

The Study of the Physical Aspect and Accessibility in Convention and Exhibition Hall. Case Study- *Jawa Timur* International Expo (JX International), Surabaya

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Abstract: *The development trend of the Industry of MICE (Meeting, Incentives, Convention, Exhibition) in Surabaya especially at Jawa Timur Expo (JX International) has increased in terms of amount of events held each year. At this time the participants requires the place that can able to accommodate all types of activities that will be done. Surely the selection of a representative building should be qualified in accordance with the existing standard. One of which is that it should be on the review of the physical aspect of buildings and accessibility. The physical aspect and accessibility is a mayor requirement that must be corrected by practitioner and they can get the maximum benefit, if they select venue with appropriately. This research aims to know the physical aspect and accessibility that affect on interest and behaviour of practitioners. The research applied exploratory research by using a descriptive approached and method of Strength, Weakness, Opportunities and Threat (SWOT) analysis with SWOT matrix summary, to find out the factor that are influence in selecting the venue on the physical aspect and accessibility. The techniques of collecting data are observation, interview and documentation as supporting to know the result. The result of this research showed that JX International Expo as selection by practitioners, there are determinants of accessibility and the physical aspect of the building (variant of space and facilities) that are found the most influential. Furthermore, it should be able to provide the consideration especially to owner that make strategic policy in the company development.*

Keywords: convention, exhibition, accessibility, physical aspect, S.W.O.T Analysis

1. Introduction

With the population of 36 million people, East Java is the most important province of Indonesia in industry, trades and tourism. Surabaya the capital of East Java, is the second biggest city after Jakarta as a capital. With the population of 3 million, Surabaya is a very important city of services and trades, serving as the direction marker for trades a central distribution of goods and services throughout the Eastern region of Indonesia. One of the activities which is on the rise in this area is MICE (Meeting, Incentives, Convention and Exhibition) activity in this area. Surabaya has been selected by the Government of Indonesia, as the host city to hold the event in Indonesia MICE industry.

On a year ago, there are 2 large events with international category, Surabaya is selected as one of three by UNESCO to host the annual event as *Preparatory Committee UN-Habitat and as a host city of Indonesia Smart Expo and Forum (IISMEX 2016)*. Seeing this fact, Surabaya has a great potential to become the center of MICE activity. Likewise with trade activities, there are many corporations in Surabaya, which want to organize trade activities such as exhibitions. Surabaya local government, every year held the ceremony of *Jatim Fair* in convention and Exhibition Hall, because can accommodate amount visitor with large scale.

MICE activities should be supported by the existence of

facilities and infrastructure are complete and adequate, such as the existence of a venue for convening meeting, fair and congresses. That element of the tourism offer (supply) is means of accommodation, facilities, services and infrastructure. The existence of the convention building, exhibition hall are as a form of preparation for a place to conduct activities of MICE. The whole of the interest and activities of practitioners can be accommodated through the completeness of supporting facilities and means that are existed in the building. In selection venue, the practitioners always emphasize physical aspect and accessibility.

Along with the growing of the demand, appropriate venue, must meet with standardization and representative. In a review of the physical aspect and accessibility are mayor requirements. *JX International Expo* is one of the convention building and exhibition halls in Surabaya. This building was used as a main venue for exhibition and meetings. It represent itself to fill the need of MICE activities. This is the first expo building in East Java and the only one built on 2 hectare land, and exhibition floor space nearly 1 Hectare area without a single pillar.

Many events have been held in this place, with national or international category. Which enable to accommodate heavy industrial machineries and equipment for expose, trade fairs, music concert gathering etc.

There are many participants involved in the organization of the event, such as contestants, organizers and building management. All of them were involved in the event. Each of them have interest and the purpose of activities. The success of the building management team to get prospective consumer to rent the place, is a form of quality improvement and product for the users. The improvement of the quality of the product offered, for example are assessment of the technical aspect. There are also, many supporting facilities and easiness of accessibility to the selected location.

