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism has significant potential to stimulate local economic growth. Bima City, as a center of government and trade in eastern Sumbawa Island, offers a strategic opportunity to develop as a MICE destination, primarily due to the availability of supporting facilities such as hotels and meeting halls, as well as its experience in hosting various seminars, government meetings, and cultural festivals. These activities directly increase hotel occupancy rates, transportation service consumption, and sales of local culinary and craft products. This demonstrates that MICE activities have a significant economic impact on the local economy.

Interviews indicate that every seminar, official meeting, or cultural event can increase the income of local businesses, particularly in the hotel sector and MSMEs. Hotel operators stated that room occupancy rates increase significantly when regional and provincial-scale events are held. Meanwhile, MSME operators revealed that events and meetings provide opportunities to increase sales of local products, such as local food, handicrafts, and souvenirs. The economic impact is not only direct but also indirect, as MICE activities encourage secondary economic activities such as the use of transportation, catering, decoration, and other service providers. Thus, MICE tourism plays a role as an economic driver with a multiplier effect on various business sectors in Bima City.

However, research also indicates several obstacles to the development of MICE tourism in Bima City. One major obstacle is the lack of a large-scale convention hall capable of accommodating national or international events with large numbers of participants. Furthermore, specific promotion of Bima City's potential as a MICE destination remains limited and has not been maximized through digital platforms or collaborations with external parties. Limited supporting infrastructure and professional human resources in the event management sector also pose challenges that require attention. This situation demonstrates that although Bima City has significant potential and opportunities, MICE tourism development still requires a planned and integrated strategy to compete with other regions.

The results of the SWOT analysis through the preparation of the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tables, show that the development of MICE tourism in Bima City has considerable potential to be developed as a strategic sector in driving local economic growth. This is indicated by the total IFAS score of 2.70 and the total EFAS score of 2.72. These values indicate that the internal and external conditions of Bima City are in a fairly strong position and support the development of MICE tourism. From the internal factor perspective, Bima City has several main strengths, including the potential of local culture that can be developed into MICE events, the availability of supporting facilities such as hotels and meeting halls, the support of the local government

in the development of the tourism sector, and the presence of MSMEs that can support economic activities during the event. The existence of these factors makes a positive contribution in creating opportunities for the development of meeting, incentive, conference, and exhibition activities that can attract visitors from outside the region. However, several weaknesses remain that require attention, such as the limited availability of large-scale convention halls, the lack of specific promotions related to MICE tourism, limited supporting infrastructure, and the absence of a specific strategy focused on MICE tourism development. These weaknesses could become obstacles if not addressed promptly through structured planning and development.

In addition to internal factors, external factors also indicate significant opportunities for MICE tourism development in Bima City. These opportunities include the increasing trend of MICE-based tourism, support from government programs for tourism sector development, the development of digital technology that can be utilized as a promotional medium, and the potential for local economic growth through the involvement of MSMEs and the community. These opportunities can be optimally utilized to increase Bima City's attractiveness as a MICE destination. However, several threats also need to be anticipated, such as competition with other regions that are more advanced in MICE development, limited transportation access, and the continued lack of investor interest in developing MICE facilities in the region. Based on the IFAS and EFAS scores, Bima City's MICE tourism development strategy is positioned in Quadrant I, an aggressive strategy (growth strategy), indicating that Bima City has significant strengths and opportunities for optimal development. Therefore, strategies that can be implemented include improving MICE infrastructure and facilities, increasing promotion through digital media, developing local culture-based events, enhancing human resource quality, and strengthening collaboration between the government, businesses, and the community. With the right strategy, MICE tourism in Bima City is expected to develop sustainably and make a significant contribution to increasing local economic growth and community welfare.

Based on the SWOT analysis, MICE tourism development in Bima City is positioned as an aggressive (growth) strategy, meaning that internal strengths and external opportunities can be optimally utilized to drive the sector's growth. Strategies that can be implemented include improving the quality and capacity of MICE facilities, strengthening promotion through digital media and inter-regional collaboration networks, developing local culture-based events as unique attractions, and enhancing human resource capacity through training and mentoring. Furthermore, synergy between the local government, businesses, and the community is needed to create a sustainable tourism ecosystem. With the right strategy and consistent implementation, MICE tourism in Bima City has the potential to become a leading sector capable of increasing regional income, expanding employment, and strengthening the local economic structure in a sustainable manner.

The findings of this study indicate that the development of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism in Bima City has strong potential to function as a strategic driver of the local economy. This result is consistent with the theoretical perspective of tourism-led economic development, which argues that tourism activities particularly business-oriented tourism such as MICE generate higher economic value due to longer stays, higher spending levels, and stronger linkages with local economic sectors. From a local economic education perspective, the findings demonstrate that MICE tourism serves not only as an economic catalyst but also as a learning space for communities to enhance entrepreneurial skills, service quality, and adaptive economic behavior.