The main things that are the physical aspect and accessibility is the main indicator in order to accommodate the entire activities. So, all the participants of the activities involved can get the maximum profit. For the building management, a profit advantage can be got from the price of the rents, for the organizers the profits obtained from the number of participants who came in. Likewise with participants coming, it can get what they want and obtain a good impression during the event. Through this study, the participant and practitioners can know about preference from convention and exhibition hall selection. In accordance with existing rules, maximum advantages and benefit from the event that takes a place in JX International Expo.

2. Material and Methods

Subject and Study Design

The process of collecting data in this research uses primary and secondary survey techniques. Data collection methods that will be used are observation, interview with stakeholders (participants, organizer, building management), mapping and sorting to support discovery of research result. The approach used in the study is deductive and inductive approaches.

Deductive approaching is a model of common descriptive format. Which procedures at general has been known or believed to be the truth and end up on a conclusion or new knowledge with particular thing. While inductive approach starts by observing through the reasoning of a phenomenon that is taking place on the basis of the fact, and then be connected with the relevant of theory. So it can be concluded in general.

Research Variabel

Research variables obtained from the literature reviews that has been found, then be formulated indicators. While the operational definition is the part that to definition a concept from elaboration in general become can be measured by looking indicators of variables. There are six of variable in this study:

- a) Location and attainment
- b) Accessibility
- c) Building infrastructure
- d) The facilities
- e) Exhibition and Convention Hall
- f) Supporting room space

Strengths, Weaknesses, Opportunities and Threat (S.W.O.T) analysis

This research uses SWOT analysis to evaluate the strengths, weaknesses, opportunities and threats in a strategic decision making for the company as building management JX

International Expo. The stages of SWOT analysis are :

- a) The identification of internal factors (strengths and weaknesses) and external factors (opportunities and threats)
- b) Determine the level of influences each of the issues
- c) Drawing up the Internal Matrix factor Analysis Summary (IFAD) and the External Factor Analysis Summary (EFAS)
- d) Data analysis stage
- e) Decision making stage

3. Analysis

Location

At Ahmad Yani Street in Surabaya, it's location is considered strategic as it is on the main through fare of Surabaya, close to the center of the town, this location is in the density of high way road. According to traffic jam, Ahmad Yani street, Wonokromo and Dupakare entrance ways to the city of Surabaya where the road is the third of three the road has an averagely lowest speed of most low and large traffic volume.

Table 1: Traffic jams average in Surabaya's Street. Ahmad Yani Streets can be categorized by the amount of large vehicle volume and speed of the vehicle is so slowly. This affects the durations of time, toward the location and out of the site

Name of street	Daily traffic average	Average of vehicle/ hours	Capacity of Street	The degree of Saturation
Ahmad Yani Street	32.428 unit vehicle	19.060	8.514	2,24
Wonokromo Street	25.996 Unit vehicle	15.237	7.830	1,95
Dupak Street	14.349 Unit vehicle	9.112	9.108	1,00

Based on the result of data, we can know that Ahmad Yani Street has daily traffic average by 32.428 Vehicle/hours and have an average of vehicle/hours by 19.060. According to the data, of simulation it can be explained that duration of the time toward *JX International Expo*, from some point of location specified by the author it can be observed as follow:

a. Simulation A: Survey conducted at 16.00 PM-17.00 PM, the categories include time with the increasing volume of intensity vehicle on the road. Direction to *JX International Expo*, in need time 23 minutes with distance around 4.4 Kilometers with the category of heavy traffic. The starting point of selected is from *DBL Arena* (opposite of frontage). The vehicle drive experienced of traffic jam in Wonokromofly over area's. In this area, there is an intersection of railways

b. Simulation B: A survey done at 16.00-17.00 PM to the location it takes about 18 minutes including passing the point of traffic jams. It's influenced by the railroad crossing in the interchange of Ahmad Yani street. The amount of time, recorded 15 minutes to wait, when the train cross the railroad. The total amount of time about 33 minutes. It's a very long time to the location of the building *JX International Expo*.

Accessibility of JX international Expo

JX International Expo has some criteria that we can get from this research, there are three of criteria that we judge about the aspect of accessibility and get the rating (1-8) about assessment, as follows :

Table 2: The result of the above analysis

Criteria of accessibility	Indicator	Rating
Security	Lighting	6
	Area's Crime (safe)	7
	Amount of stop point	7
	Maximum of Speed	6
Convenience	Width of Road	6
	Pedestrian	6
	Connecting to other place	8
	Parking Area	5
	Model of Transportation	6
Comfortable	Bike Lanes	5
	Circulation	7
	Area of shady	6
	Bench at the bus station	6

Based on accessibility aspect at JX International Expo, on the convenience criteria, parking area is the most important to be needed to clear the problems, can be said to be not feasible in the category of units of the parking spaces. Furthermore, about comfortable criteria, regarding the aspect with the shaded area of the indicator on pedestrian, bike lanes and bench at the bus station.

Parking Area

JX International Expo has a total building area reaches 15.224 m². Which can hold almost 7000 visitors. The current building has a parking space consists of one floor at the basement 1 area, that be accommodate about 150 cars and 200 motorcycles. As for terms amount units of the parking space is a follows:

- 1) Type of activity : Trade and service centre
- 2) Effective floor area : 15.224 m²
- 3) Standard availability : 3,5-7,00 Unit of parking space

Table 3: The value of existing parking

Type of vehicle	Amount of Units in the parking Space	Unit Parking Space Car + Motorcycle
Car (private)	200 units	= 200 Units + (200/6)
Motorcycle	200 units	= 233 Units parking space

Parking availability are $(233 \times 100 \text{ m}^2 / 15.224 \text{ m}^2) = 1,530 \text{ m}^2$ needed for parking space. If this is compared to standard availability space then the index value has not feasible as, it records $1,50 < 3,50 < 7,50$.



Figure 1: Parking condition in JX International Expo, cars are parked outside. Slot car parking, cannot accommodate the visitors.



Figure 2: Parking condition in JX International Expo, motorcycles are parked outside of existing area.

Data analysis of needs for the parking spaces in JX International Expo is still under requirements for feasibility. Currently, it still not able to accommodate the amount of vehicle parking in the building. Because of this, the vehicle not parked properly. Even if, there are still the vehicle parked outside of the existing site, building management must evaluate toward the parking area necessary by adding capacity unit that meet the parking spaces requirement, assuming total of 500 cars and 400 motorcycle, so the index unit of parking spaces can be suitable about $3,7 > 3,5 < 7,5$ index.

Analysis of the Physical Building

Physical review at JX International Expo can be seen from some of the supporting element of the building. There are 3 elements that are functional of convention room, exhibition room and supporting room. This building has 3 main halls, there are Hall A, Hall B and Hall C, with a total area of hall reaching about 5.280 m² on the ground floor. The second floor or the up-stairs of exhibition hall is Mezzanine, at which visitors may look on progress exhibition activities from the top. The Mezzanine has 447 m². Exhibition and convention space is able to accommodate 6000-7000 participant for classroom style or 400 participants for sitting down meal for reception. As for the specs of the exhibition and convention space, are:

Table 3: Ability to host of events with large scale

Type	Measurement
Hall A	44 m (l) x 40 m(w) = 1760m ²
Hall B	40 m (l) x 40 m(w) = 1600m ²
Hall C	44 m (l) x 40 m(w) = 1760m ²
Stage	40 m(l) X 8 m(w) = 320m ²
Lobby	96m (l) x 7m(w) = 672m ²
Hall A + B + C + Lobby	5792m ²
Floor loading	1300kg/m ²
Roof Height	11m – 15 m from floor to the top

The building is fully furnished with the Exhibition and Convention standard, in which exhibition hall is divided into three smaller halls as according to tenants. Exhibition hall could be also used all sort functions.