Empirically, the results align with previous studies that emphasize the significant multiplier effect of MICE tourism on regional economies. Prior research has shown that MICE activities contribute more substantially to local income generation compared to leisure tourism because participants tend to spend more on accommodation, transportation, food and beverages, and supporting services (Dwyer et al., 2020; Rogerson, 2021). The present study confirms this pattern in Bima City, where seminars, government meetings, and cultural festivals directly increase hotel occupancy rates and MSME revenues. The similarity of these findings suggests that the economic logic of MICE tourism is relatively consistent across destinations, including secondary or emerging cities.

However, this study also reveals contextual differences when compared with research conducted in more developed MICE destinations. While studies in metropolitan areas such as Jakarta or Bali report strong international market penetration and private-sector-driven investment (Mair & Whitford, 2019), the findings from Bima City indicate that MICE development remains largely government-initiated and domestically oriented. This difference can be explained by variations in infrastructure readiness, accessibility, and destination branding. From a theoretical standpoint, this supports the destination life cycle theory, which suggests that destinations at an early development stage rely more heavily on public sector intervention before transitioning toward private investment dominance.

From the perspective of endogenous development theory, the study's findings highlight the importance of local resources particularly culture and community-based MSMEs in shaping MICE tourism outcomes. Cultural festivals and locally themed events in Bima City demonstrate that MICE tourism does not have to rely solely on large-scale convention infrastructure to generate economic impact. This finding complements earlier research that emphasizes the role of cultural capital and social assets in sustaining tourism-driven local economies (Richards, 2020). The implication is that smaller destinations can pursue a differentiated MICE strategy rooted in local identity rather than competing directly with established convention hubs.

Nevertheless, the study also identifies structural constraints that limit the optimal economic impact of MICE tourism, including the absence of large-scale convention halls, limited professional event management capacity, and weak digital promotion. These findings are consistent with previous studies that argue infrastructure and human capital are critical determinants of MICE competitiveness (Getz & Page, 2022). What differentiates this study is its emphasis on why these limitations persist: limited investment incentives, low investor confidence, and uneven policy prioritization at the regional level. This explanation strengthens the analytical depth of the findings by linking observed outcomes to underlying institutional and structural factors.

The SWOT-based IFAS and EFAS results further reinforce theoretical arguments from strategic management literature, particularly the resource-based view (RBV). The placement of Bima City in Quadrant I indicates that internal strengths such as cultural assets, existing facilities, and government support interact positively with external opportunities like the growing demand for event-based tourism and digital promotion channels. This finding is in line with earlier empirical work suggesting that destinations with moderate resources can achieve growth if strategic alignment between internal capabilities and external trends is achieved (Hjalager, 2021). Scientifically, this implies that MICE tourism development does not solely depend on scale, but on strategic coherence.

From a local economic education perspective, the findings suggest an important conceptual implication. MICE tourism functions as an informal educational mechanism through which local actors hoteliers, MSMEs, and service providers learn market responsiveness, service standards, and collaborative practices. This supports human capital theory, which posits that economic growth is closely tied to learning processes embedded in economic activities (Becker, 1993). Compared to previous studies that focus mainly on quantitative economic outcomes, this research adds a qualitative dimension by showing how MICE tourism contributes to capacity building at the community level.

4. CONCLUSION

Based on the research and discussions conducted, it can be concluded that the development of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism in Bima City has significant potential to become a strategic sector in driving local economic growth. Bima City already has several supporting factors, such as the availability of hotel facilities and meeting halls, regular seminars and cultural events, and support from the local government through the Bima City Tourism Office in developing the tourism sector. MICE activities have been proven to have significant economic impacts, both directly and indirectly, such as increased hotel occupancy rates, increased sales of MSME products, increased business opportunities, and increased economic turnover. This demonstrates that MICE tourism has a multiplier effect that can stimulate various local economic sectors.

However, the development of MICE tourism in Bima City still faces several obstacles, including limited facilities for large-scale convention halls, a lack of focused promotion for MICE tourism, limited supporting infrastructure, and the absence of an integrated and sustainable MICE development strategy. Based on the SWOT analysis, the development of MICE tourism in Bima City is positioned as an aggressive strategy (growth strategy), indicating that existing strengths and opportunities can be optimally utilized to overcome existing weaknesses and threats. Therefore, a strategy is needed that includes improving MICE infrastructure and facilities, strengthening digital promotion, developing local culture-based events, improving the quality of human resources, and strengthening cooperation between the government, business actors, and the community. With careful planning and consistent implementation, MICE tourism in Bima City has the potential to become a major driver of the local economy, capable of improving community welfare in a sustainable manner.

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