Table 4: See the result if analysis on above table consists of convention rooms, exhibition spaces and supporting room. Generally, the result of the study of physical building can be deducted that the activities of exhibition, which is held in the outdoor space, cannot be conducted in JX International Expo. There is still a kind of supporting room that has not been supplied. For example, the packing room, Storage for retail and research room

Type of Spaces		JX International	Rating (1-8)
Visitor's Facilities	a. Lobby	√ (any)	7
	b. Toilet	√ (any)	6
	c. Preparation room	√ (any)	6
	d. information Desk	√ (any)	6
	e. Retail	√ (any)	6
	f. Parking Area	√ (any)	5
	g. Ramp	√ (any)	5
	h. Accommodation of hotel	- Nothing	5
Exhibition and Convention Service	a. Exhibition Outdoor Area	- Nothing	5
	b. Indoor Exhibition Area	√ (any)	8
	c. Lecturer hall	- Nothing	5
	d. Seminar	√ (any)	6
	e. Special Exhibition	- Nothing	5
	f. Storage	√ (any)	6
	g. Administration	√ (any)	6
	h. Research room	- Nothing	5
Supporting room	a. Packing room	- Nothing	5
	b. Staff room	√ (any)	7
	d MEP room	√ (any)	7
	e. Loading dock	√ (any)	6
	f. Storage for retail	- Nothing	5

Strengths, Weaknesses, Opportunities and Threat (S.W.O.T) analysis

On this stage, SWOT analysis is to be used determine and analyze the competitive strategy of company's policy as the building owner of *JX International Expo*. SWOT analysis comparing between external factors about (opportunities) and (threats) and internal factor (strength) and (weaknesses). After identifying factor of external and internal of *JX International Expo*, then all of the element's factor can be found, to be organized into SWOT Matrix for analysis. So we can know what the strategy should that should be applied for further development in the future.

From elaboration of above analysis, it can concluded that *JX International Expo* has strength and weaknesses, as follow:

1. Strengths (Internal Factor Analysis Summary) :
 - a) In the macro analysis from the strategic location, amenity of location is already known by the public. This location is very familiar to the people of Surabaya. *JX International Expo* is building convention and Exhibition Hall in the City of Surabaya, the first with concept of specialization meetings and exhibition.
 - b) Effective area of Exhibition and convention reaches 7000m², without a single pillars and barrier columns.
 - c) *JX International Expo* management has affiliated with the Association of Indonesia Exhibition Companies (ASPERAPI). And also, this is already connected nationwide on data base related to the type of event, amount of event and relationship.
 - d) *JX international Expo* has organized an event of national and international scale project
 - e) The team of management had a long term contract with several companies and association in organizing and launching of product.
2. Weakness (Internal Factor Analysis Summary):
 - a) In the analysis of the Micro Site, *JX International Expo* is not profitable in case of location with a relatively high

- level traffic jam, during peak hours of work and there is an interchange of cross rail way in nearly the site.
- b) Conceptually, it is not yet integrated with the supporting facilities, for example hotels, commercial areas and offices.
- c) The lack of parking space unit (SRP) for the accommodation of large and small vehicles
- d) It is not a special Convention and Exhibition Hall, that able to accommodate all of the special events, for example it cannot conduct events with chemical liquid material.
- e) It does not have outdoor exhibition area, for organizing the event heavy weight with large scale,

3. Opportunities (External Factor Analysis Summary) :

- a) AFTA has started (ASEAN Free Trade Area) in South Asia at 2016, and increasing Industry of MICE (Meeting, Incentive, Convention, Exhibition) in Indonesia
- b) Surabaya put the economic growth rate of 6% and the second place about largest Industrial city after Jakarta as Capital of Indonesia
- c) Surabaya has been selected by Indonesian Tourism Ministry as one of the 10 provinces to organize MICE activity in national or international scale project
- d) In 2016 Surabaya has increase in amount of tourists up to 10 % per year. It's recorded at 618,658 people. With supported by 150 hotels and capacity of the hotels can reach 15.000 units with distributed in Surabaya.
- e) Surabaya has been selected, one of three countries in the world, as the host Preparatory Committee UN-Habitat at 2016
- f) The government of Indonesia to form INACEB (Indonesia Committee of Convention and Exhibition Bureau) as institution that promotes to organize and facilitate organizing convention and exhibition event in Indonesia
- g) The changes image of Surabaya City branding by the government, which forms the image of the city as MICE destination.

4. Threat (External Factor Analysis Summary):

- a) Fluctuating regional economic conditions and political stability, which resulted in changes amount of foreign and domestic tourists as participants.
- b) Location of *JX International Expo* was in line with the level of daily traffic peak in the city of Surabaya.
- c) MICE activities invite and accommodate activity, with large scale, so it has required the best of supporting facilities.
- d) Inadequate about human resources to organize the event (organizer)
- e) The impact of technology development on line MICE activities, as the teleconference that brings amenities to participant. That do not require place for event.

After finding some factor and indicators on each element of, internal factor and external factors. Further, it starts to do preparation of Internal Factor Summary for matrix SWOT. We can get the relationship of each element (IFAS/EFAS). As for the compilation of the SWOT matrix encompasses explained in accordance with the following table :

Table 5: Strength – Opportunity Strategy

No	Element
Strength – Opportunity Strategy	
1	With a strategic macro location, then it can get odds of attracting the public attention. It can make it easy to branding image of JX International Expo.
2	JX International Expo being a pioneer organizer , it can be used to market and promote the product (Venue) in particular in the area of East Java and Eastern regional of Indonesia
3	Effective exhibition area with 7000m ² can accommodate the kind of activities that are multiple effect and attract amount large scale visitors.
4	The track record of JX International Expo in organizing event of national and international scale. It can be a reference and the guidelines of participant in selecting venue.
5	Management team of JX international Expo have been joint into member of ASPERAPI, it can utilized to extend the linkof relationship and can get recognition/accreditation from global of MICE Industry

Table 6: Weakness- Opportunity Strategy

No	Element
Weakness – Opportunity Strategy	
1	Improve aspect of the services, facilities and product quality in produce, to ensure the participants of activity given the rashness and comfortable
2	Micro location has not profitable because the area is in high level traffic and crossing railway. It can be utilized to attach attributes to advertising. To get attention of people who pass through the building.
3	Addition parking spaces and follow the direction of the master plan development, to accommodate participants activity.
4	Performances improvement from management and employee, promotion venue and get recognized from the others.
5	Increase the level of confidence in the public sector to capture opportunities from partnership and investments.

Table 7: Strength- Treat Strategy

No	Element
Strength – Treat Strategy	
1	Increase the level of public confidence
2	Doing promotion and the best practice of marketing strategies, for attracting participant. Emphasized to the digital media to get target market.
3	Improvement the quality of human resources as management, by increasing skill and knowledge about(financial plan, operational plan an marketing plan)
4	Enhance creativity and innovation in improving service to participant, Related to the technical aspects or facilities

Table 8: Weakness-Treat Strategy

No	Element
Weakness – Treat Strategy	
1	Creating a good brand image and easily known by the general public and also doing diversification of product offerings
2	Doing the best promotion with periodic intensity.
3	Applied the competitive of pricelist and bonuses in compare with competitors.

4	Adding the capacity of the parking space and improving other public facilities to disability.
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4. Conclusion

Currently, *JX International Expo* has become the choice of participant for the activity of MICE in Surabaya, which enable it to accommodate many events and can be attracting the participants. The success of officials in getting prospective consumers, as a form of quality improvement isthat on the offering to the users. The improvement of the quality of the product offered, can be an assessment of the technical aspect related to the specification of convention and exhibition space, including the facilities and ease of accessibility to get in the location of *JX International Expo* .Based on analysis result it can be seen that as follow :

- a) Accessibility aspect of the building needs to be increase in the evaluation of the quality of the product. Seeing the conclusion, JX International Expo as building management must be take into account about adding capacity of parking space or build a parking building in the existing area. So the whole vehicles can be parked properly. It is the best way fot upgrading the product quality offered to participant.
- b) The Physical aspect that must be taken into account is improvement of the supporting room in order to accommodate all of activities in MICE industry, such as, research room, storage for retail and exhibition for outdoor area.
- c) Must achieve standardization of convention and exhibition hall that can accommodate all of types of activities. For example, place for International convention/ congress with large scale and completed with all the facilities.

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